

User Experience Design

Lesson 1 Introduction



"Business people discuss financial data - stock photo" by SDI Productions, [Getty Images Content License Agreement](#)

In this lesson you will look to the users of the design projects we are involved in. It is critically important to understand their needs for the end product, and in doing that, we must first understand their behavior in a task. For example:

- Where are people coming from, and how are they moving through the site?
- What is their purpose of the visit?
- How and when does a user move through and out of the site?
- Is user behavior dependent on the device they use or path they've taken?

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