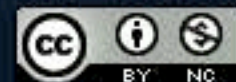# What is User Experience?

INTRO TO UX

Mark W. Newman

Associate Professor, School of Information

What is UX?
Why does it matter?

Mark W Newman

What is a Good UX?

Useful

Helpful

Easy to Learn

Attractive

Accessible

Fun

Satisfying

Delightful

Connected

What is a Bad UX?

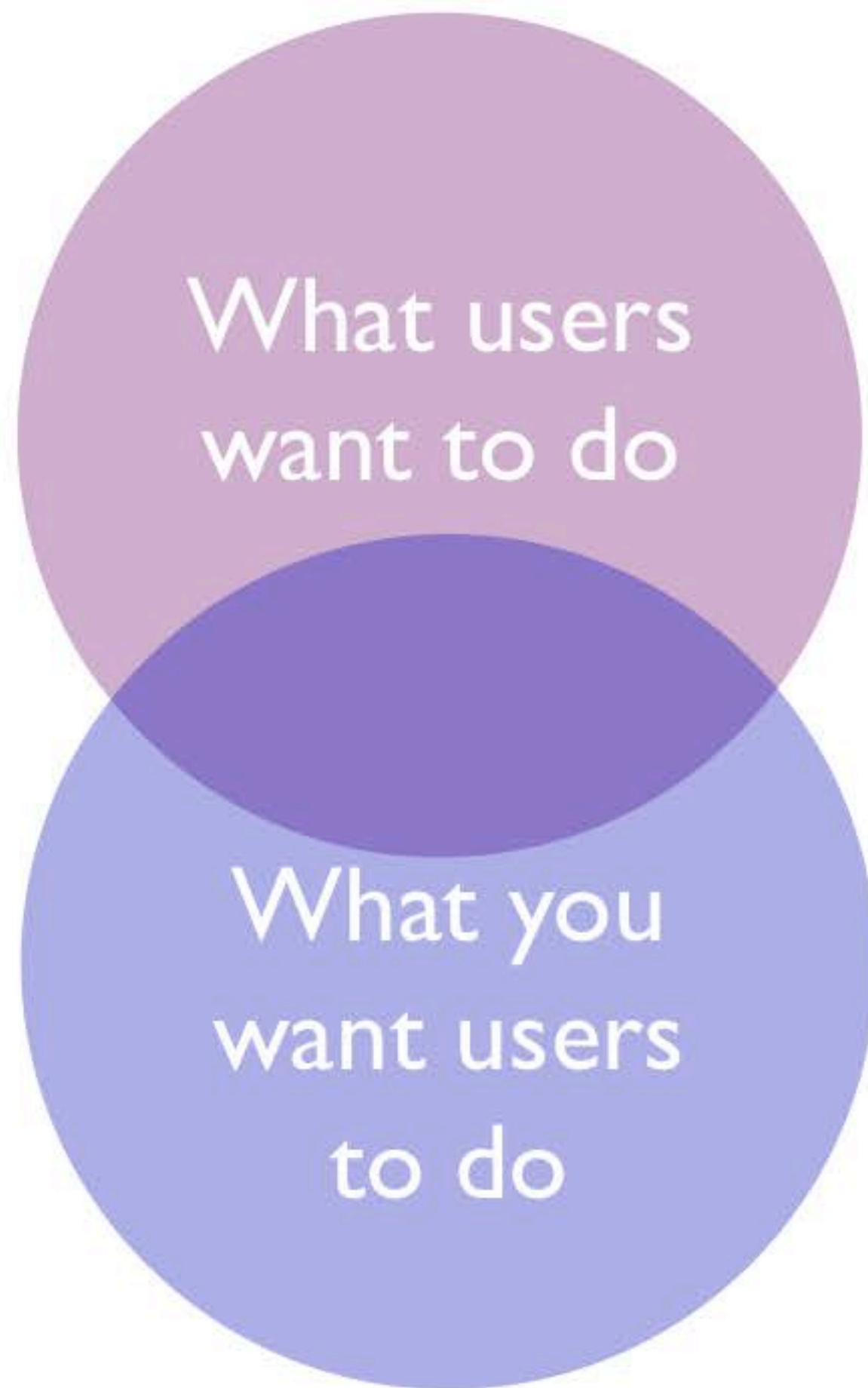Stressful

Ugly

Confusing

Inefficient

Distracting

Tedious

Frustrating

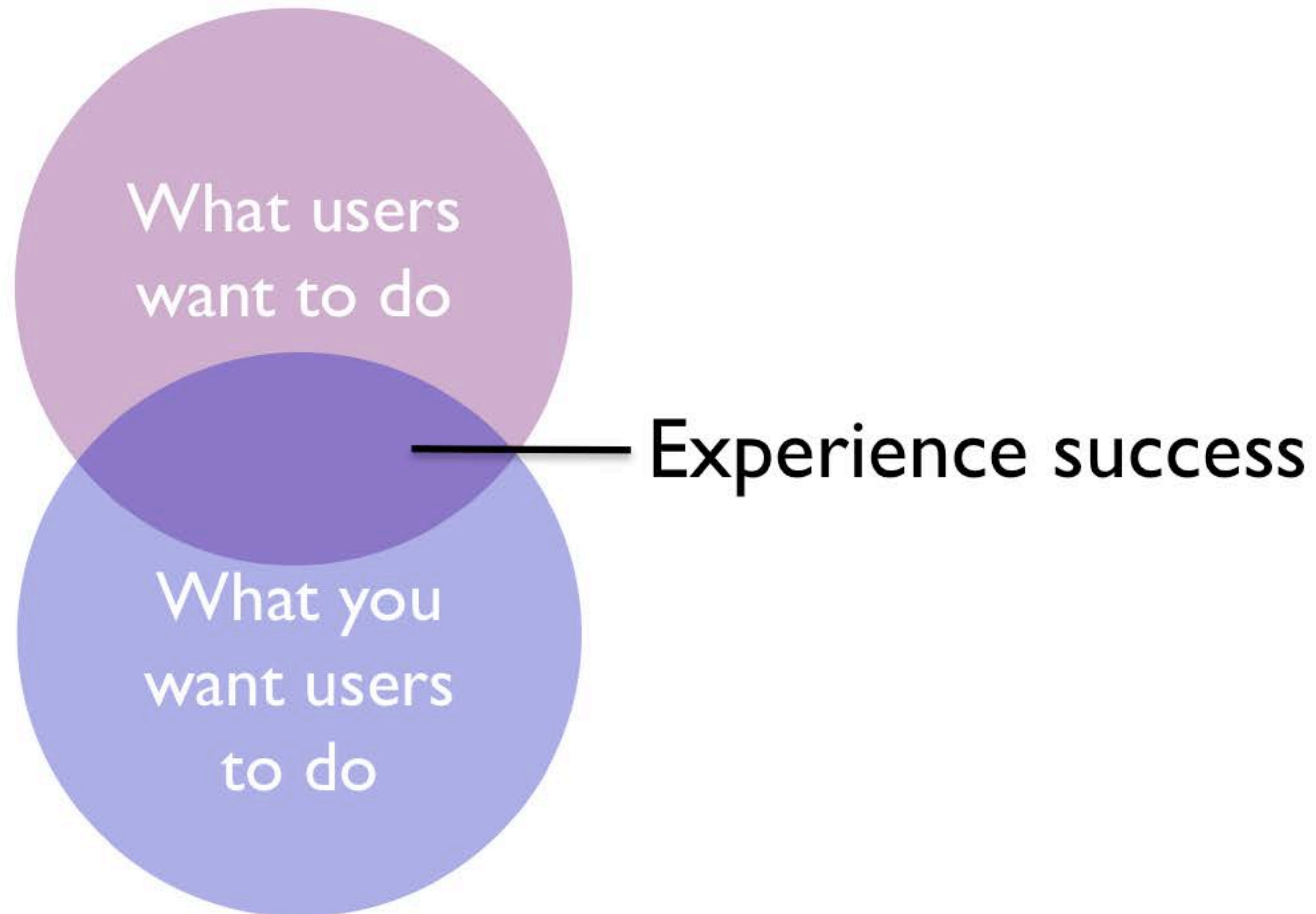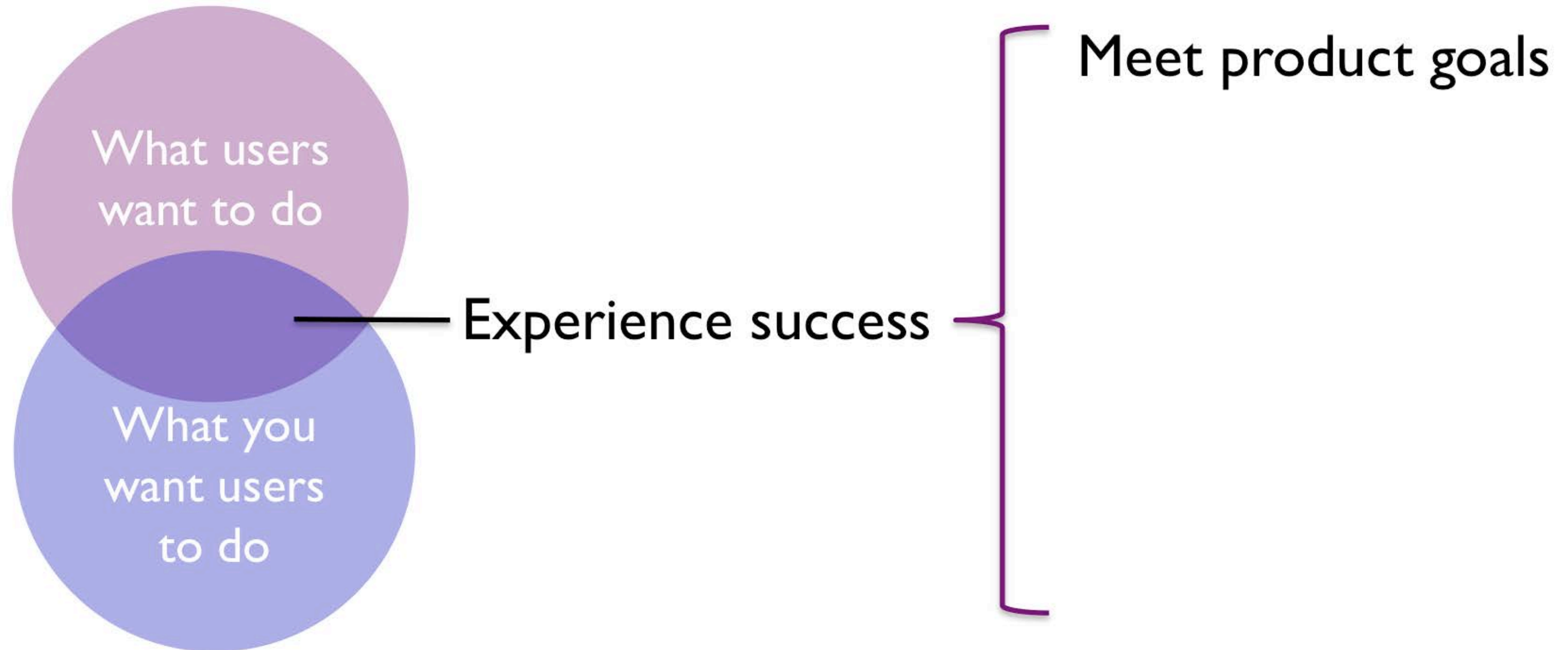Inconsiderate

Condescending

Why Does it Matter?

What users want to do

What you want users to do

Why Does it Matter?

What users want to do

What you want users to do

Experience success

Why Does it Matter?

What users want to do

What you want users to do

Experience success

Meet product goals

Why Does it Matter?

What users want to do

What you want users to do

— Experience success ⎱ Meet product goals

Repeat usage

Why Does it Matter?

What users want to do

What you want users to do

Experience success

Meet product goals

Repeat usage
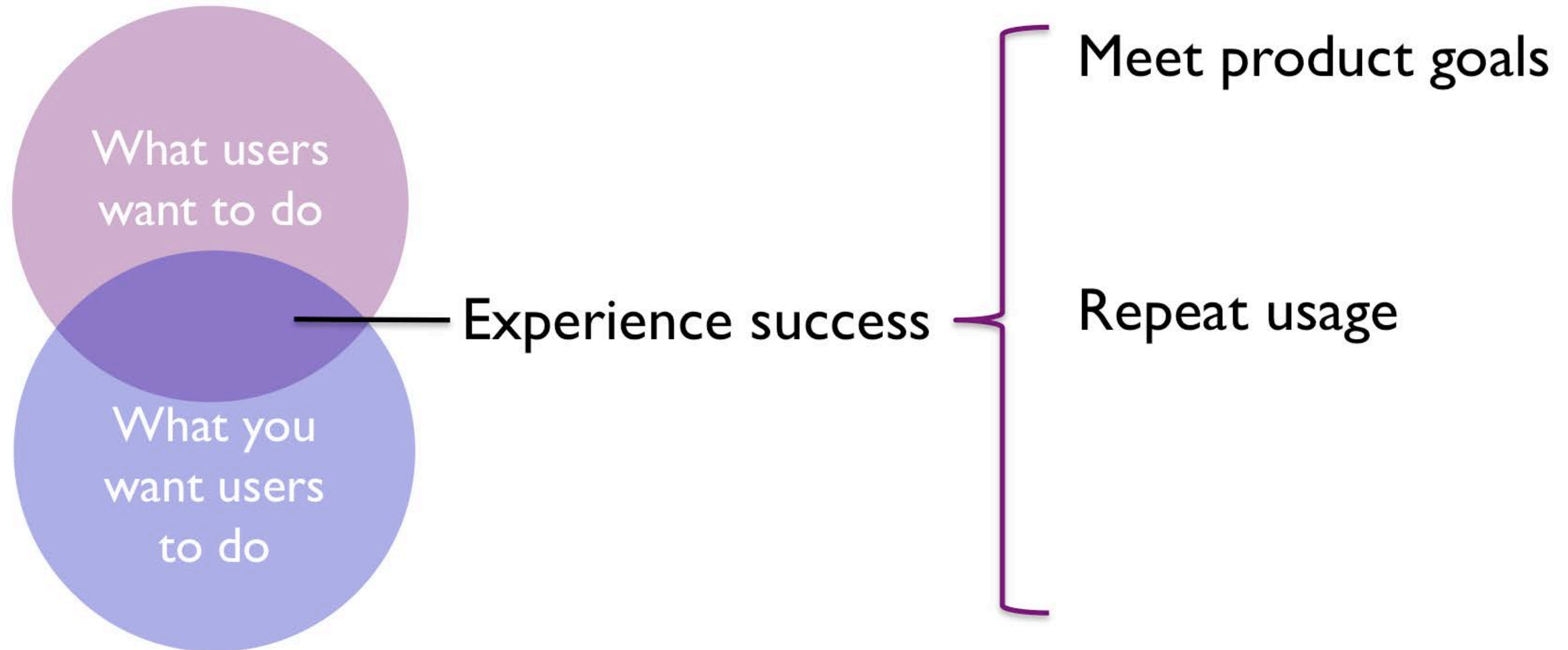
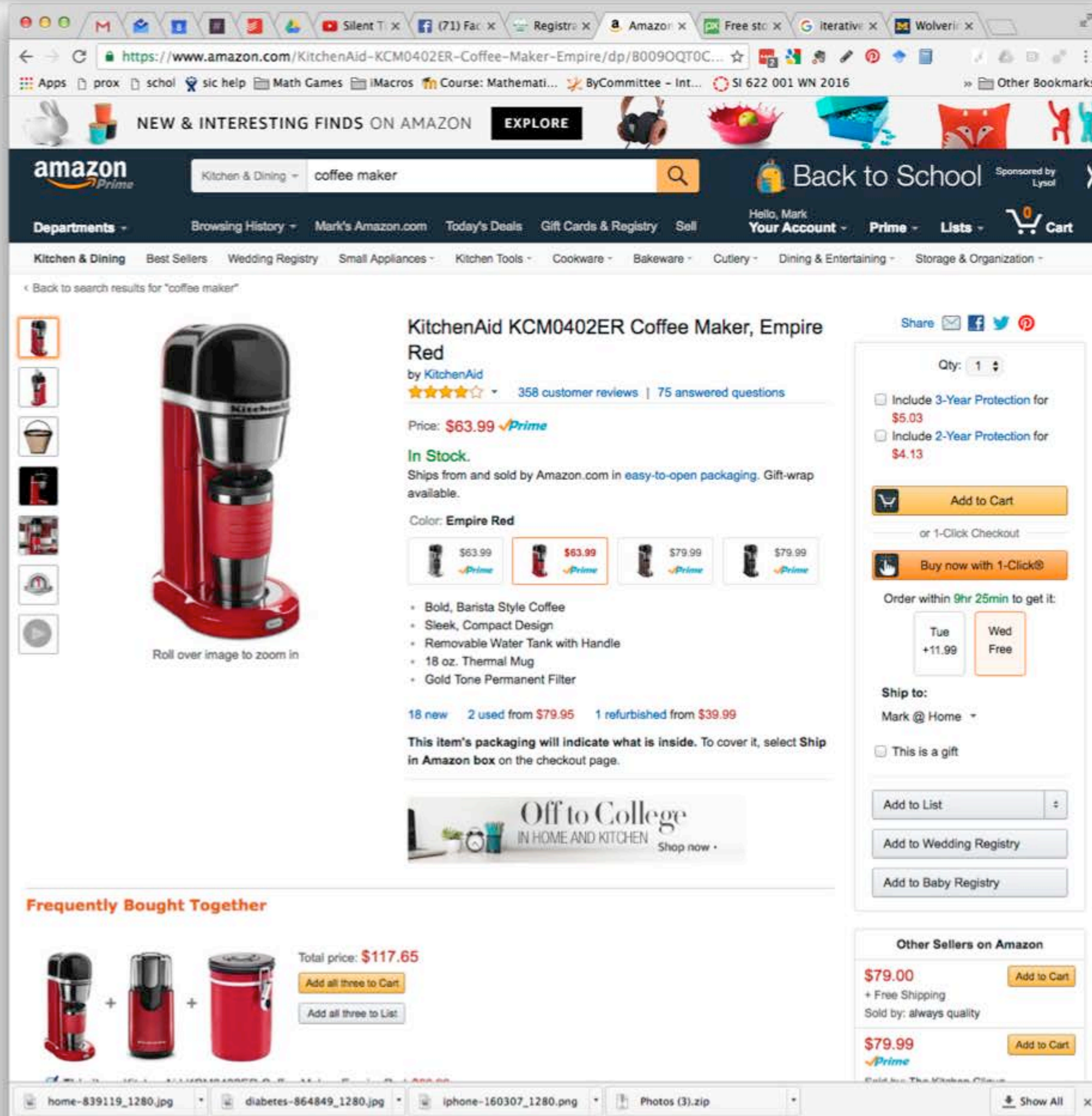Recommend to others
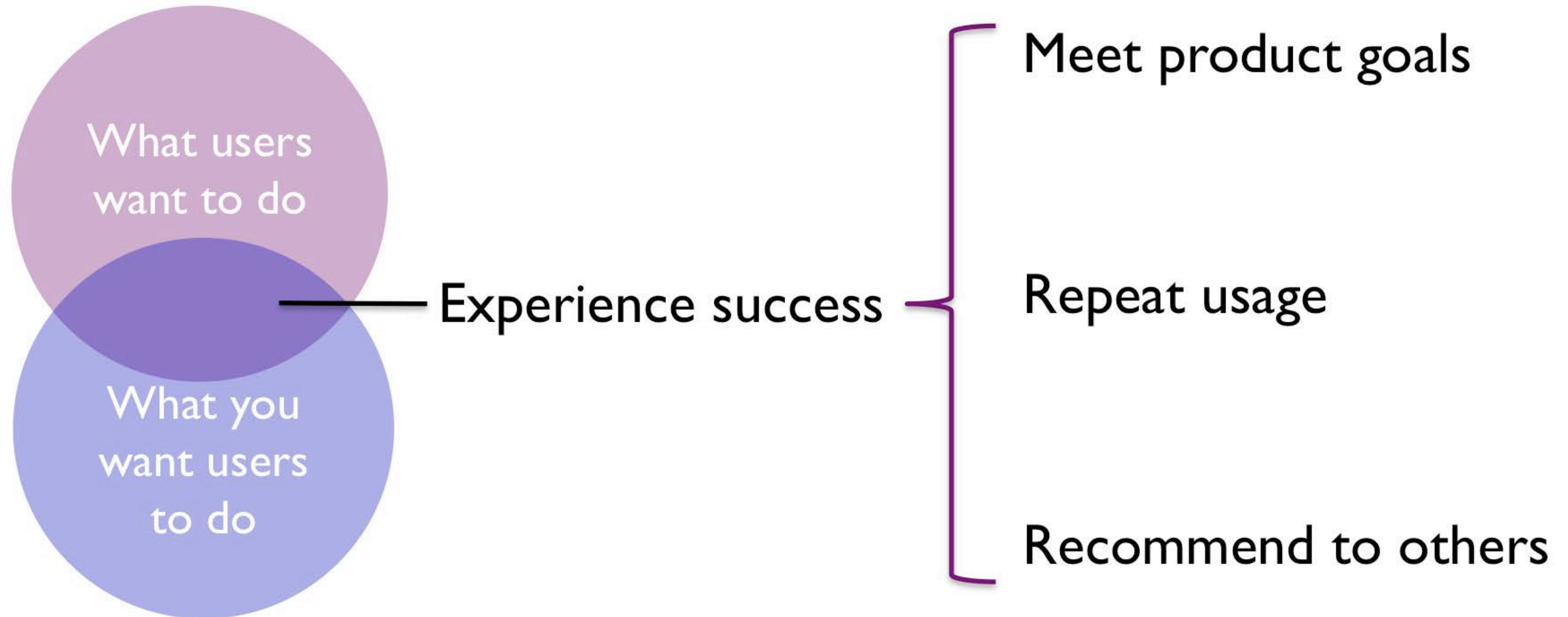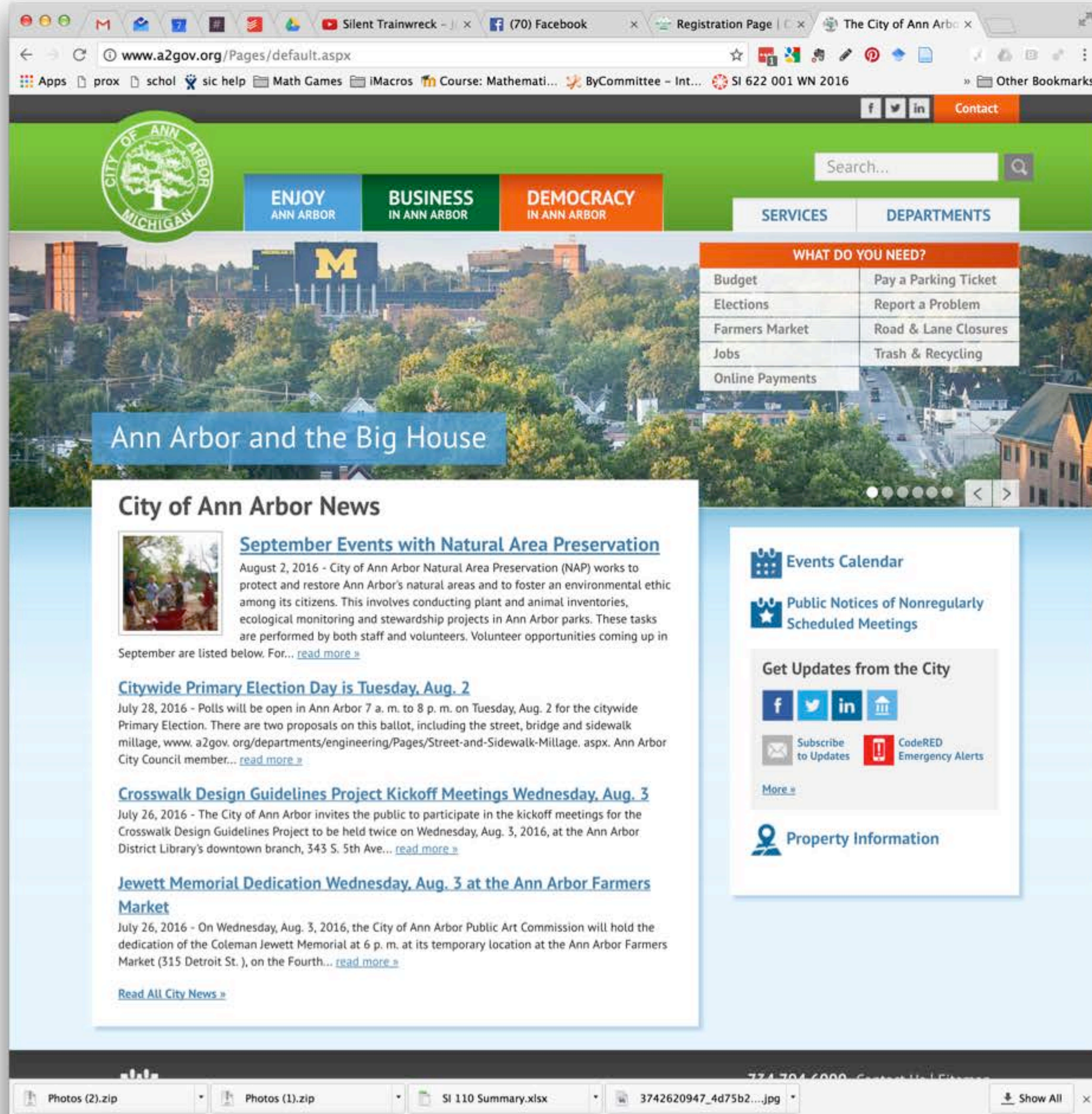
- **Buy stuff**
- Enjoy stuff
- Come back again
- Recommend to others

- **Find information**
- Understand services
- Streamline city services
- Recommend to others

- **Improve health**
- Do no harm
- Convince providers
- Recommend to others

The Whole User Experience

- **UX = the experience people have when they interact with your product**
  - *Using the product*
  - *Choosing the product*
  - *Acquiring the product*
  - *Learning to use the product*
  - *Fixing the product*
  - *Upgrading the product*
  - *…*

Why is UX hard?

1. You are *not* the user

2. Computers are *weird*

3. Software is (usually) *complex*

How to make UX easy

- **Follow an *iterative prototyping* process**

- **Apply *user-centered* research and design methods**

- **Understand a bit about *human behavior***

- **Apply *common sense***