5 characteristics of usable products

Effectiveness

Efficiency

Engagingness

Error tolerance
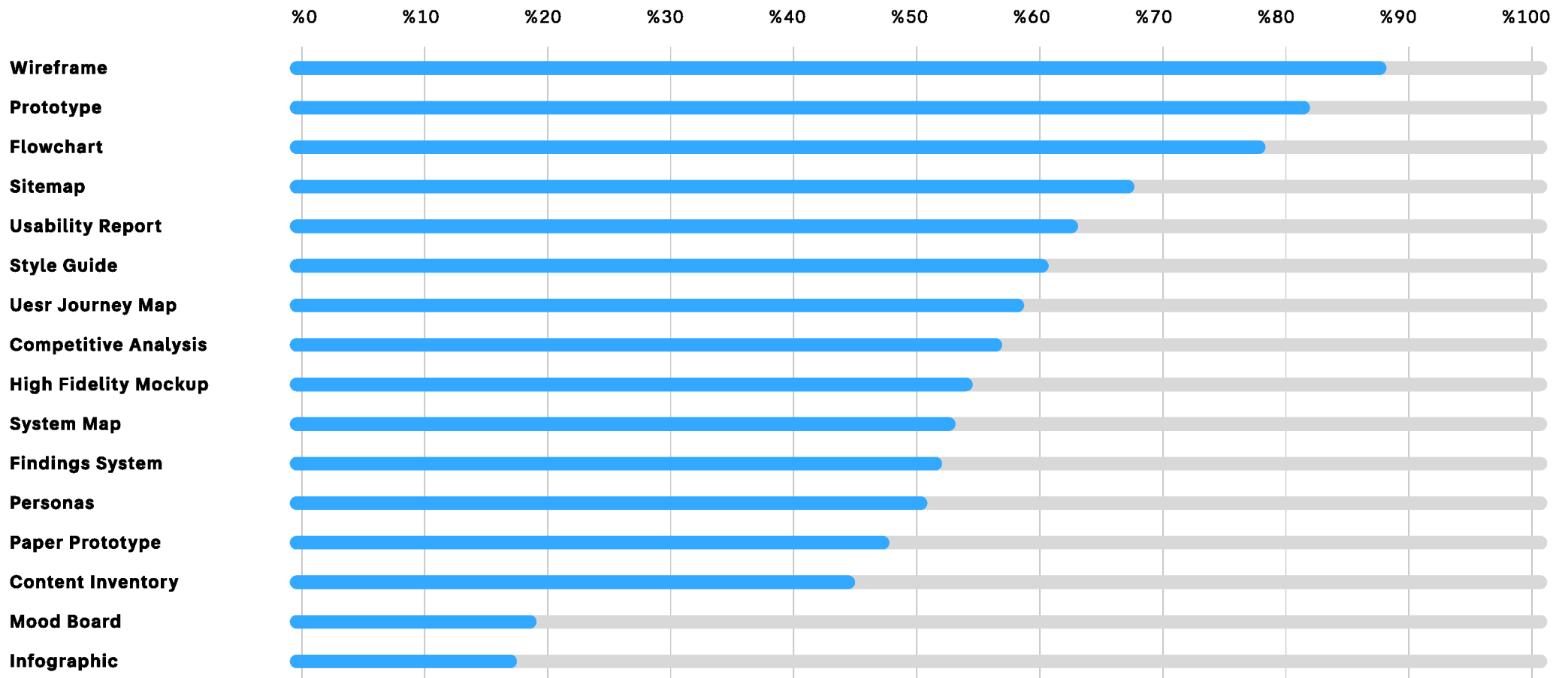
Ease of learning

What does a UX designer actually do?

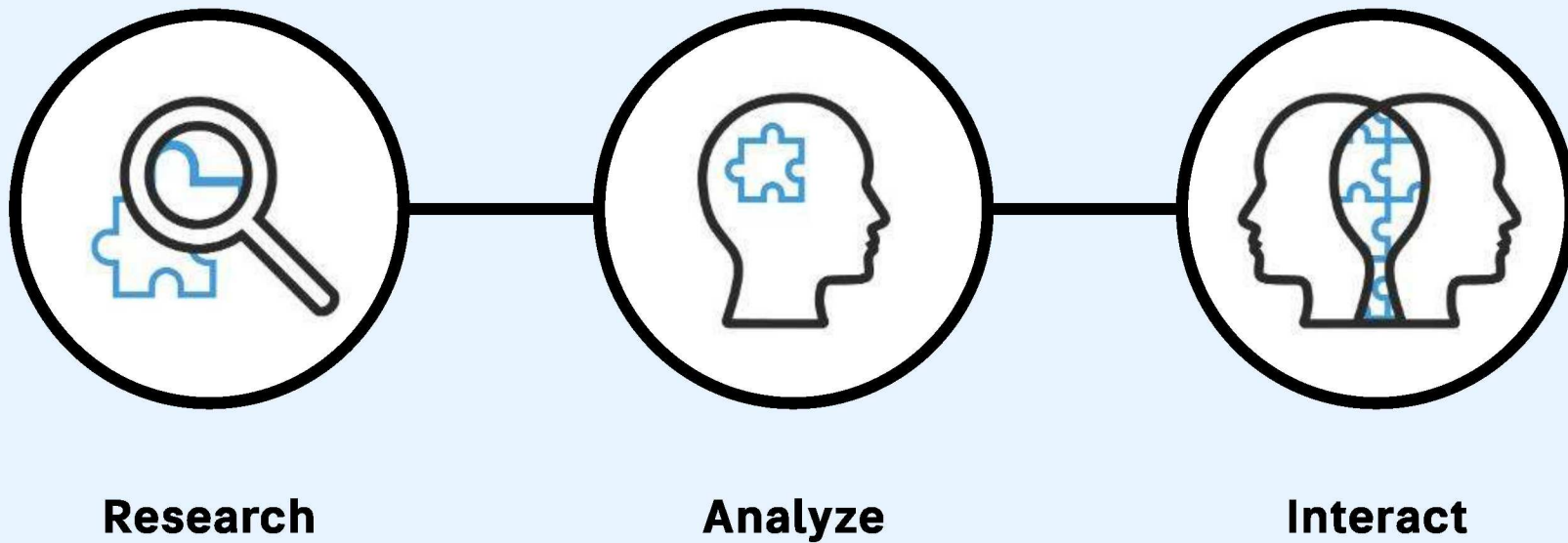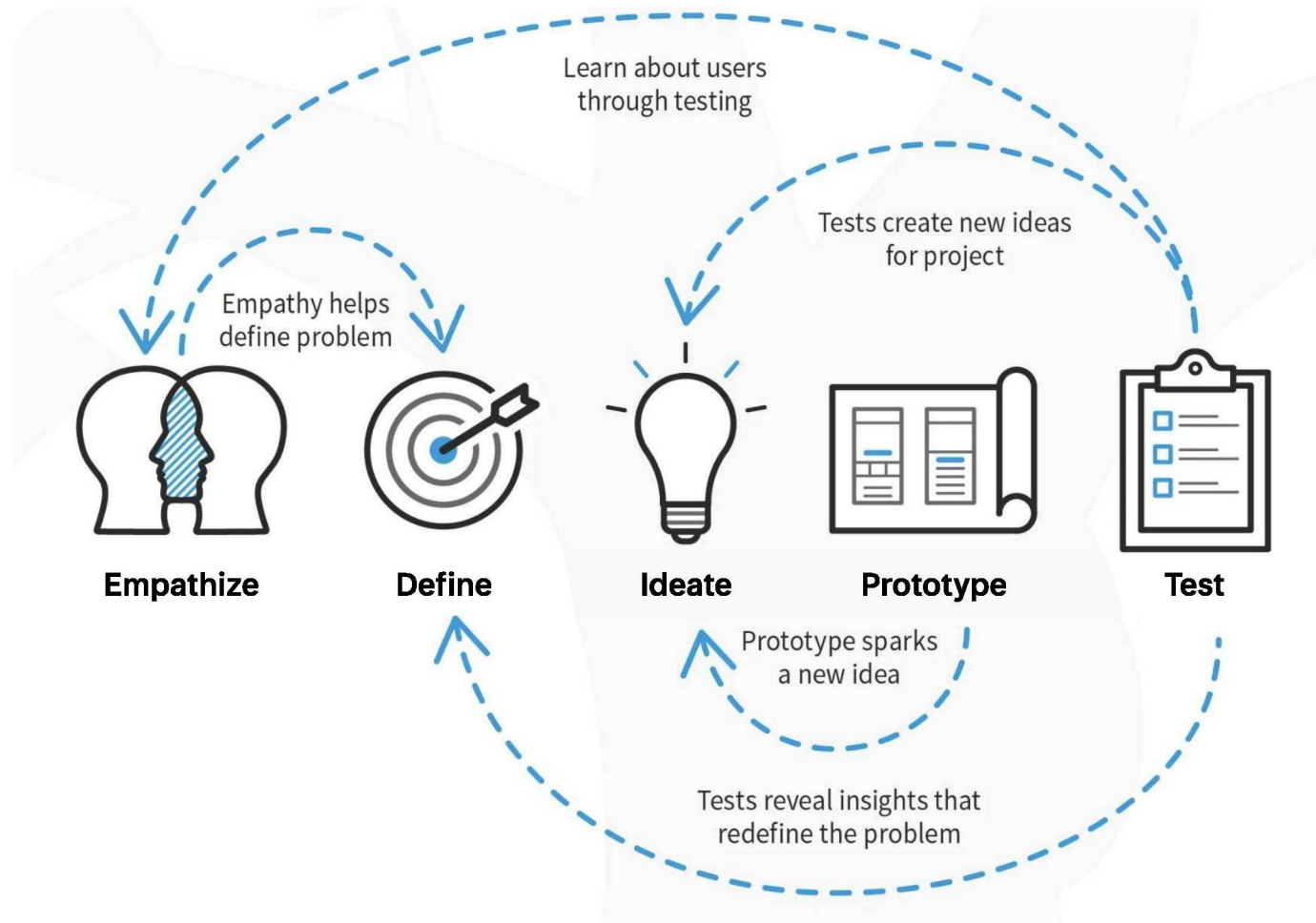|	%0	%10	%20	%30	%40	%50	%60	%70	%80	%90	%100
Wireframe											
Prototype											
Flowchart											
Sitemap											
Usability Report											
Style Guide											
Uesr Journey Map											
Competitive Analysis											
High Fidelity Mockup											
System Map											
Findings System											
Personas											
Paper Prototype											
Content Inventory											
Mood Board											
Infographic											

How does a UX designer think?

Human-centered design

Research   Analyze   Interact

Design thinking

Learn about users through testing

Empathy helps define problem

Tests create new ideas for project

Empathize   **Define**   **Ideate**   **Prototype**   **Test**

Prototype sparks a new idea

Tests reveal insights that redefine the problem

Activity-centered design

Activity-centered design focuses on the actions people need or want to do to reach a goal.

Out of

the box

thinking

What is empathy?
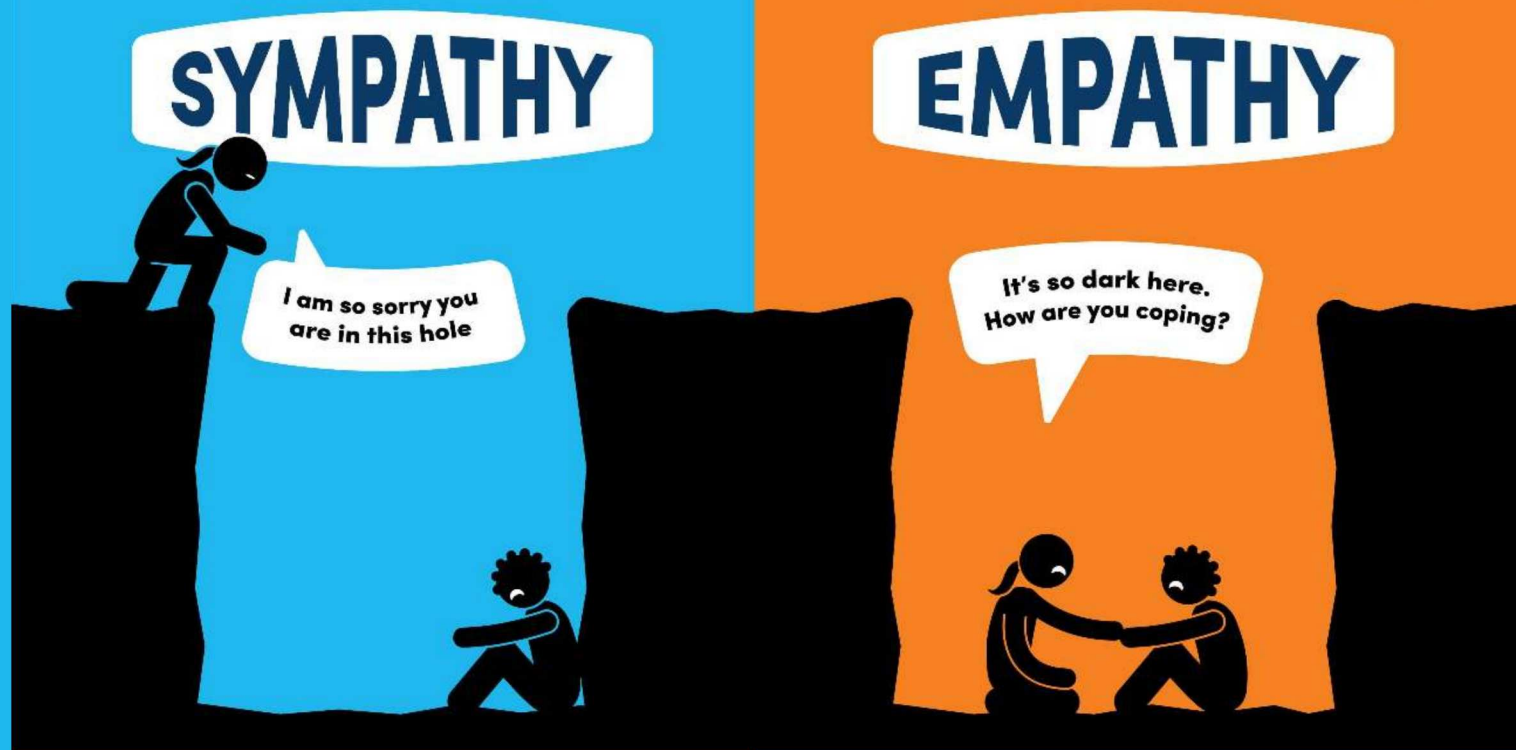
- You understand people's emotional and physical needs.

- You gain insight into how they see, understand, and interact with the world around them.

- You recognize how their lives are affected within the contexts you're researching.

- And you learn not just what people say — but what they really mean.

Why is empathy so important?

"People don't care how much you know until they know how much you care." – **Theodore Roosevelt**

"People ignore design that ignores people." – **Frank Chimero**