

What is User Experience (UX)?

It involves users' perceptions and responses to using a system, product, or service.

Goal-Directed Design

- Based on research and understanding user goals.
- Aims to meet user needs, both practical and emotional.
- Uses personas, scenarios, and context to inform design.



Personas

A fictional, realistic description of a typical user:

1. Includes name, age, experience level, context of use, and goals.
2. Important for making users memorable to product team members.
3. Created through user research like interviews, surveys, and observations.

