

it is designed to be heavy and awkward to hold, it is much more likely to end up providing a poor user experience, one that is uncomfortable and unpleasant.

Designers sometimes refer to UX as UXD. The addition of the D to UX is meant to encourage design thinking that focuses on the quality of the user experience rather than on the set of design methods to use (Allanwood and Beare, 2014). As Norman (2004) has stressed for many years, “It is not enough that we build products that function, that are understandable and usable, we also need to build joy and excitement, pleasure and fun, and yes, beauty to people’s lives.”

ACTIVITY 1.2

The iPod phenomenon

Apple’s classic (and subsequent) generations of iPods (e.g. Touch, Nano, Shuffle) have been a phenomenal success. How do you think this happened?

Comment

Apple realized early on that successful interaction design involves creating interactive products that have a quality user experience. The sleek appearance of the iPod music player (see Figure 1.6), its simplicity of use, its elegance in style, its distinct family of rainbow colors, a novel interaction style that many people discovered was a sheer pleasure to learn and use, the catchy naming of its product and content (iTunes, iPod), among many other design features, led to it becoming one of the greatest of its kind and a must-have fashion item for teenagers, students, and others alike. While there were many competing players on the market at the time – some with more powerful functionality, others that were cheaper and easier to use, or with bigger screens and more memory, and so on – the quality of the overall user experience paled in comparison with that provided by the iPod. ■



Figure 1.6 The iPod Nano Touch

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