

# Chapter 1

## What is UX Design ?

**Instructors:** Dr. Churee Techawut

Reference : Adrian Bilan, 2023, Confident UX,  
The essential skills for user experience design, Kogan Page,  
ISBN:9781398613010

# Outline

- 1) What is UX ?
- 2) The goal of UX
- 3) The history of UX
- 4) Three keys of UX
- 5) What UX is not
- 6) Human experience
- 7) What does good UX “feel” like?
- 8) Why UX matters



# What is UX ?

❖ UX design is about understanding **human behavior** and **designing products** around those behaviors, in order to create enjoyable products or services for users.

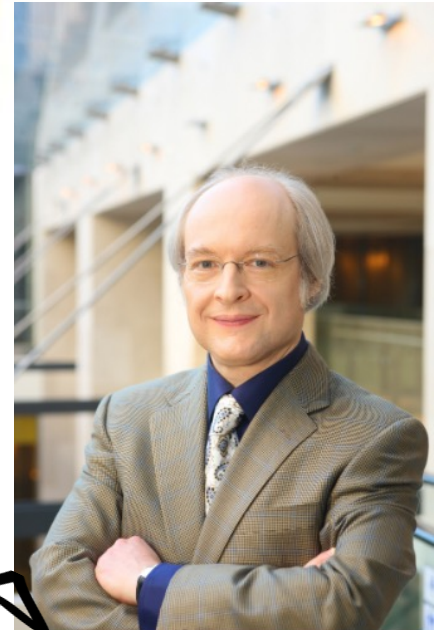


# What is UX ?

UX definitions:

"UX encompasses all aspects of the end-user's interaction with the company, its services, and its products."

Don Norman and Jakob Nielsen



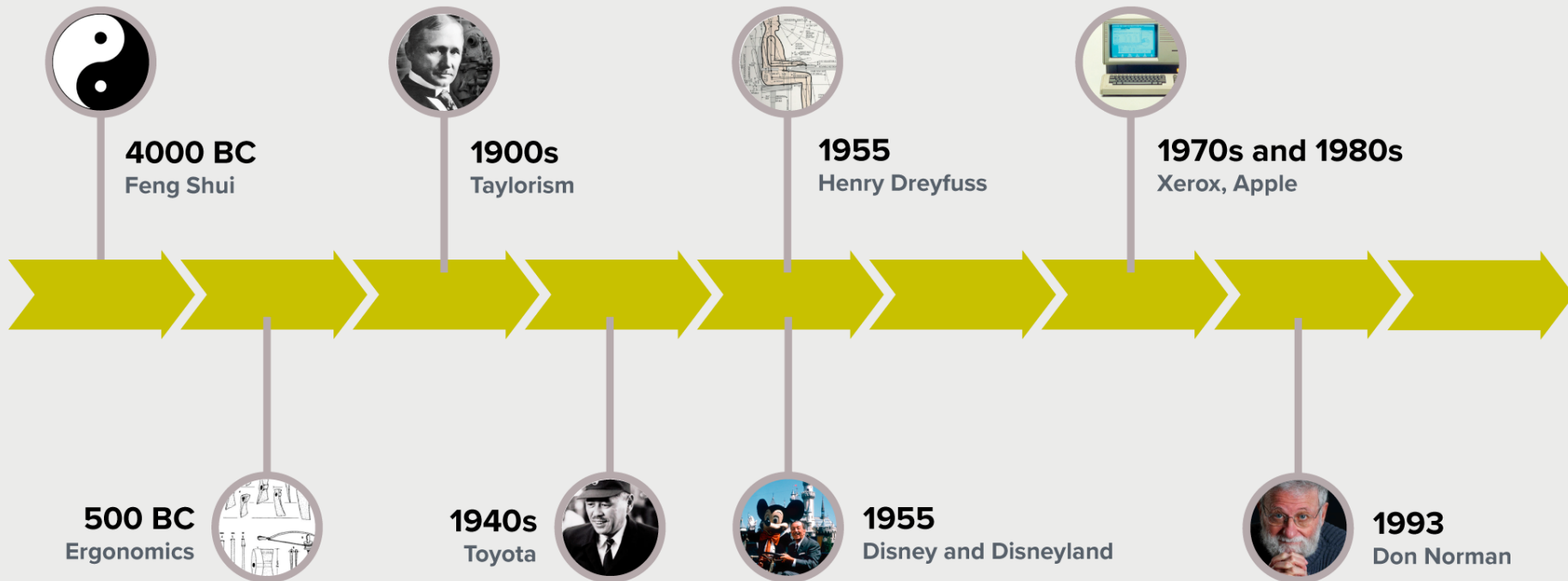
# The goal of UX

❖ The goal is to create an enjoyable **user experience** that promotes a **positive connection** between the user, and the product or service they are interacting with.

This emotional connection helps us build **trust**, **loyalty and engagement**, which can ultimately lead to improved **business outcomes**.



# The history of UX

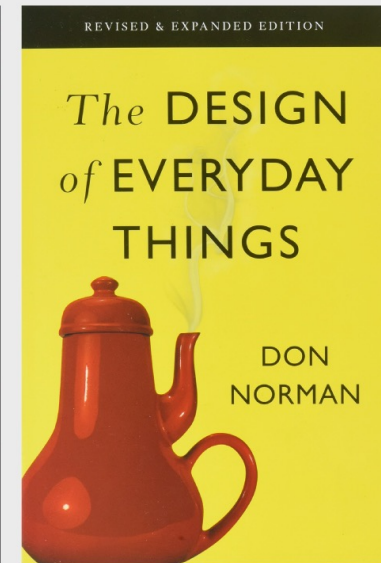
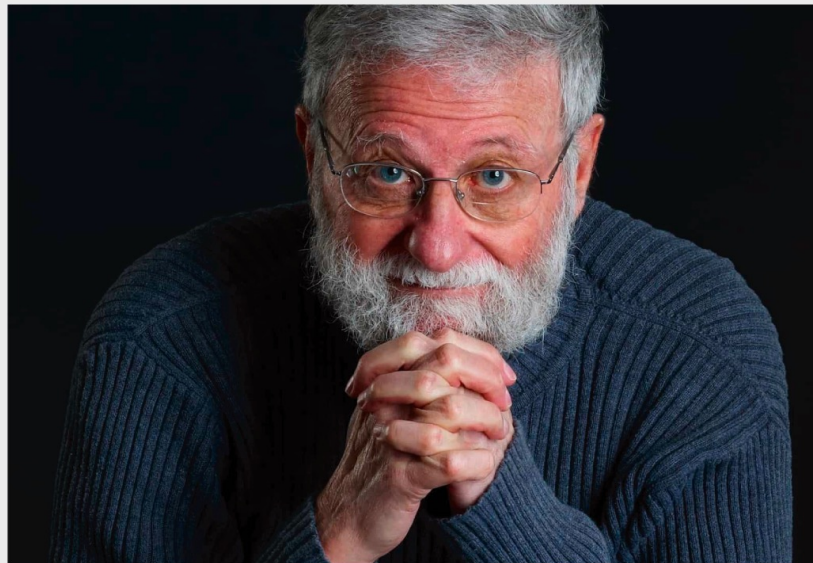


Monica Ma, 2021. [The fascinating history of UX design every mindful designer needs to know](https://www.linkedin.com/pulse/fascinating-history-ux-design-every-mindful-designer-needs-know). <https://www.linkedin.com/pulse/fascinating-history-ux-design-every-mindful-designer-needs-monica-ma>, Last accessed October 2023.



# The history of UX

❖ Don Norman, Cognitive psychologist and designer, worked at Apple, and coined the term “User experience.”



# The history of UX

**NN/g** Nielsen **Norman** Group



- ❖ Don Norman with Jakob Nielsen founded Nielsen Norman Group (NN/g)



# UX is a multidisciplinary field

Human factors

Ergonomics

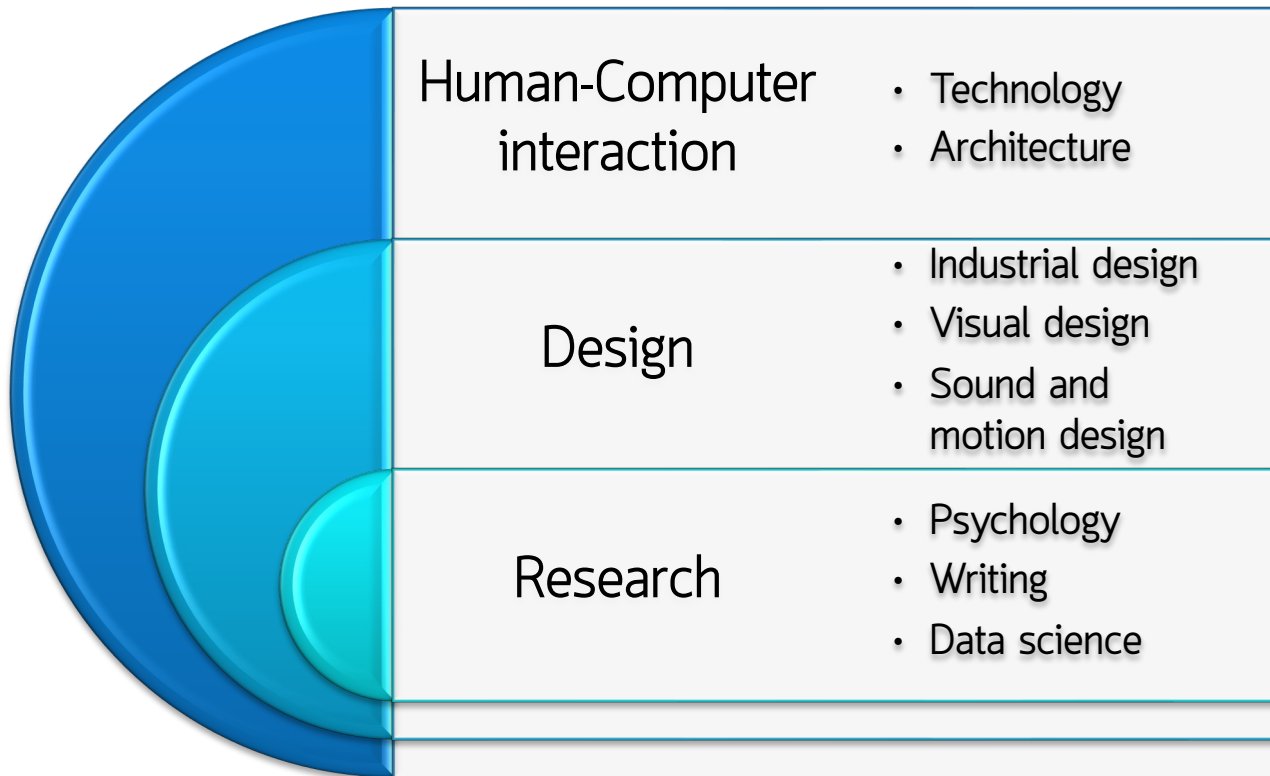
Human factors is that field which is involved in conducting research regarding human psychological, social, physical and biological characteristics, maintaining the information obtained from the research, and working to apply that information with respect to the design, operation, or use of products or systems for optimizing human performance, health, safety, and/or habitability.

J H Stramler, 1993. The Dictionary fro Human Factors/Ergonomics, CRC Press, Boca Raton.

# UX is a multidisciplinary field

Human factors

Ergonomics



Growing list



# Three keys of UX

## User-centricity

- Always Involve users

## User experience

- Holistic experience

## UI & UX combo

- Without UX, UI is just decoration

NN/g's description of UX

# User experience

## Research

Understanding  
USERS

interview, survey,  
usability testing, data analytic

## Design

Creating a  
design solution

creating sketched, wireframe,  
prototypes, and user flows

## Evaluation

Getting user's  
feedback

usability testing, A/B testing,  
user research

## UX Strategy

Effective  
communication

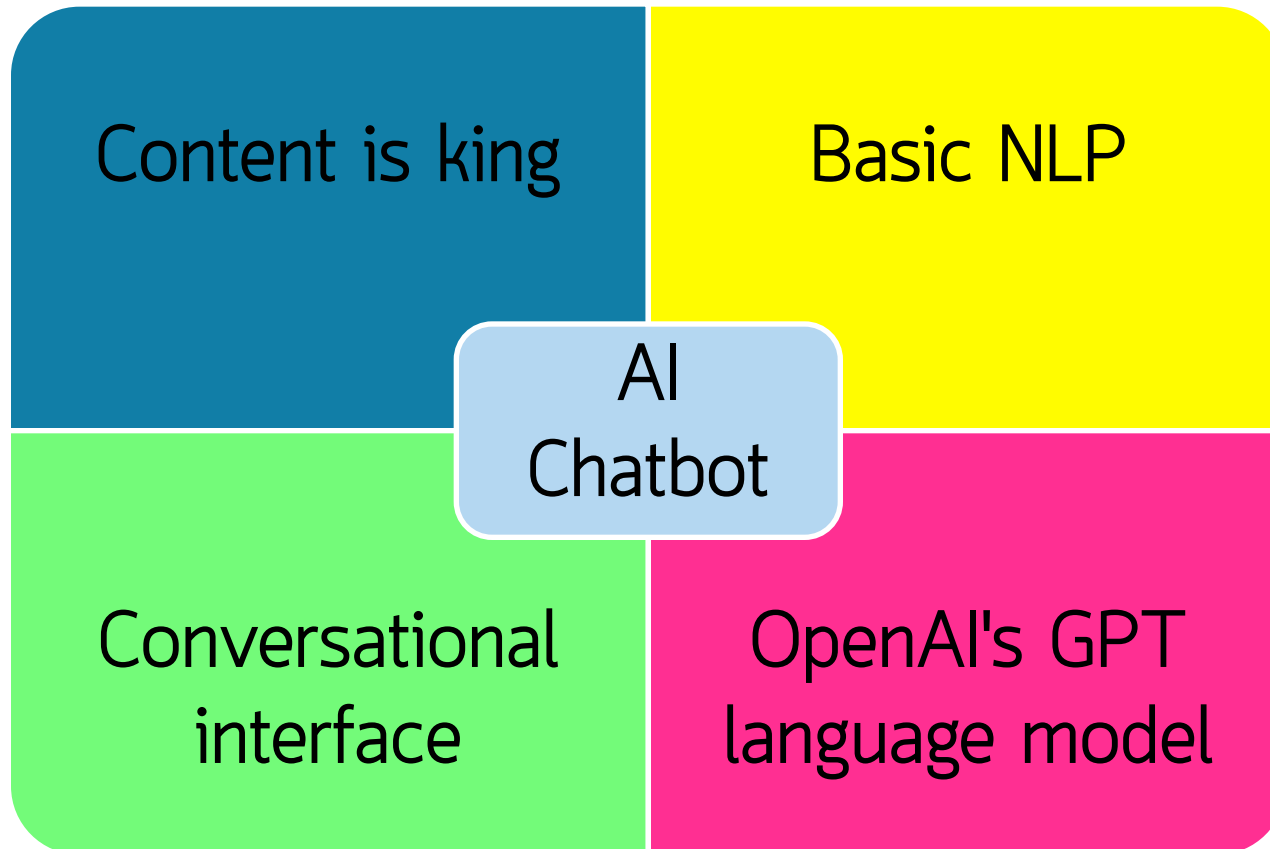
managing stakeholder expectations  
and reactions, presentation

## Vision

Shaping the  
vision

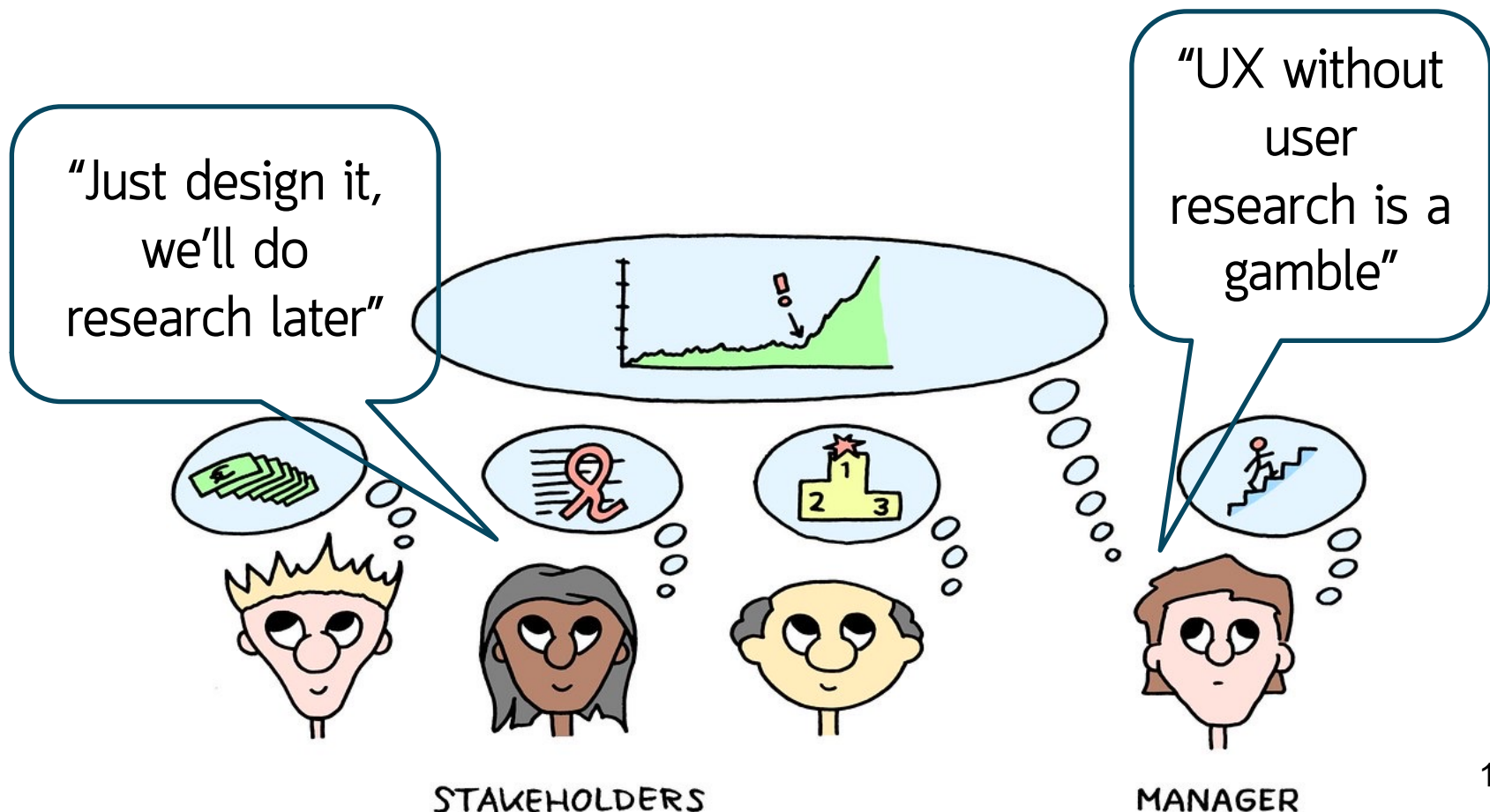
without vision, a product is just  
a collection of features

# Example of user experience design



# What UX is not

UX without the user is not UX





# What UX is not

## UX with the wrong users is not UX

- Colleagues or friends
- Random people outside the target audience
- Proxy users: marketing team, sales team, consultants close to clients



- REAL users
- ACTUAL users

# What UX is not

UX done in isolation is not UX



# What UX is not

UX done in isolation is not UX



- Will this benefit the business?
- Is it sustainable for the business?
- Can this be technically done within a reasonable timeline and within budget?
- Do we have the skills and knowledge to do it?

# What UX is not

## UX too late is not UX

- ✓ Interview with users stakeholders and engineers
- ✓ Analyze data and conclude in reports and recommendations
- ✓ Run ideate workshops
- ✓ Sketch, wireframe, prototype, test with users

We don't deliver on time !!

# What UX is not

## UX too late is not UX

- 💡 Prioritize and time-box your UX effort
- 💡 Be aware of the product roadmap
- 💡 Be aware of your delivery speed
- 💡 Be pragmatic while also ensuring UX integrity
- 💡 Be aware of commercial goals behind UX design

# What UX is not

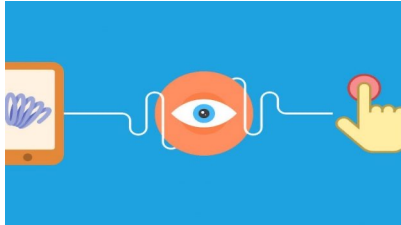
## UX without the bigger picture is not UX

- Global/organization has increased number of products linked together by data or internal process
- Product life cycle - Legacy, mature, freshly launched vs 3rd-party off-the-shelves tools
- Questions to be asked:
  - What have we already built?
  - Where did it come from?
  - Are there any duplications or inconsistencies between different UX designs and user journeys?
  - How does data flow from one system to another?
- How does everything fit together and flow over time in the big picture?



# What UX is not

## Just UI is not UX



### User experience

- UX
- is focused on understanding user needs and how they interact with digital products
- user research, discovery workshops, ideation sessions and user testing



### User interface

- UI
- is about visual elements of the design
- such as layouts, color palettes, typography, visual hierarchy, etc.
- ex. actual look and feel of the website or app that you create in your early sketches and prototypes

# Human experience

Understand user needs and searching for the underlying human emotions that create those needs.

Create a seamless and enjoyable experience that improve our lives

Not for 'users', but for people, for humans

Day-to-day human experience

A person who is pleased by a Positive user experience will, without even knowing, pay it forward.



# What does good UX “feel” like?

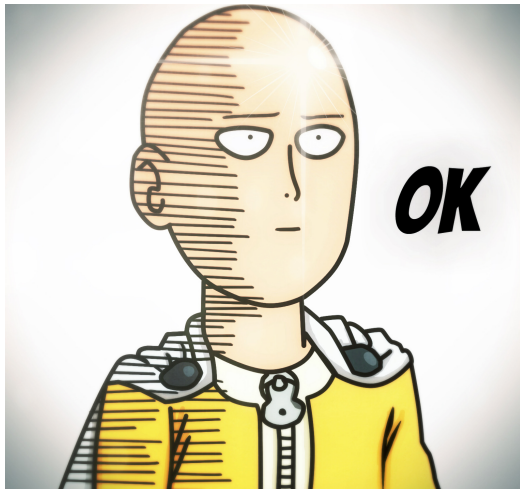
- It just feels right.
- **No wasting time with settings**, wondering what button to press or trying to remember where you accessed the menu last time.
- Everything you need is right there, and it should **feel natural**.
- Anticipating user actions and making sure the interface provides all of the information that’s required in a **clear, concise way**.
- **No need to think** about what you are doing.
- You know how to use the product because it flows with your **intuition**.
- You do not need to consult the manual.
- You do not need the FAQ.

# Remember

- Understanding of how UX feels to a human.
- Love your app design job and it will reward you.

# Why UX matters

“Nice to have”



“It’s a must have”



# Why UX matters

Forrester Research shows that, on average, every dollar invested in UX brings 100 dollars in return

Dr. Ralf Speth (ex-CEO of Jaguar Land Rover) said that if you think good design is expensive, you should look at the cost of bad design.

FORBES > INNOVATION

## Good UX Is Good Business: How To Reap Its Benefits



Andrew Kucheriavy Forbes Councils Member  
Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

POST WRITTEN BY  
Andrew Kucheriavy

Nov 19, 2015, 09:00am EST

User experience (UX) design focuses on enhancing user satisfaction by improving how we interact with the websites, applications and devices in our lives. In other words, UX makes complex things easy to use.

DESIGN & PRODUCT

Apr 30, 2020 • 11 minutes read

## 5 design quotes that illustrate modern UX practices

Great design is the result of evolving practices. Here's what five design quotes can teach us about modern UX.

AUTHOR

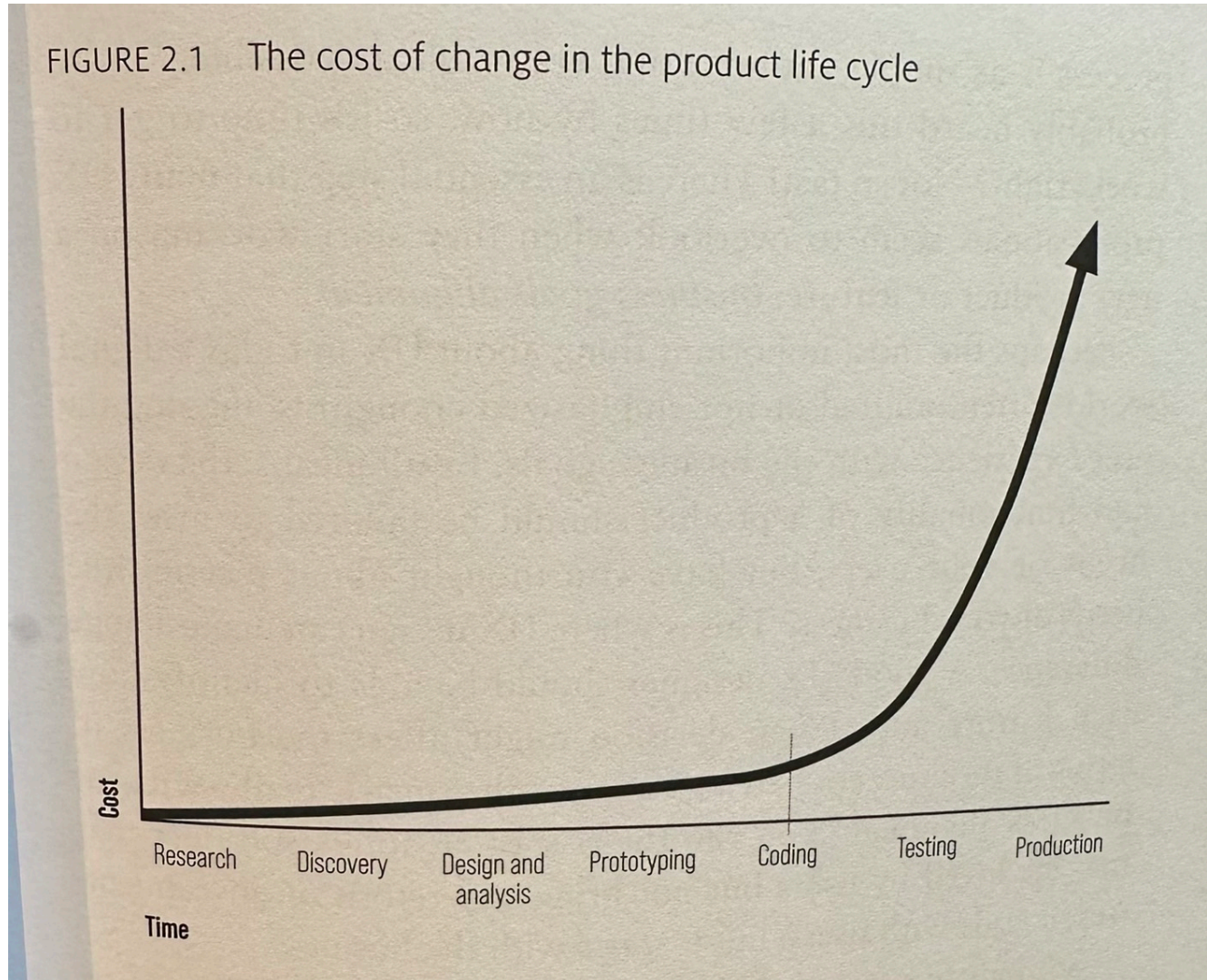


Jesse Short  
Writer



# Why UX matters

FIGURE 2.1 The cost of change in the product life cycle



# Why UX matters

Benefits of investing in UX:

- Lower cost of customer acquisition
- Lower support cost
- Increase customer retention
- Increase market share
- Increase customer loyalty

# Why UX matters

Business goals alignment

User retention

Role of UX design in creating  
successful products

Cost savings

Staying relevant



# Questions and Answers