

# False Truths About UX

*Alexis Lawson debunks the misconceptions about user experience design. For example, UX is not UI.*



## THE DEFINITION

According to Wikipedia, a news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls,

debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

Authors also tend to use quoted references because they can be helpful. References to people can also be made through the written accounts of interviews and debates

confirming the factuality of the writer's information and the reliability of his source. The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued.

## THE CONCLUSION

While a good conclusion is an important ingredient for newspaper articles, the immediacy of a deadline environment means that copy editing often takes the form of deleting everything past an arbitrary point in the story corresponding to the dictates of available space on a page. Therefore, newspaper reporters are trained to write in inverted pyramid style, with all the most important information in the first paragraph or two. If the less vital details are pushed towards the end of the story, then the potentially destructive impact of draconian copy editing will be minimized.

*Alexis Lawson is a senior UX designer at M1. He's worked on award-winning apps such as Keystone, Rocket, and Flagship. Learn more about him on [www.alexislawson.com](http://www.alexislawson.com)*



## DID YOU KNOW?

A fact is something that has really occurred or is actually the case. The usual test for a statement of fact is verifiability, that is, whether it can be demonstrated to correspond to experience.

**SOURCE: WIKIPEDIA.COM**