THE PROJECT

As my BFA project at Eastern Washington University my goal is to explore, research, define, and display user experience design both in a digital aspect and in the physical environment. Over the coarse of the next 20 weeks I will be taking a look at user experience design in a broader spectrum. In order to achieve an in-depth study, a variety of approaches will be conducted. Each week I will do this by solving a different mini problem; from a checkout experience to a simple interaction. I will be documenting the steps and findings that I come across. The design ascetics will vary, from high fidelity to low fidelity.

USER EXPERIENCE, WHAT DOES IT MEAN TO ME?

When I think of User experience (UX from here on out) the first thing that comes to my mind is the way in which we interact and experience our devices. This includes things like phones, computers, and any other digital piece of equipment. But when we take a step back and really think about UX, it is much more then that. UX is all around from filling up our water to purchasing clothing in a store. For example, trying to put oil into a car without a funnel is a bad user experience. Everything we do in life has some sort of experience in it. We only remember the bad ones. This is one of the best quotes I have heard.

“Good design, when it’s done well, becomes invisible. It’s only when it’s done poorly that we notice it.” – Jared Spool