What is UX and why learn about it

[MUSIC PLAYING]

In this video, we're going to look at what user experience is and why it is so important for your business to keep up with evolving digital expectations that your customers may have. The three topics we look at are the definition of user experience, the elements of the user experience design process, and finally, why it is so important. User experience design involves lots of different activities.

But ultimately, it's an approach to the design of a digital or physical product or real life service where the user is at the centre of it. User experience is called UX for short, but it is often referred to as UCD, which is User-Centred Design. It is about keeping your user at the heart of everything that you are designing. To be able to do this, you need to have a good understanding of who the user is, what they think, how they behave, and what they need. UX is often confused with UI, but this is user interface, which is just how a user interacts with the screen. UX covers a lot more than that. It's every interaction that your customer would have with your business online and offline.

For this course, we are just going to be focusing on designing websites. User experience design is something that begins at the very start of an idea, and it goes all the way through the lifetime of your product or your site. First, you come up with ideas.

You may identify a need for your product or site. So understanding how this may help your customers and what you can offer them is very important. You'll then begin researching your users, finding out who they are, what their needs are, what they like and don't like, and how they interact with your business.

The next key part is getting feedback from your users to constantly improve your design. This is called iterating. With every iteration, a UX designer can identify new opportunities, respond to changes in business goals and user needs, and adapt to current market trends and advances in technology.

So why is the UX design so important? There's a lot of research which shows how important it is to design with your users at the centre. The increase that you see in their engagement, and therefore the profits, can be huge.

A lot of companies are investing a lot more into their UX design, realising that if they focus on this to begin with, they can save a lot of time and cost later down the line and avoid the need for any redesign work. A lot of this has to do with how users' expectations have changed over time. 10 years ago, it was normal for a user to log on to a website or a system and find a very slow and clunky experience.

But now users expect to log on to a website and find an experience which is efficient, pleasing, and intuitive. And if they don't, it's incredibly frustrating. In order to test user satisfaction, we can measure the attitude such as their loyalty, usability, and credibility with the website as well as their behaviour, such as abandonment rate, page views, task success, and the drop off rates. These are the rates at which users drop off from or abandon a website or an app at different stages of the journey due to poor performance. UX is all about minimising those pain points in the journey to ensure that your website has the most successful design possible.

Here are some surprising statistics about UX design. First, it takes only 0.5 seconds for users to decide whether they like a site or whether they'll stay or leave. So first impressions count. Did you also know that 88% of online customers are less likely to return to a site after a bad experience and 80% of users would

stop engaging with content that doesn't display well on their device? And what's more, if a company can improve its customer experience score by 10%, it can translate into over $1 billion worth of revenue, which is a staggering amount.