**UX Design Notes**

UX concept by person: Don Norman

China UX concept: Feng shui

User experience: how a user feels about interacting with a product

Product needs to be useable, equitable, enjoyable, and useful (UEEU)

Interaction designer: how people interact with the product

Visual designer: how a tech look

Motion designer: how a user moves through the product

Graphic designer: how a product looks

Assets: text and image

UX engineer: translate product to website.

Product development life cycle (brainstorm, define, design, test, launch)

Research, wireframe, prototype, info architecture, communicate

Generalist, Specialist, T shape,

Startup: new business

Freelancers, creative agencies, design agency,

Universal design: 1 solution for everyone

Inclusive design: solve for 1, extend to many

Accessibility: blind or death, physical, cognitive

Equity focused design: design for marginalized group

Equality: same support and opportunity

Platform: desktop, mobile, phone, tv, smartwatch

Brand identity: visual rep of your company

Responsive web design

Iteration: doing something again and making tweaks

Assistive Technology (AT)

Color mod, voice control, screen readers, alternative text

Design Sprint: design, prototype, and test ideas with users

Save time, create path, prioritize user, test production

Understand, ideate, decide, prototype, test

Sprint: user research, call in experts, find the right space, gather supplies, establish sprint rules, plan introductions, post spring planning

Sprint leader: send out briefs

Stakeholders

UX Research: understanding user needs

Foundation research: what to build and what is the problem for users

Design research: how to build

Post-launch research: did we succeed?

Empathies, pragmatism

Methods: how to get research done

Primary research: you do it

Secondary research: someone else did it already

Quant research: numbers

Qualitative research: why

Interview: collect in dept information

Surveys: ask same questions to multiple people

Usability study: identify pain points

Bias: favoring something due to limited information

Confirmation bias: look for something to confirm your beliefs

False consensus bias

Primacy bias: remember the 1st participant

Implicit bias (unconscious bias)

Sunk cost fallacy (finish what is started despite flaws)