# **Course Introduction**

## Introduction to UX and UI

n/a

*You just started working in a small company. You expected to work exclusively on the UI, or the user interface, of the website since that is what you really like to do. Your colleagues are asking you to conduct a UX , or user experience, study to find out how customers feel while using the website. Do you think this is a fair expectation of your colleagues?*

* Yes

# **What is UX**

## What is UX

UX means user experience. It includes everything related to all the interactions that a user has with a company, its services and products. How does something like a remote control, a phone, an app or a website feel to use? How do you feel before, during and after interacting with the product? Can users achieve what they want easily from a product? Does the interface provide a smooth, enjoyable experience, making your users feel in control? Why do customers keep coming back for more?

*You started working on the Little Lemon project. You’re focusing on designing the website. Is this all that UX involves?*

* *No*

## UX goals + Quality components

Usability gauges how intuitive or easier product is to use. **Jacob Nielsen's**, a highly recognized professional in the field of usability, proposes that you can evaluate usability through five usability components. **They are learnability, efficiency, memorability, errors, and satisfaction.**

Considering your user's experience goals early is a methodology that you can employ to help remember the ever-changing nature of your user's experiences. You can organize your experience goals into desirable and undesirable aspects.

*You are redesigning the Little Lemon website and you want to make sure that you prevent users from doing things they shouldn’t. And if they end up making a mistake, you want users to be able to fix it easily. Which UX usability component is best described above?*

* *Errors*