The first image on the left represents UI (User Interface), which is the visual appearance and presentation of the product - in this case, an intact, well-designed Heinz ketchup bottle.

The middle image represents UX (User Experience), which goes beyond just the visuals and encompasses the overall experience and interaction with the product. In this case, the UX image shows the ketchup bottle being squeezed and used, representing the actual use and functionality of the product.

The third image on the right represents Usability, which refers to how effectively and efficiently a user can accomplish their goals with the product. Here, the usability image depicts a messy spill of ketchup, implying that despite a decent UI and UX, the product may have usability issues that hinder the user's ability to use it effectively.