

# User Experience Design

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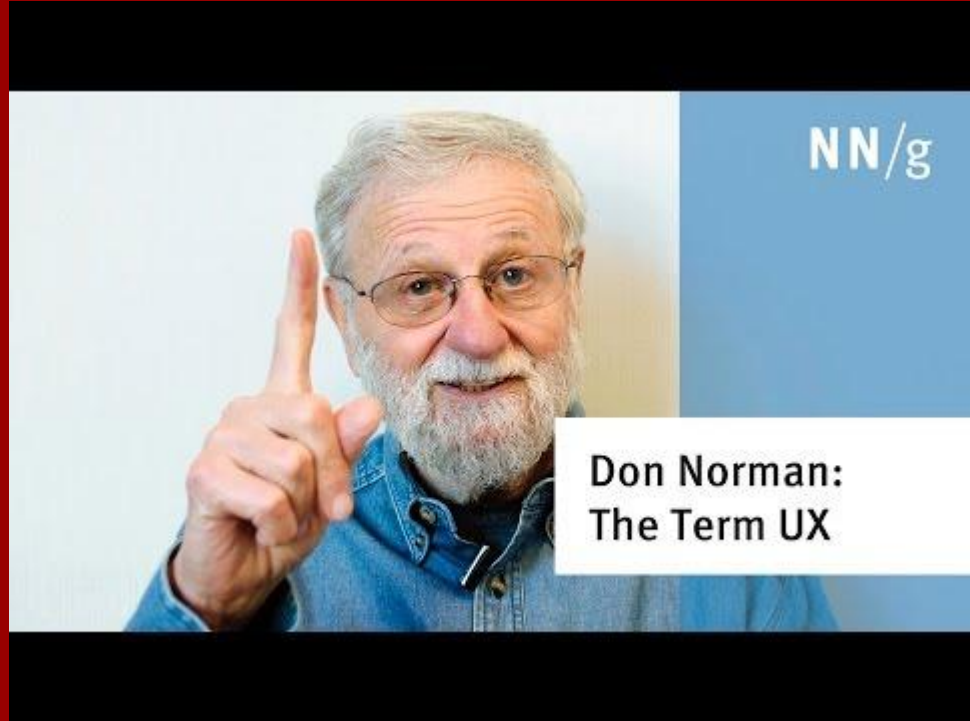
UX, UI, User-friendliness, and User Journeys

# UX = User Experience

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- UX is how people interact with a product
  - Ex. When turning on a light, we interact with a light switch. The design of the switch—including the color, material, and physical appearance—may impact how we feel about the interaction.
- Term was coined in the 1990s by Don Norman

Related reading: [What Is UX Design](#)

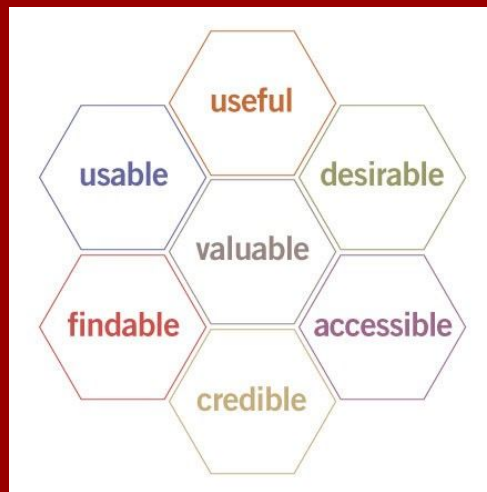


# What makes a “good” UX

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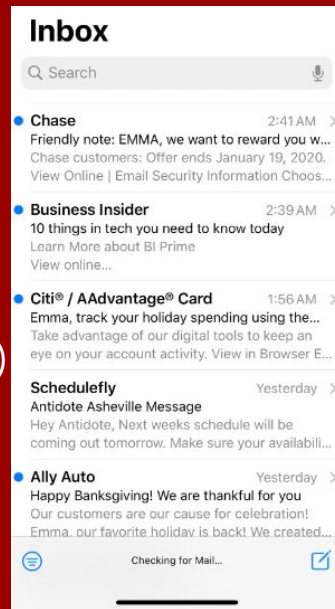
- **Usable:** A product needs to be simple, easy to use, and familiar.
- **Useful:** A product must fill a need. If the product isn't filling a perceived gap in the users' lives, then there is no real reason for them to use it.
- **Desirable:** The visual aesthetics of the product need to be attractive and evoke positive emotions.
- **Findable:** If the user has a problem with a product, they should be able to quickly find a solution.
- **Accessible:** The product or service needs to be accessible to everyone, including those with disabilities.
- **Credible:** The company and its products need to be trustworthy.

Peter Morville's UX  
honeycomb



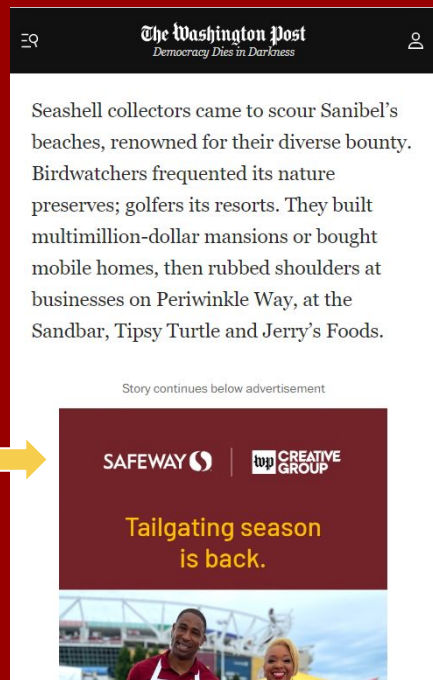
# Keys to “good” UX

- Understanding user ...
  - Needs (What are users trying to accomplish?)
  - Behaviors (What are they expecting based on their behaviors?)
- Balancing those considerations with ...
  - Business goals (How can make money off product or service?)



*What will happen when I swipe left on a message?*

*What will happen when I pull down?*



# More Terms to Know

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- **User Interface**

- The visual design that complements the UX, including colors, buttons, typography, layout, imagery, etc.

- **User Friendly**

- Easy to learn, use, understand, or deal with; intuitive

- **Mobile Friendly**

- Works well on a mobile device; achieves the key elements of “good” UX even on a small screen.

- **User Journey**

- The path a user may take to reach their goal when using a particular product. It’s often useful to map this out early in the design process.

## Good vs. Bad UI

