

# INTRODUCTION TO UX

101:

UX considers all parts of the end-user's interaction with products / services of a company.

UX

focus on the feel of the product.

efficient and simple user interactions.

Should understand

- Users,
- Needs
- Values
- Abilities
- Limitations
- Goals and objectives

UI AND UX

UI - Elements that help interact and access product

UX - Experience of the interaction.

Groot UI ≠ Groot UX

PRODUCT DESIGN

UX designer - User advocate

Product designer - User + company advocate

Conversion rate = %

Conversion rate =  $\frac{\text{Visitors that complete conversion}}{\text{Total visitors}} \times 100\%$

UX MYTHS

Complex is not always same as minimal.

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IMPORTANCE

fulfill user needs

Positive experiences

Loyalty

Business success

Efficiency