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# **User Experience Design**

May 2025

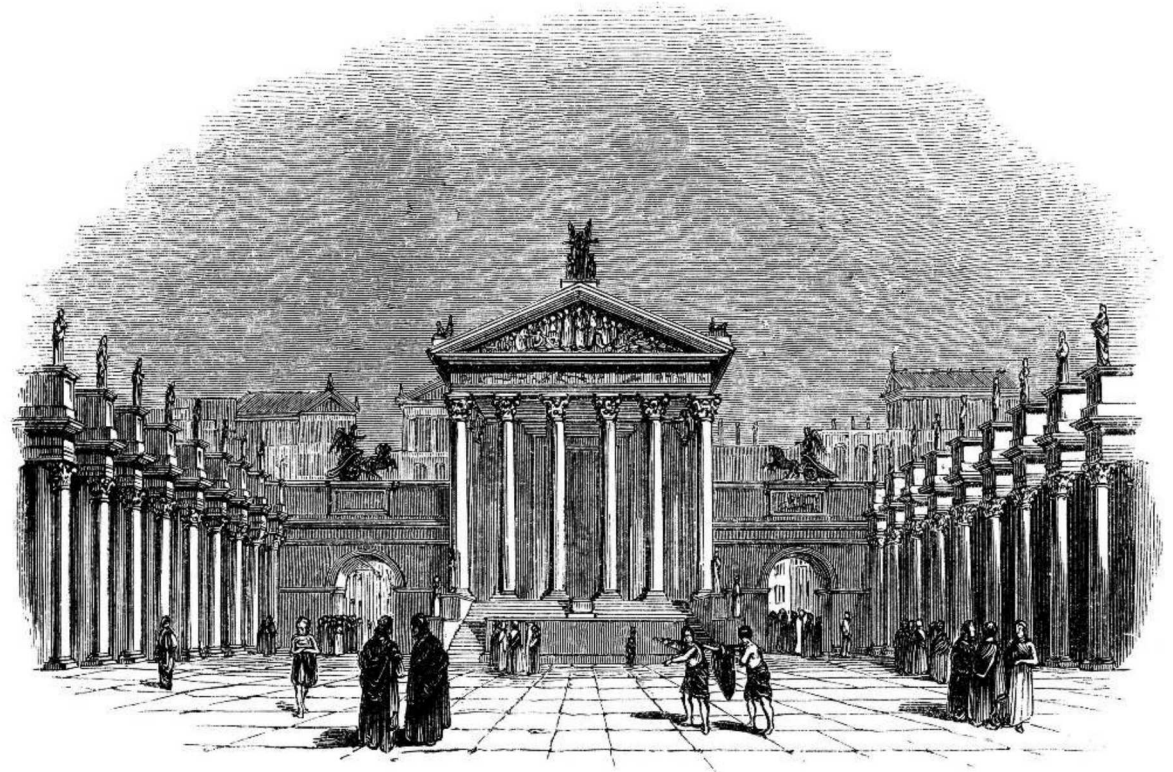
**What is good design?**

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**GOOD DESIGN:  
DURABLE  
USEFUL  
AESTHETIC**

**Marcus Vitruvius Pollio (80-70 BC - 15 BC)**

Ancient Roman architect, engineer, and author.



## What is UX design?

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**“The perceptions and responses of a person resulting from the use or expected use of a product, system, or service.”**

### **International Organization for Standardization (ISO)**

ISO 9241-210, Ergonomics of human-system interaction  
Section 210: Human-centered design for interactive systems



UX  
DESIGN

## What is UX design?

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The perceptions and responses of a person



Use of a product, system, or service

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The perceptions and responses of a person

**User Experience**

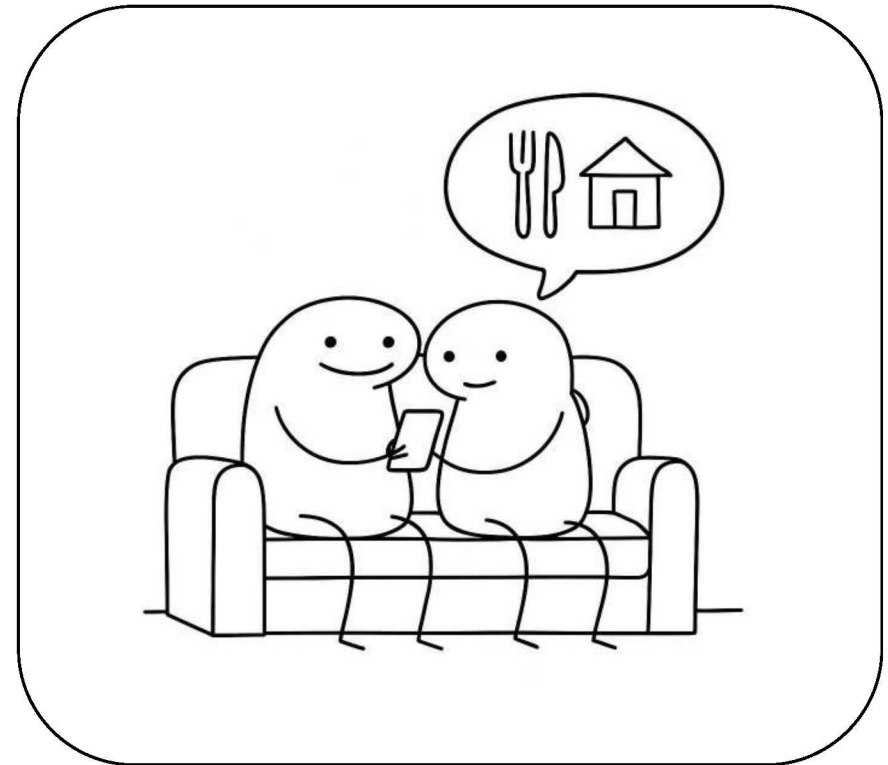
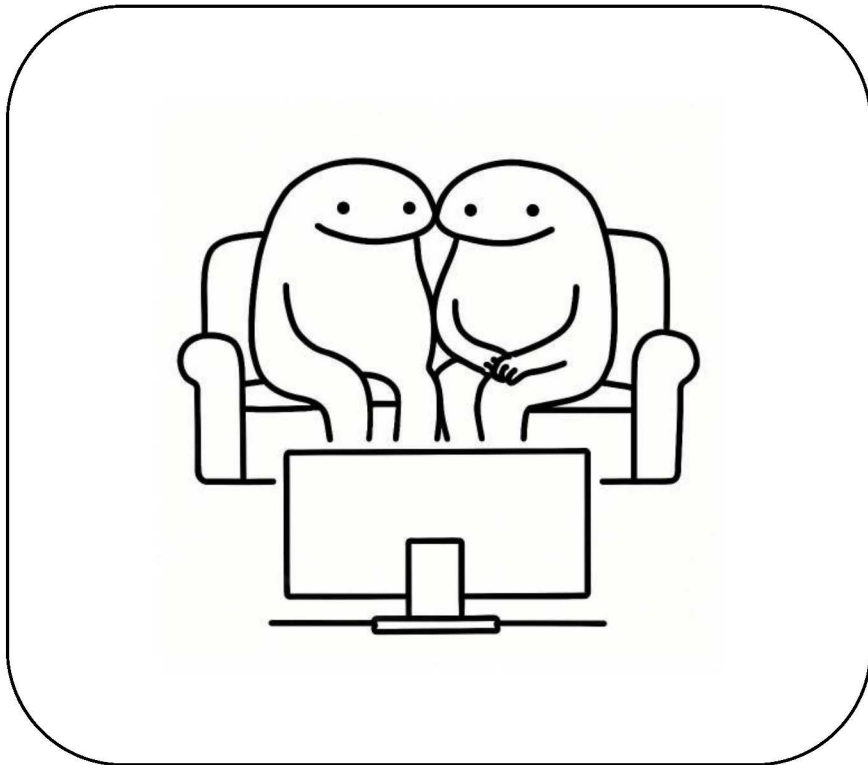


Use of a product, system, or service

**Design**

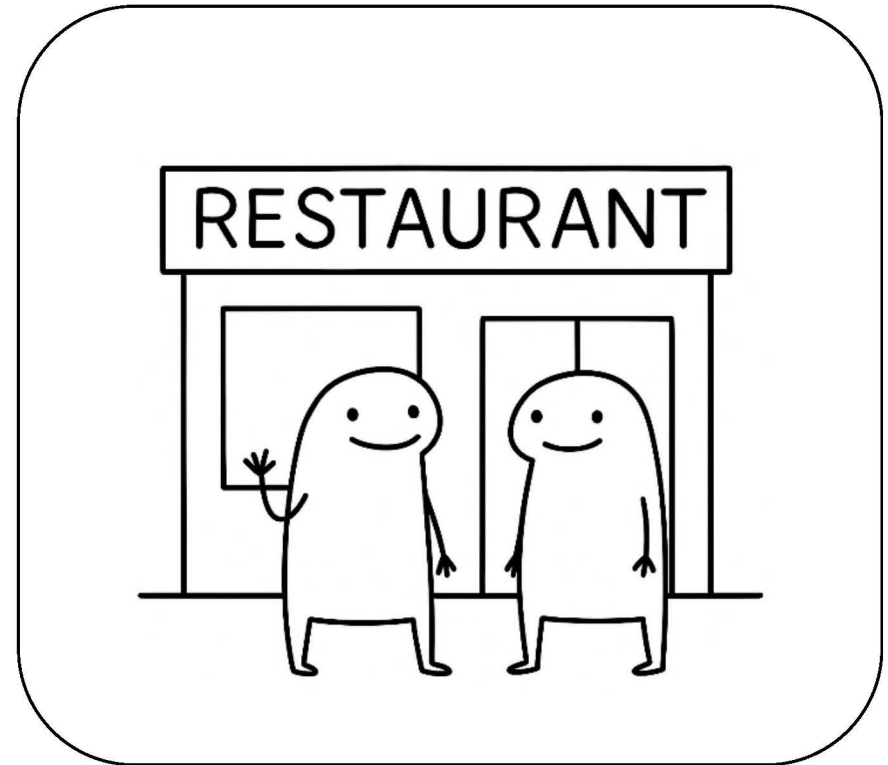
## Where does user experience begin?

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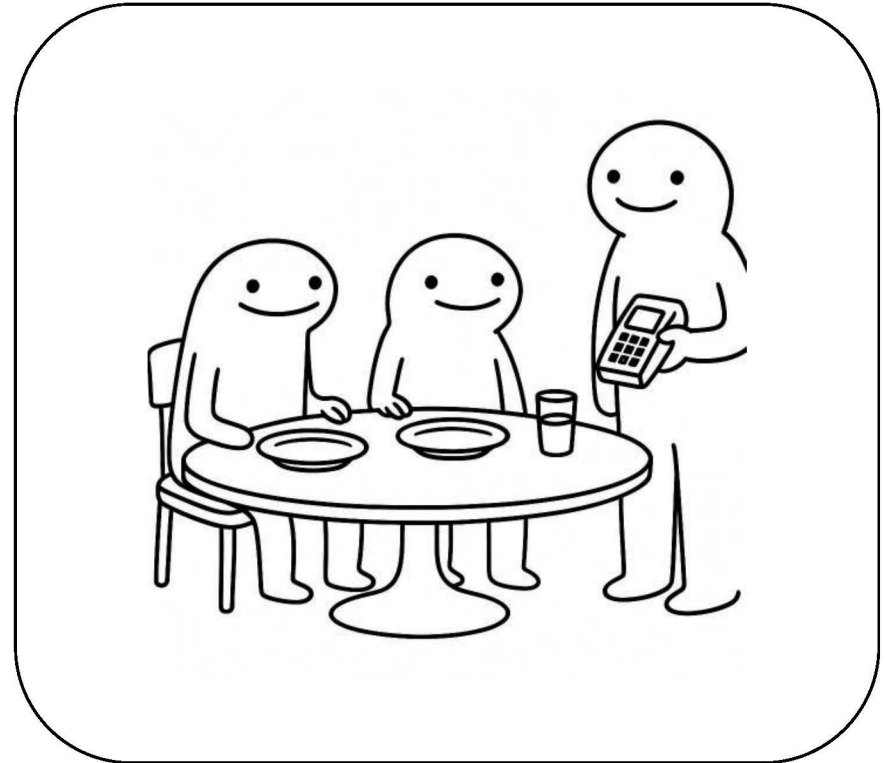
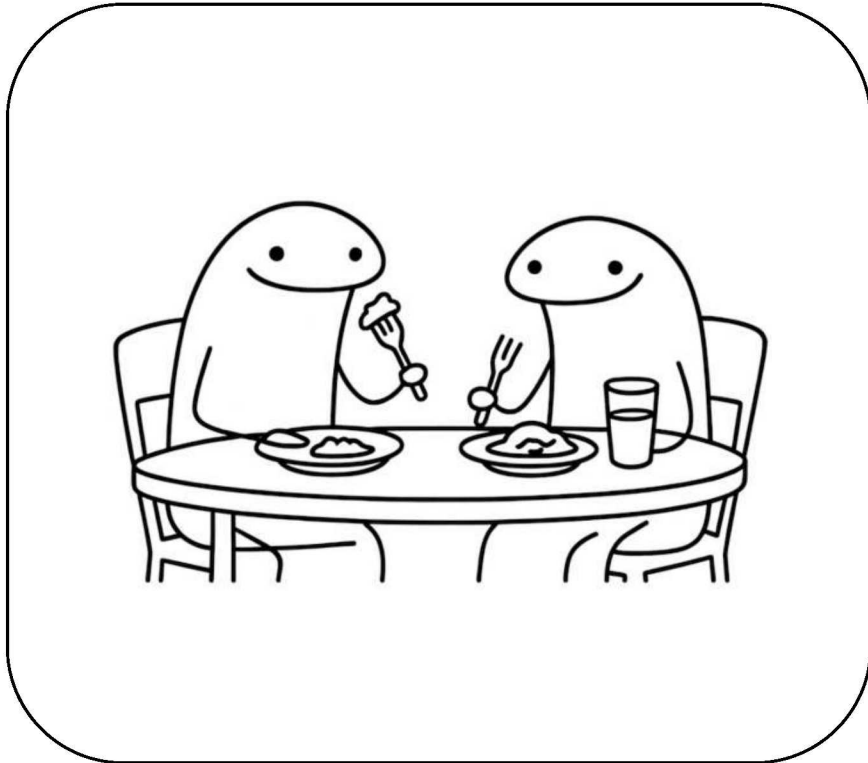
**Where does experience begin and end?**

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**Where does experience begin and end?**

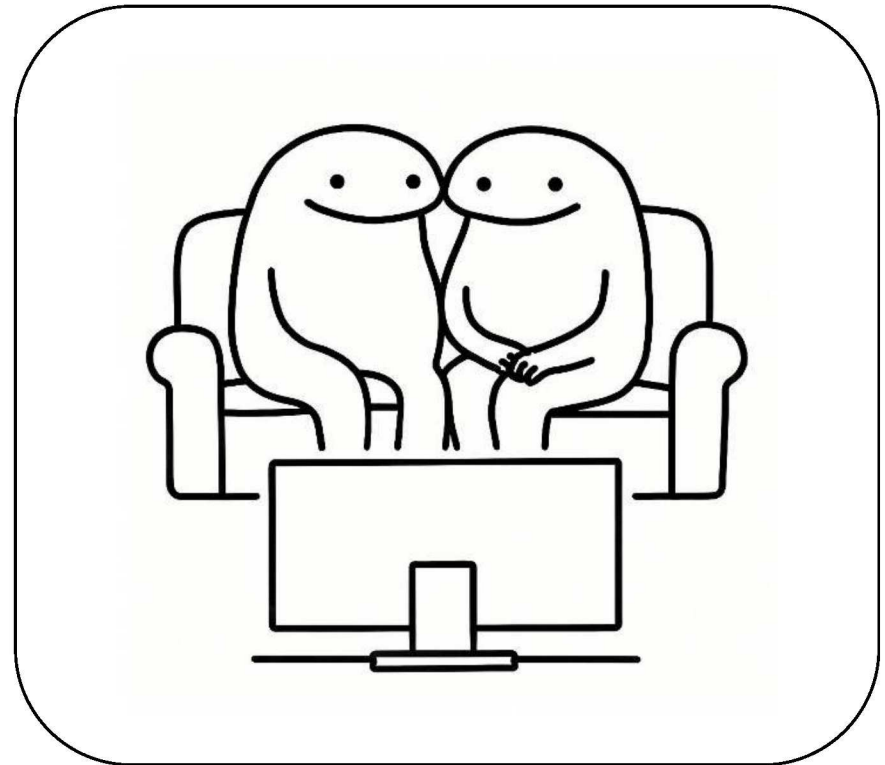
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