

# Usability vs User Experience

*hello!*



010100001110010100001110100101010011  
010100010111010100010111010101010101  
001010101010001010101010010101010110  
1101010100101101010100101010100011  
101010111110101010111110101101011001  
010101000101010101000101010111010110  
010100001110010100001110100101010011  
010100010111010100010111010101010101  
001010101010001010101010010101010110  
1101010100101101010100101010100011  
1010101111101010101111101011011000  
010101000101010101000101010101010110  
010100001110010100001110100101010011  
010100010111010100010111010101010101  
001010101010001010101010010101010110



Usability + User Experience  
=  
**both** essential to the  
success of a website or  
application

But Usability  $\neq$  User Experience

# Mistake #1

Thinking that because something is **easy to use**, it's a **good user experience**

# Mistake #2

Thinking a beautiful design will be **magically** easy or intuitive to use

# Usability is

About task-based interactions

The ability to do something  
**intuitively** and **easily**

Removing **roadblocks**

# User Experience is

How a person feels when they interact with:

- your products
- your website
- your application
- your business

Their emotional connection to the task



# Usability

Making a task easy and intuitive

Minimizing steps & removing roadblocks

What users do /  
How they do it

# UX

Making a task meaningful and valuable

Creating emotional connection

What users feel

Usability is just one of the many layers that influence the overall User Experience.

# Other UX Components

user interviews

experience/journey mapping

visual design

interaction design

information architecture

content strategy

user testing

User Experience is the sum  
of all those layers,  
gauged by a person's  
**emotional response.**

A great **user experience**  
**takes far more effort** to do  
than good usability...

but the results of that  
planning and thought  
have **huge impact**.

User Experience bleeds over into the **physical world**.

A person can have a great experience researching a product on your website...

...BUT that experience  
may not carry through  
when they interact with the  
people at your company.

Successful UX means understanding:

- Who really are our users?
- What makes them tick?
- What are they hoping to accomplish?



**the ONLY way to  
understand is to ASK  
users...**

Get **out** of the office.  
Interact with **real people**.  
See the world from **their**  
**perspective**.

The motivations and rationale of your users should influence every aspect of your product.

# REMEMBER

Accomplishing a task in as few steps as possible **isn't** synonymous with a good user experience.

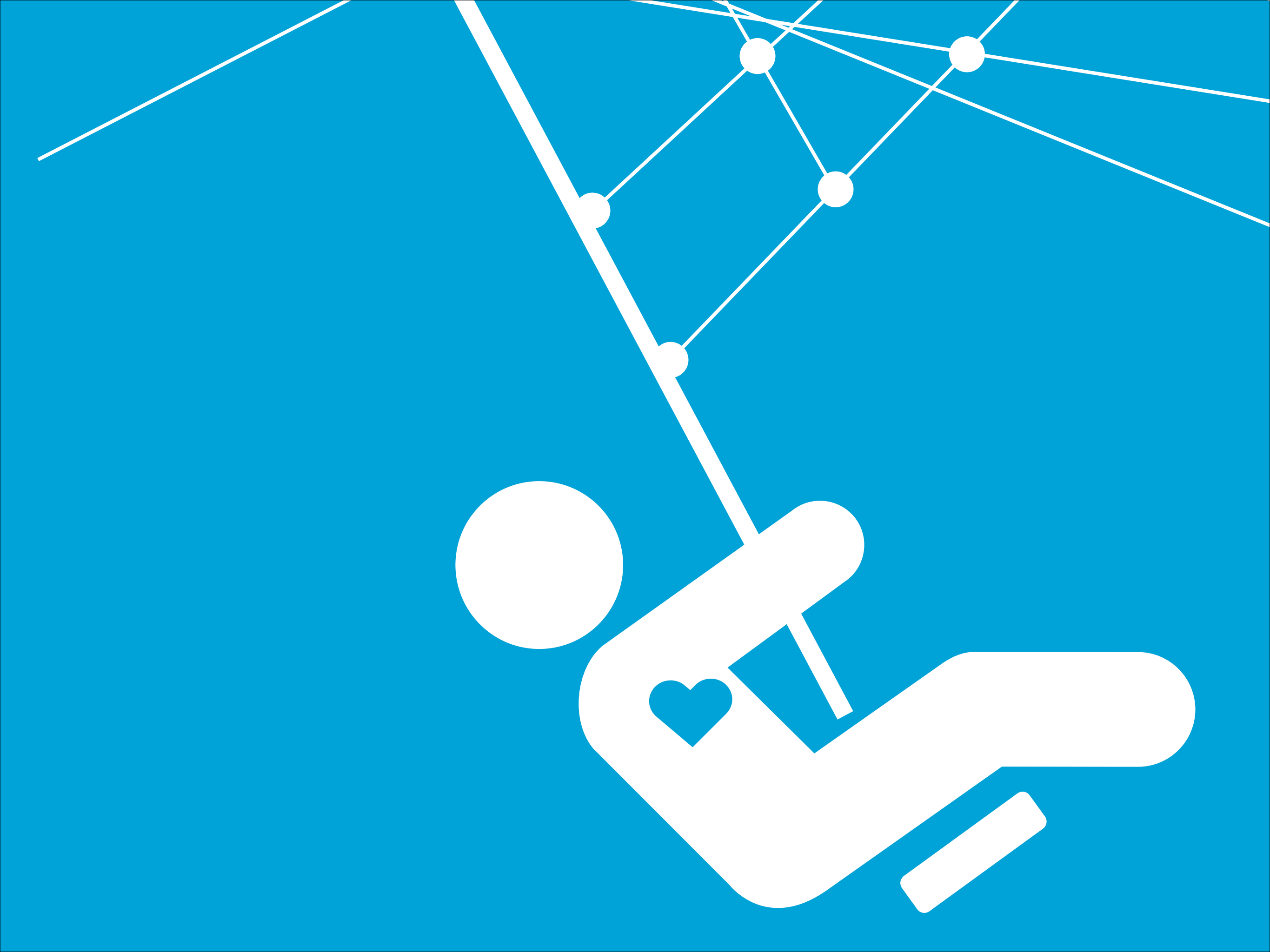
After all, there is an  
**emotional appeal** that  
comes with the  
process of **discovery**...

There's a sense of  
**accomplishment & satisfaction**  
when a person uncovers  
a **hidden gem** of information  
they weren't expecting.

The best web means  
a **thoughtful approach** to  
both usability  
and user experience.

**In the end, considering  
real human needs will  
be what brings us closer  
to humanizing the web**





domain7



years of web



person team

Strategy

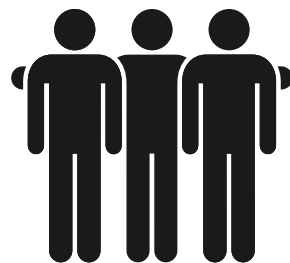
Design

Tech

Support



3 offices



1 team



award winning



human-web evangelists

