



UNIVERSITY OF  
MICHIGAN

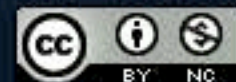
# Components of UX

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## INTRO TO UX

Mark W. Newman

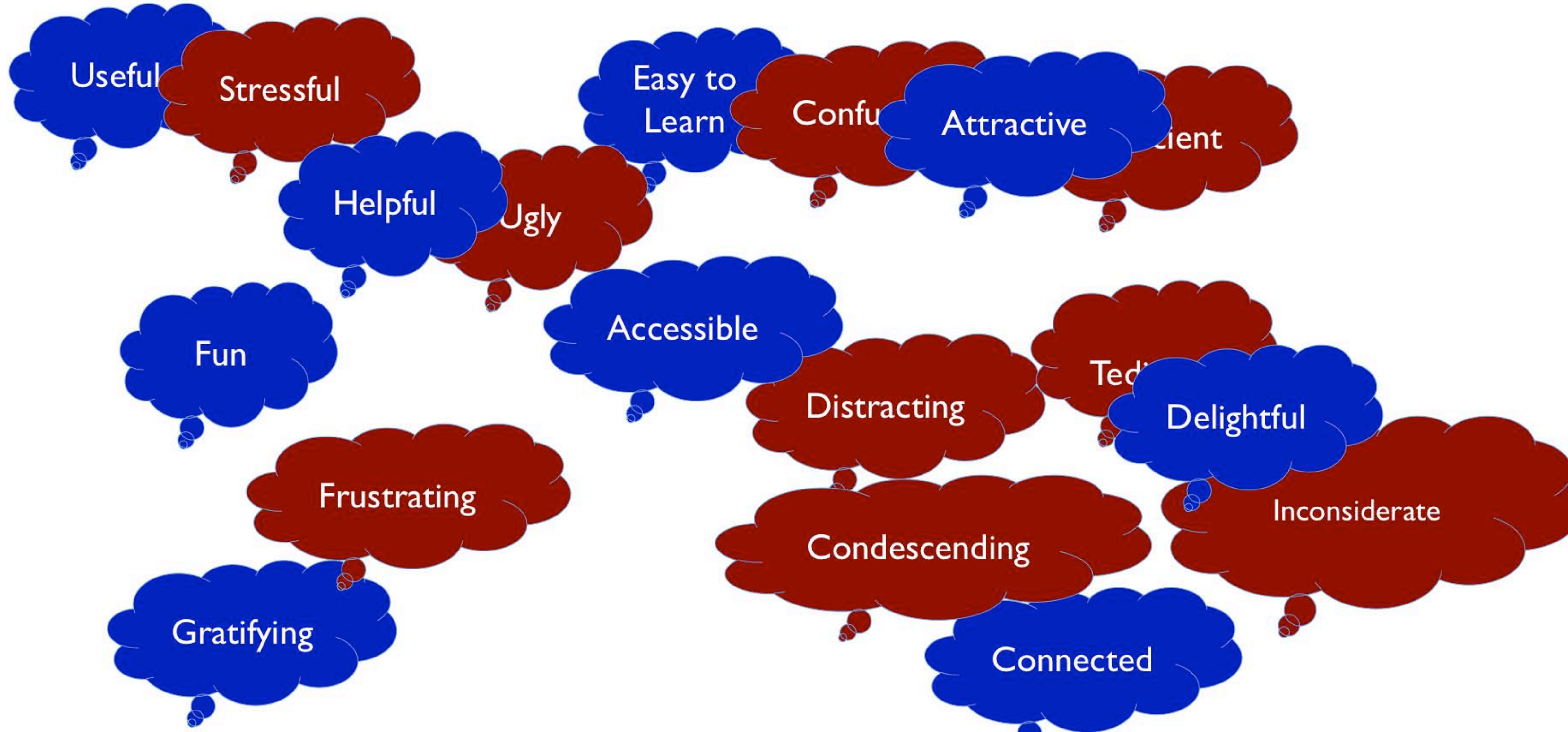
Associate Professor, School of Information



# Components of UX

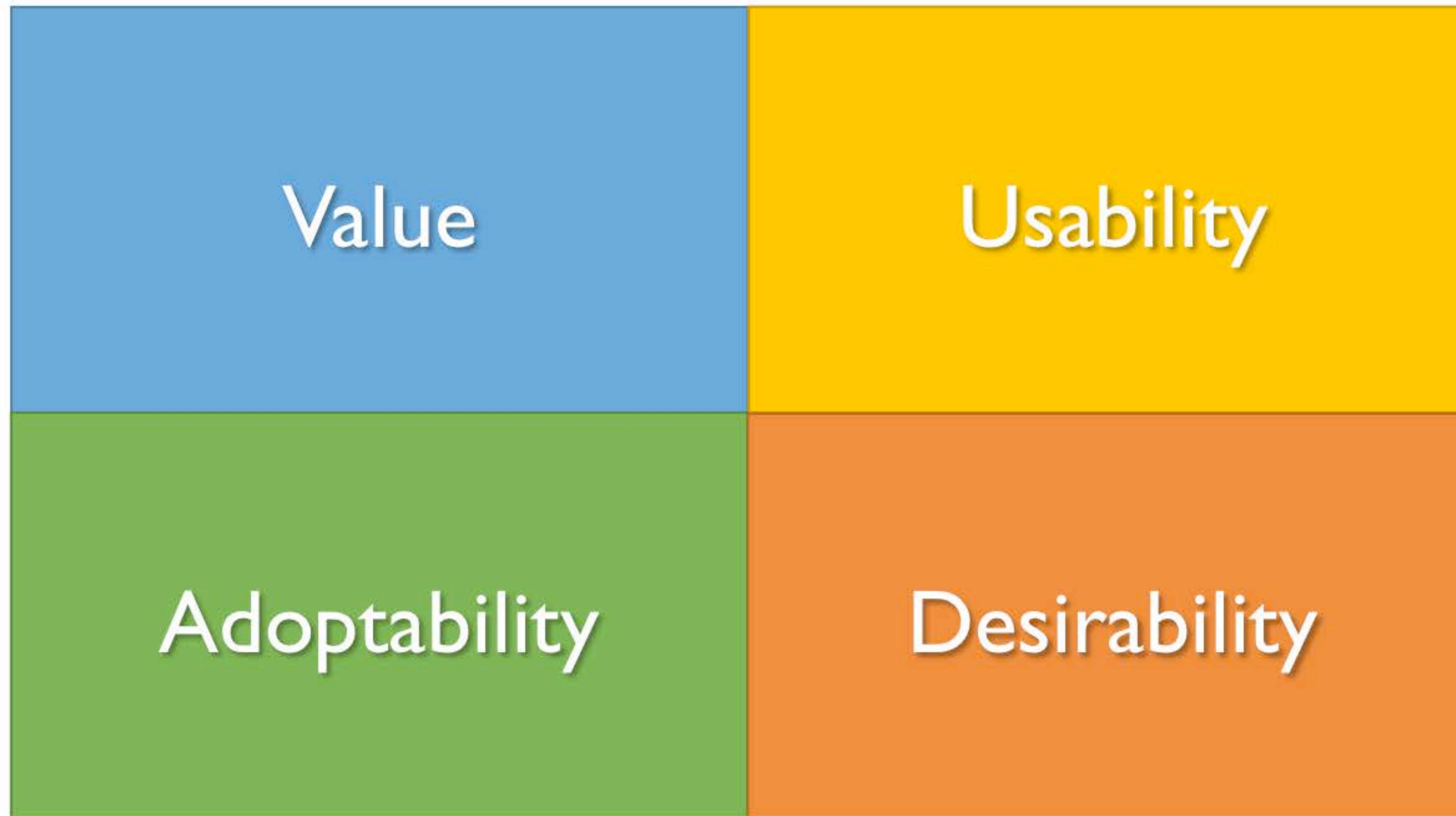


# Good and Bad UX





# Components of UX



# Components of UX

Is it useful?  
Is it better  
than the  
alternatives?

Value

Usability

Adoptability

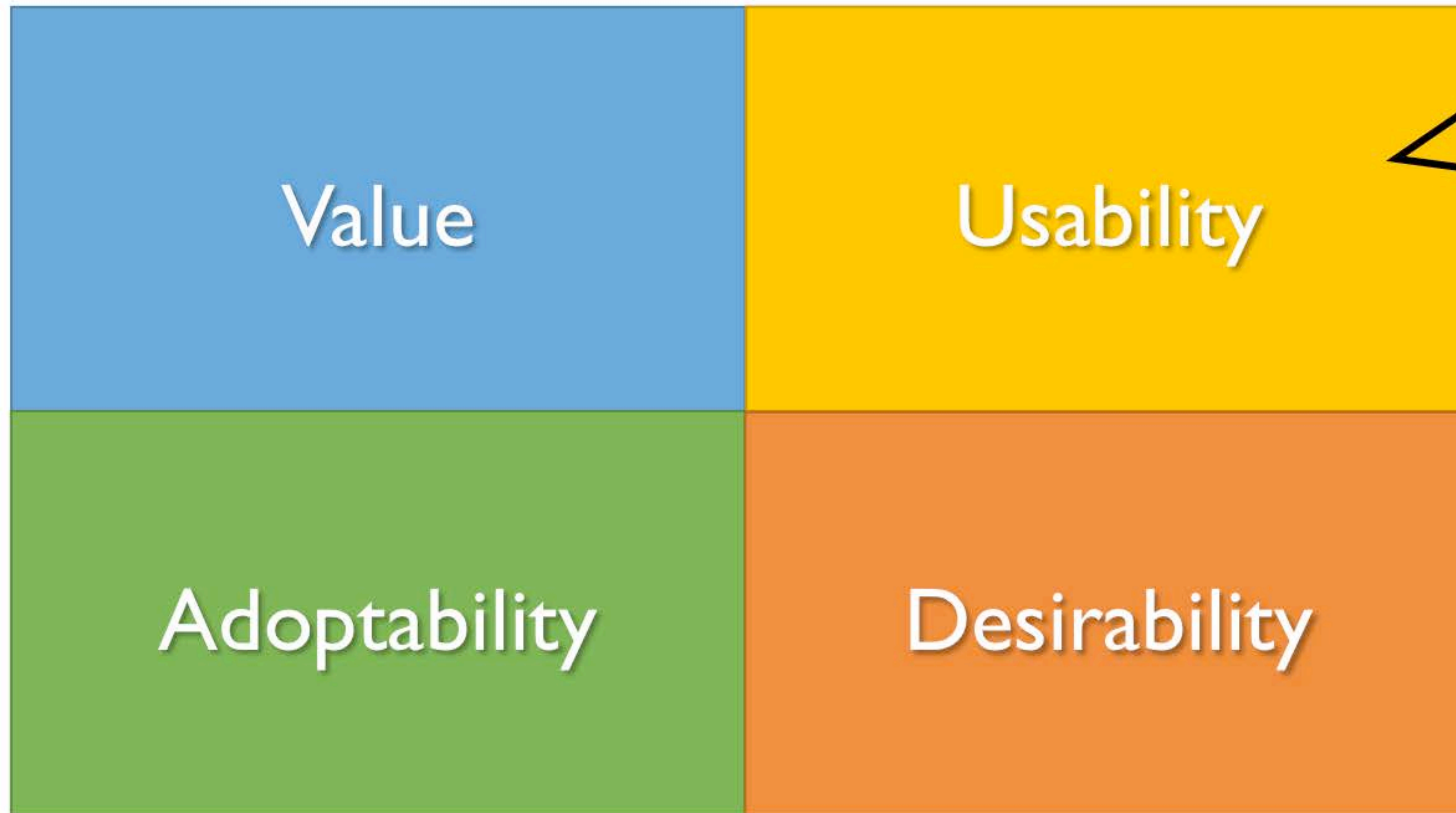
Desirability



# Viscalc, 1979

C11 (L) TOTAL		C11	
		25	
A	B	C	D
ITEM	NO.	UNIT	COST
MUCK RAKE	43	12.95	556.85
BUZZ CUT	15	6.75	101.25
TOE TONER	250	49.95	12487.50
EYE SNUFF	2	4.95	9.90
SUBTOTAL			13155.50
9.75% TAX			1282.66
TOTAL			14438.16

# Components of UX



Can users do what they need to do?

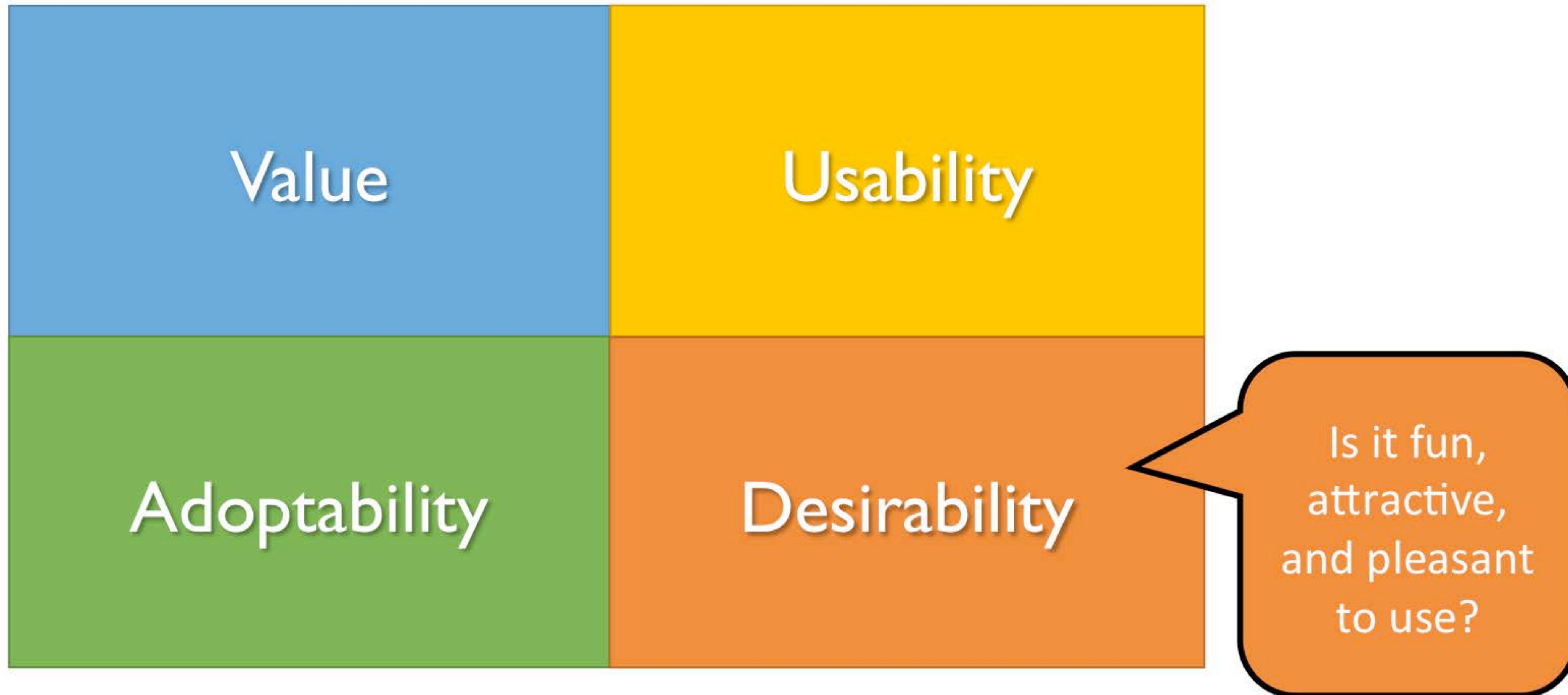


# Motorola ROKR





# Components of UX

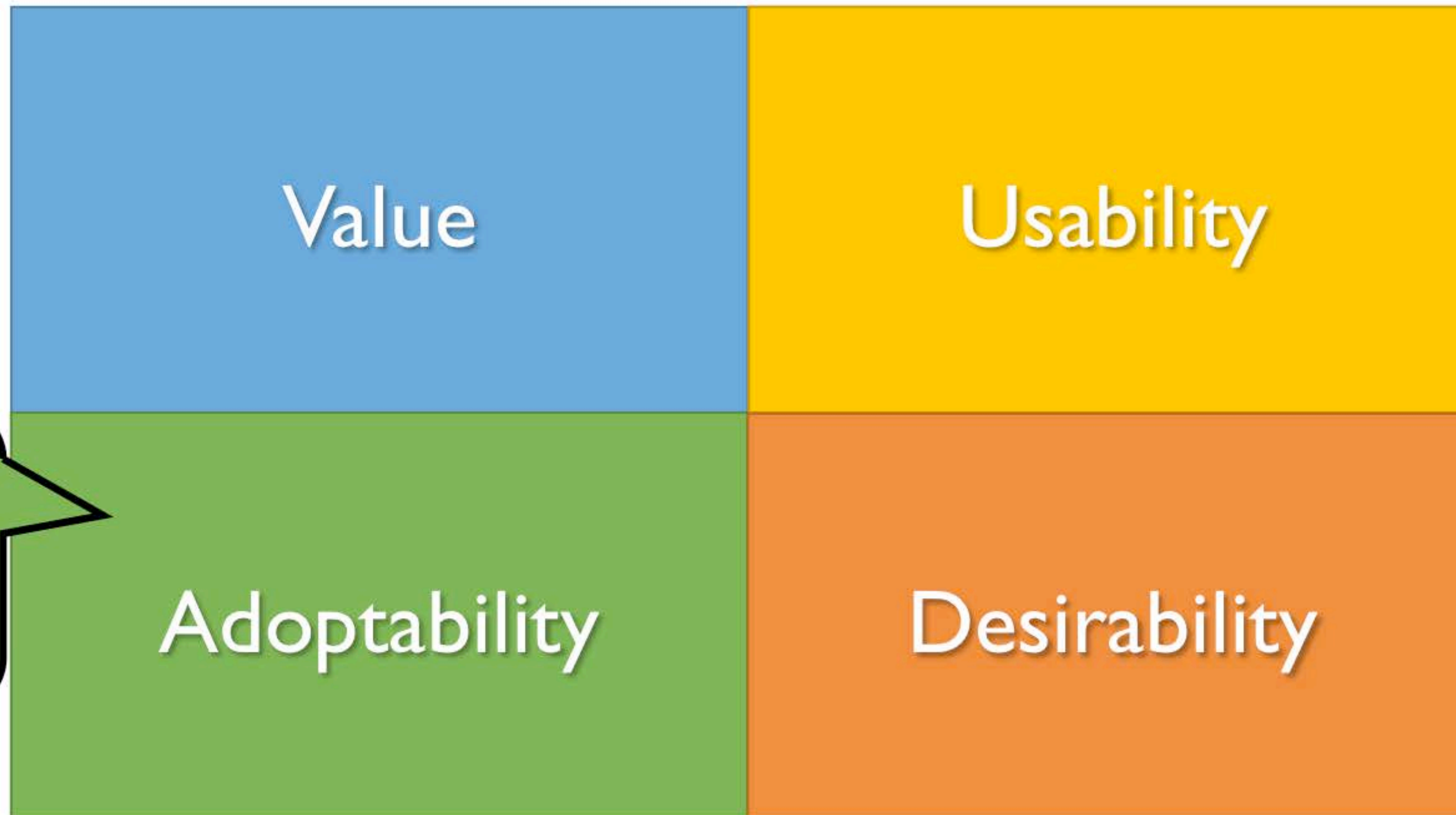


# iPod, 2001





# Components of UX



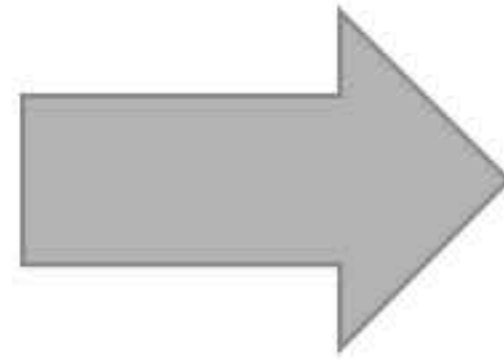
Is it easy to  
find and start  
using?

# Duolingo Onboarding Process



# Basic Methods of UX

- **Understanding users**
- **Design & Prototyping**
- **Evaluating designs**

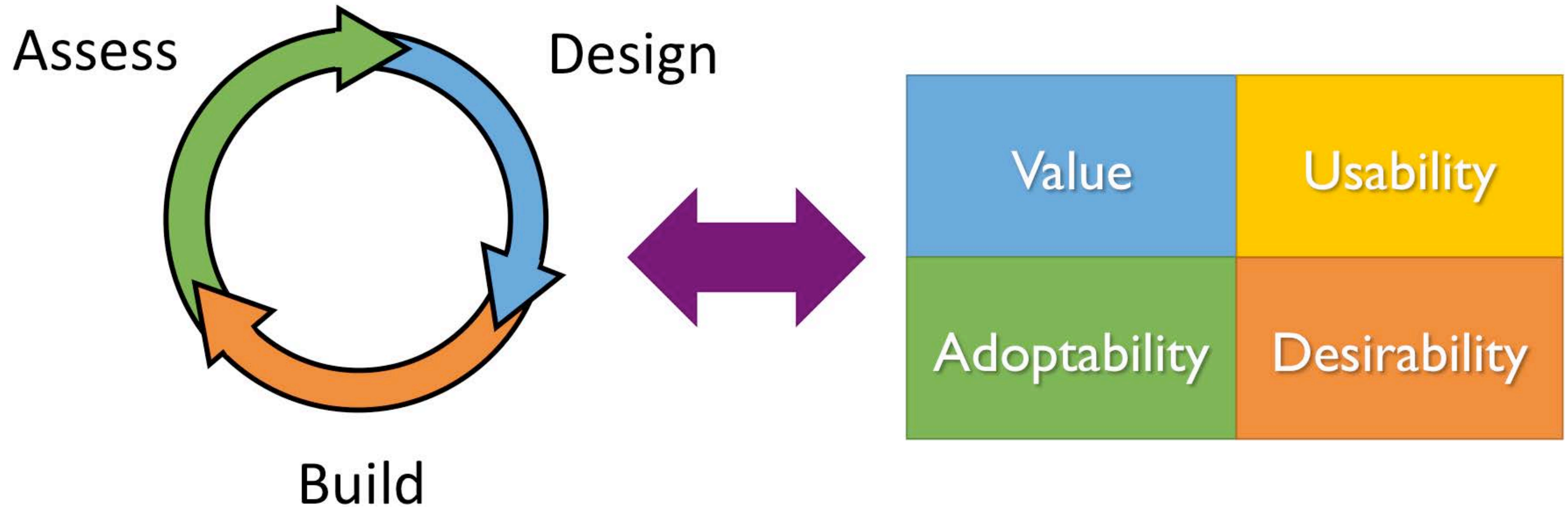


# Assessing UX: Questions

	Understanding Users	Evaluating Designs
Value	What do users need?	Does this design fulfill the need?
Usability	How do they do it now?	Can they get it done with this?
Desirability	What do they desire?	Is the design appealing?
Adoptability	Where do users look for things?	Can users find and access this?



# The process is your guide



# Summary

- **UX is multi-faceted**
- **Basic UX methods can address many UX concerns**
- **Let the process be your guide**