

The 5 Elements of UX

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Surface

Visual design

Skeleton

Information, interface
and navigation design

Structure

Interaction design and
information architecture

Scope

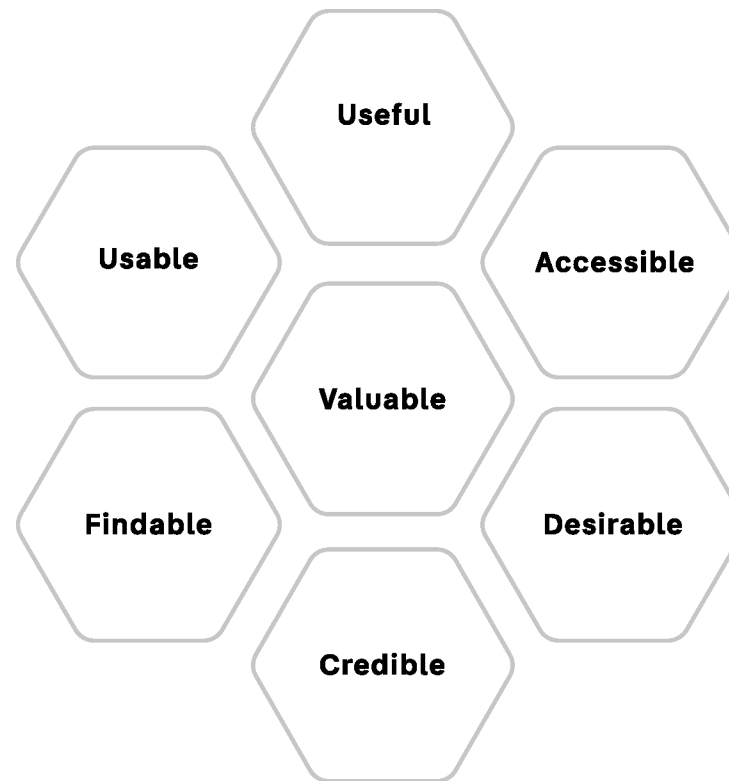
Features and content
requirements

Strategy

User needs and
business goals

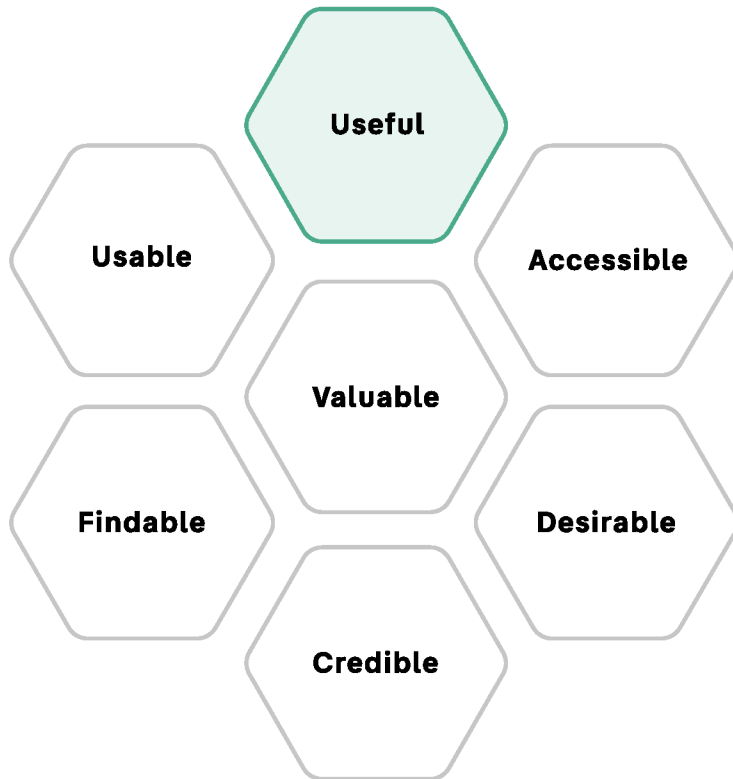
The 7 factors that influence UX

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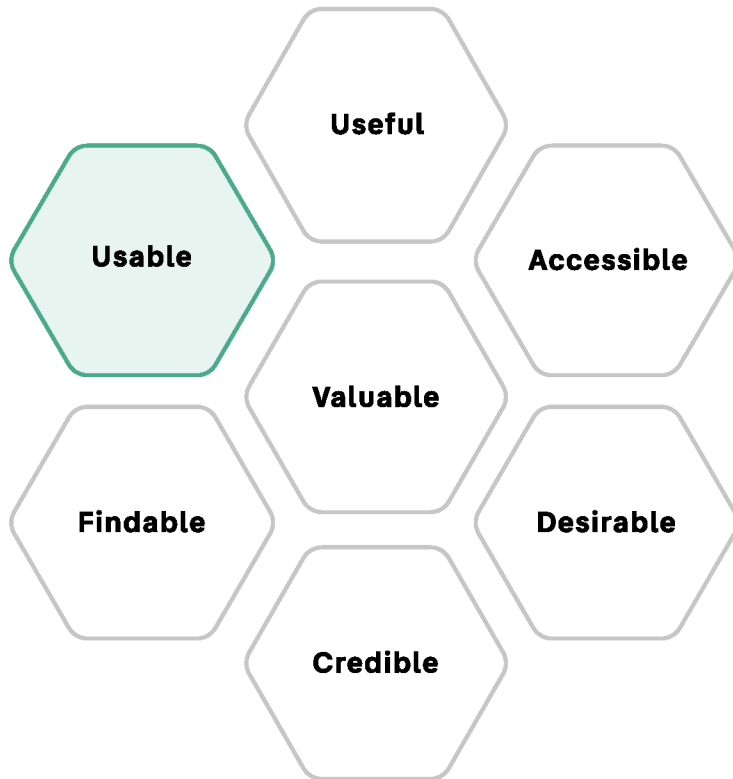


Useful

A product should first have a reason to exist. If it solves a problem or meets a need, it is useful.

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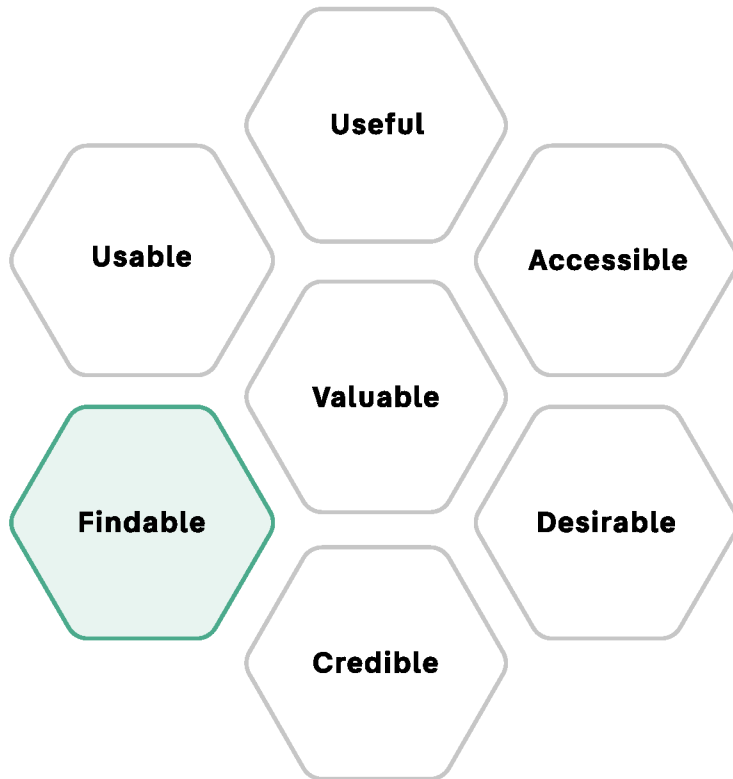


Usable

If your product is easy to understand and use, your users will have a better experience.

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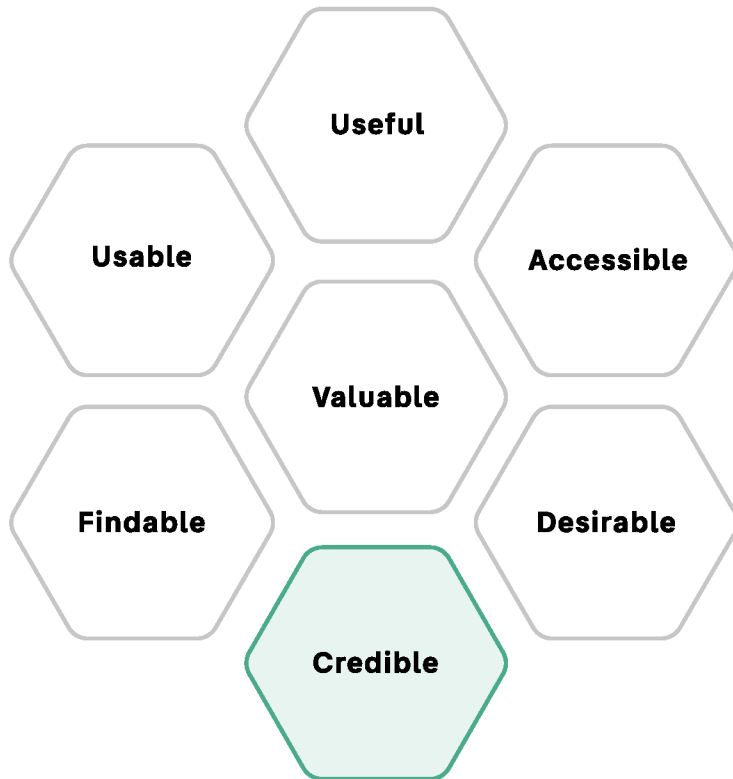


Findable

When users interact with your product, they should be able to find all of its useful and usable features and functions.

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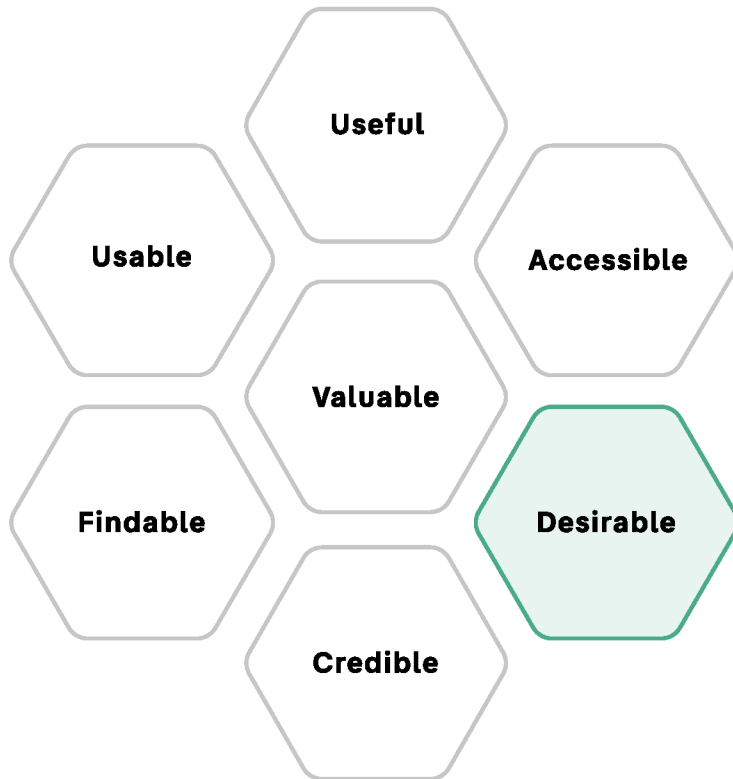


Credible

Trust is the foundation of all interactions. Customers expect our products to be reliable and to meet their needs.

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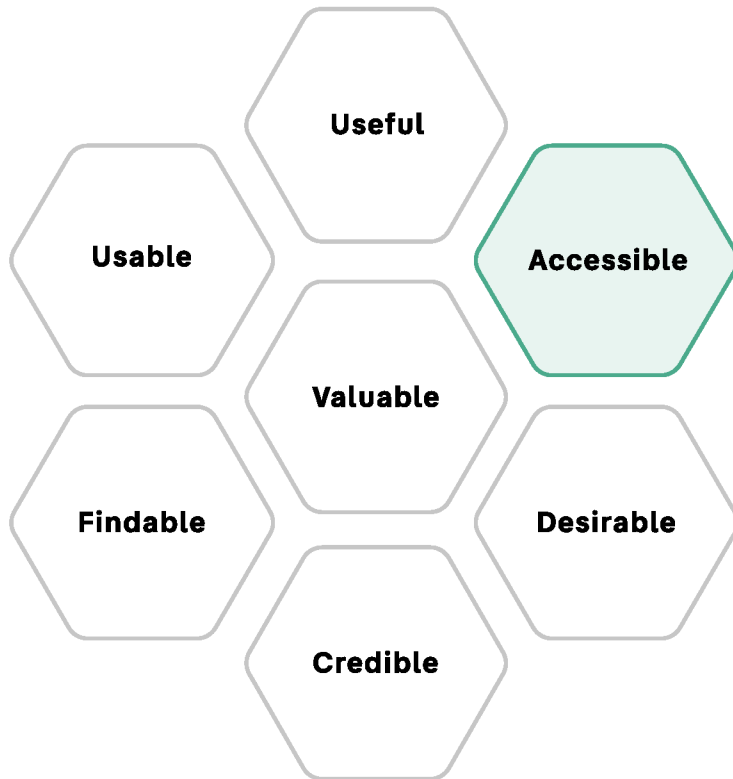


Desirable

Emotions play a big role in user experience. When all other factors are equal, customers will always choose the product that looks and feels better.

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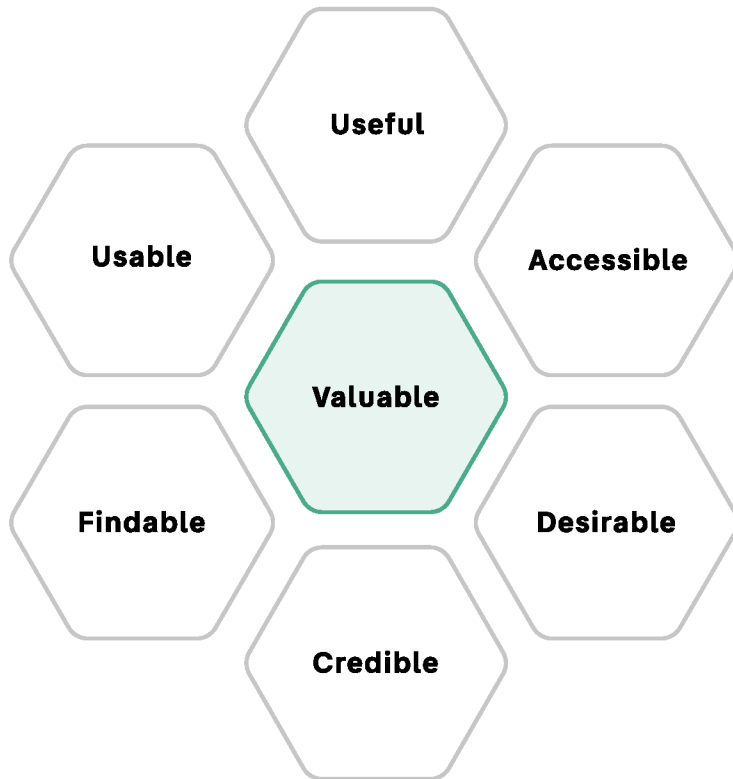


Accessible

Our products should serve all users, including people with disabilities. When we create accessible products, we make them easier for everyone to use.

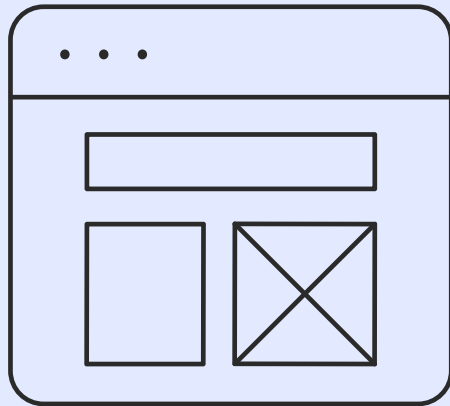
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Valuable

At the heart of the honeycomb structure there is value — for both customers and creators. For customers, value is the result of the other six factors combined.



U s a b i l i t y

