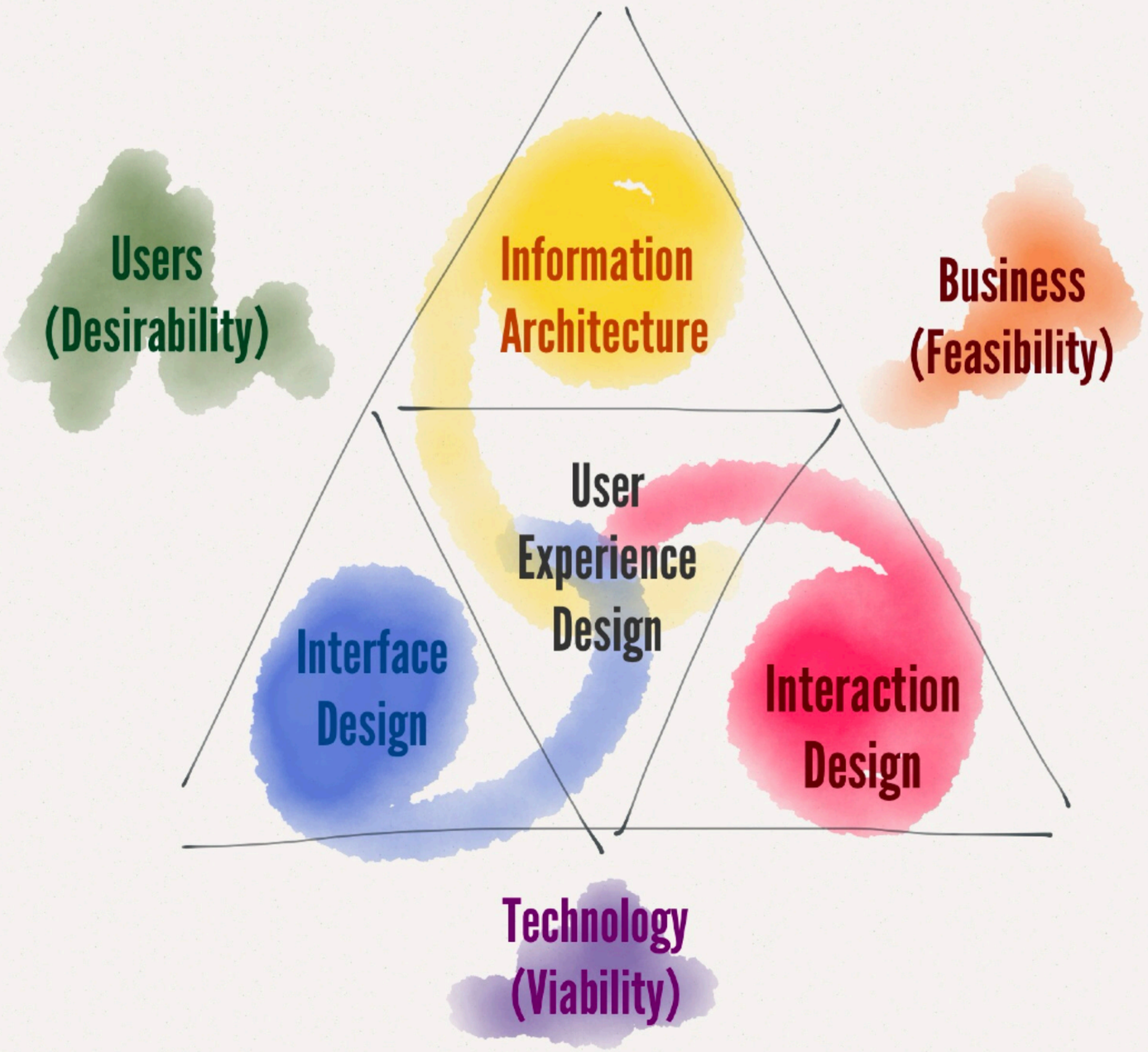
Users
(Desirability)
Information
Architecture
Business
(Feasibility)
User
Experience
Design
Interface
Design
Interaction
Design
Technology
(Viability)

Why is UX important?