

User Experience Design

Lesson 1 Summary

What do you now know about uncovering user behavior and their impact on an end product? How might you identify internal and external stakeholders and their needs? What questions do you want to ask yourself, and/or others? And what do you need to remember about each of your four objectives when understanding how user behavior affects a product design?

Four important objectives:

- 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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