

# The User Experience Iceberg

**Copywriting**  
**Graphics Design**  
**User Interface & Interaction Design**

An iceberg floating in a blue gradient background. The top of the iceberg is above a dashed white horizontal line, representing the visible part of user experience. The bottom of the iceberg is below the line, representing the hidden part. The visible part is labeled with 'Copywriting', 'Graphics Design', and 'User Interface & Interaction Design'. The hidden part is labeled with a list of disciplines: 'Contextual Requirements', 'User Research & Strategy', 'Information Architecture', 'Content Strategy', 'Behavioral Sciences', 'Computer Science', 'Engineering', 'Accessibility', and 'Marketing'. A small black dot is on the line between the visible and hidden parts, and a small white dot is on the line between the hidden part and the bottom of the iceberg.

**Contextual Requirements**  
**User Research & Strategy**  
**Information Architecture**  
**Content Strategy**  
**Behavioral Sciences**  
**Computer Science**  
**Engineering**  
**Accessibility**  
**Marketing**