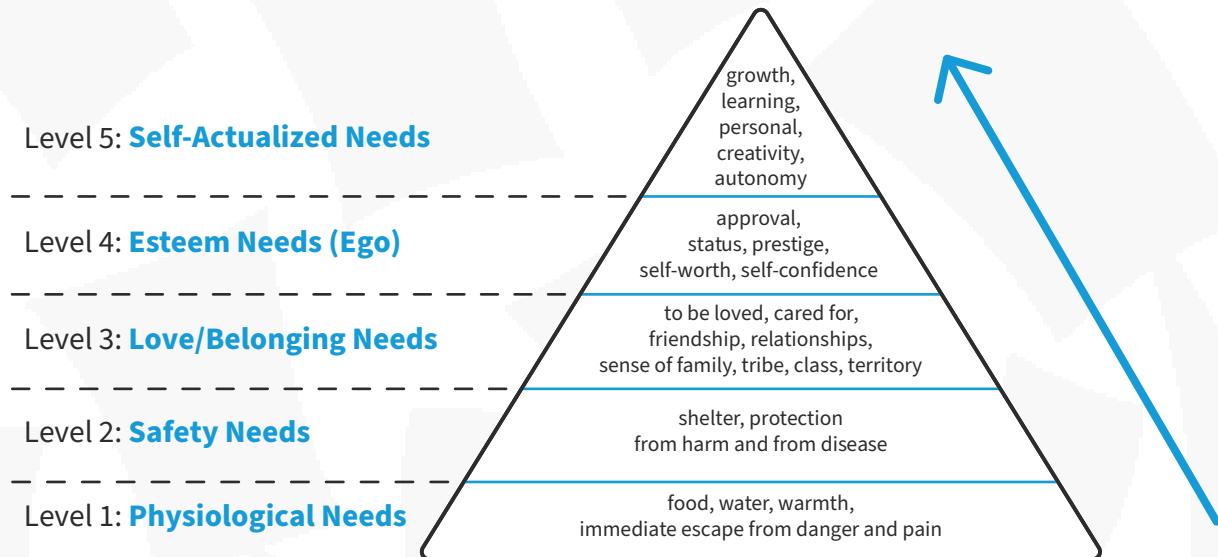
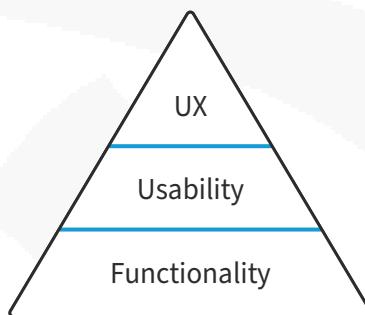


# Hierarchy of UX Needs

Abraham Maslow's hierarchy of needs is a popular model in psychology. It describes a layered explanation of motivation. This starts with basic physiological needs: food, water, sleep and warmth, leading to higher levels, such as achieving your potential or expressing yourself creatively. While Maslow's 1943 paper did not present these as a pyramid, that is a common representation of his model. (It also explains why the pyramid varies from author to author!).



There have been many attempts to adapt this hierarchy to user experience, but none have been universally accepted. In their simplest form, a hierarchy of UX needs would have the basic requirements of a system as its lowest level (the equivalent of Maslow's physiological needs) and the realization of good user experience at the top. HCI Pioneer Alan Dix expresses this pretty simply as



However, this leaves a good deal of interpretation to the reader. UX Consultant Jon Duhig has taken a different approach, as shown below. An attractive feature of his pyramid is that it includes many practical questions.

## References and Further Reading:

[A Theory of Human Motivation \(Maslow, pdf\)](#)

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# Self-fulfilment

Is it fun? Do I lose myself in it?  
Does it make me feel good? Or look good?  
Does it empower me? Does it let me be me?  
Can I use it to communicate?

## Satisfaction

Does it understand me? Do I prefer it? Can I control it?  
Is it confusing? Does it make things quicker? Or easier?  
Does it understand my work? Will it annoy me?  
Is it repetitive/mundane? Does it fit in with everything else?

## Efficiency

Will it support me when I'm an expert?  
Will I make mistakes? Is it fast to use?  
Can I learn it quickly?

## Effectiveness

Does it do the job well?  
Does it work?  
Can I do it?

## Utility

Is it better? Does it get the job done?  
Do I want it? Do I need it?

## Safety

Is my reputation safe? Is my identity safe?  
Is my data safe? Will it hurt?  
Will I hurt anyone? Is it dangerous?

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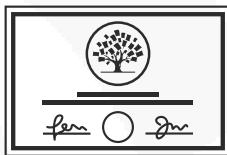
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