**Usability**

is a measure of how well a specific user in a specific context can use a product/design to achieve a defined goal effectively, efficiently and satisfactorily. Designers usually measure a design’s usability throughout the development process—from wireframes to the final deliverable—to ensure maximum usability.

**Accessibility**

is the practice of making your websites usable by as many people as possible. We traditionally think of this as being about people with disabilities, but the practice of making sites accessible also benefits other groups such as those using mobile devices, or those with slow network connections.

**User experience**

is the set of factors and elements related to user interaction with a specific environment or device, resulting in a positive or negative perception of said service, product or device.

**Usable**

It is a quality attribute of a product that refers to its ease of use, but taking into account that an application is never intrinsically usable, but will only have the ability to be used in a particular context and by particular users.

**Desirable**

We will have an excellent UX if we manage, through an attractive design, to evoke emotion in the user, making it desirable for him to return to our website.

**Findable**

Websites must be easily navigable and allow users to find what they need in a simple and practical way.

**Accessible**

We talk about how we will facilitate the use of the website or product for the public in certain sectors of the population.

**Credible**

The contents, in the same way as the design, affect the trust that users have in the product.

**User-centered design:**  
It is a design philosophy that aims to create products that solve specific needs of their end users, achieving the highest satisfaction and best possible user experience with the minimum effort on their part.  
It takes shape as a process in which a series of multi-disciplinary techniques are used and where every decision made must be based on the needs, objectives, expectations, motivations and capabilities of the users.

**Processes that do User-Centered Design involve the following steps:**  
Getting to know the end users in depth, usually using qualitative.  
Research or quantitative research.  
Designing a product that meets their needs and fits their capabilities, expectations and motivations.  
Testing the design, usually using user testing.

**The qualitative methods of user-centered design:**Inquiry methods are carried out at the stages of specification of the context of use and requirements. Of the context of use and requirements. They are based on involving the users in the different activities that are carried out and are oriented to obtain information to define the product or service.

**Methods:**

**Ethnographic study:**Direct study of individuals or groups over a period of time, using participant observation or interviews to learn about their social behavior.

**Contextual research:**Is a qualitative research method in which the user is interviewed and observed in his or her real context, rather than in a laboratory or artificial context.

**Prototype testing:**Multi-stage process, focused on finding new ideas or testing an existing idea to see if it works and how to improve it.

**Usability testing:**Is a technique used in user-centered interaction design to evaluate a product by testing with the users themselves.