User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

Products that provide great user experience (e.g., the iPhone) are thus designed with not only the product’s consumption or use in mind but also the entire process of acquiring, owning and even troubleshooting it. Similarly, UX designers don’t just focus on creating products that are usable; we concentrate on other aspects of the user experience, such as pleasure, efficiency and fun, too. Consequently, there is no single definition of a good user experience. Instead, a good user experience is one that meets a particular user’s needs in the specific context where he or she uses the product.