UCD:

User experience (UX) design is the process of creating products or services that provide users with a positive experience. It involves understanding user needs, goals, and pain points through user research, and designing solutions that are easy to use and visually appealing.

Effective UX design also involves making sure the product or service is accessible to everyone, including users with disabilities, by following accessibility guidelines and best practices.

Ultimately, a good user experience is essential for creating products and services that users love to use, and that meet their needs in an intuitive, efficient, and enjoyable way.