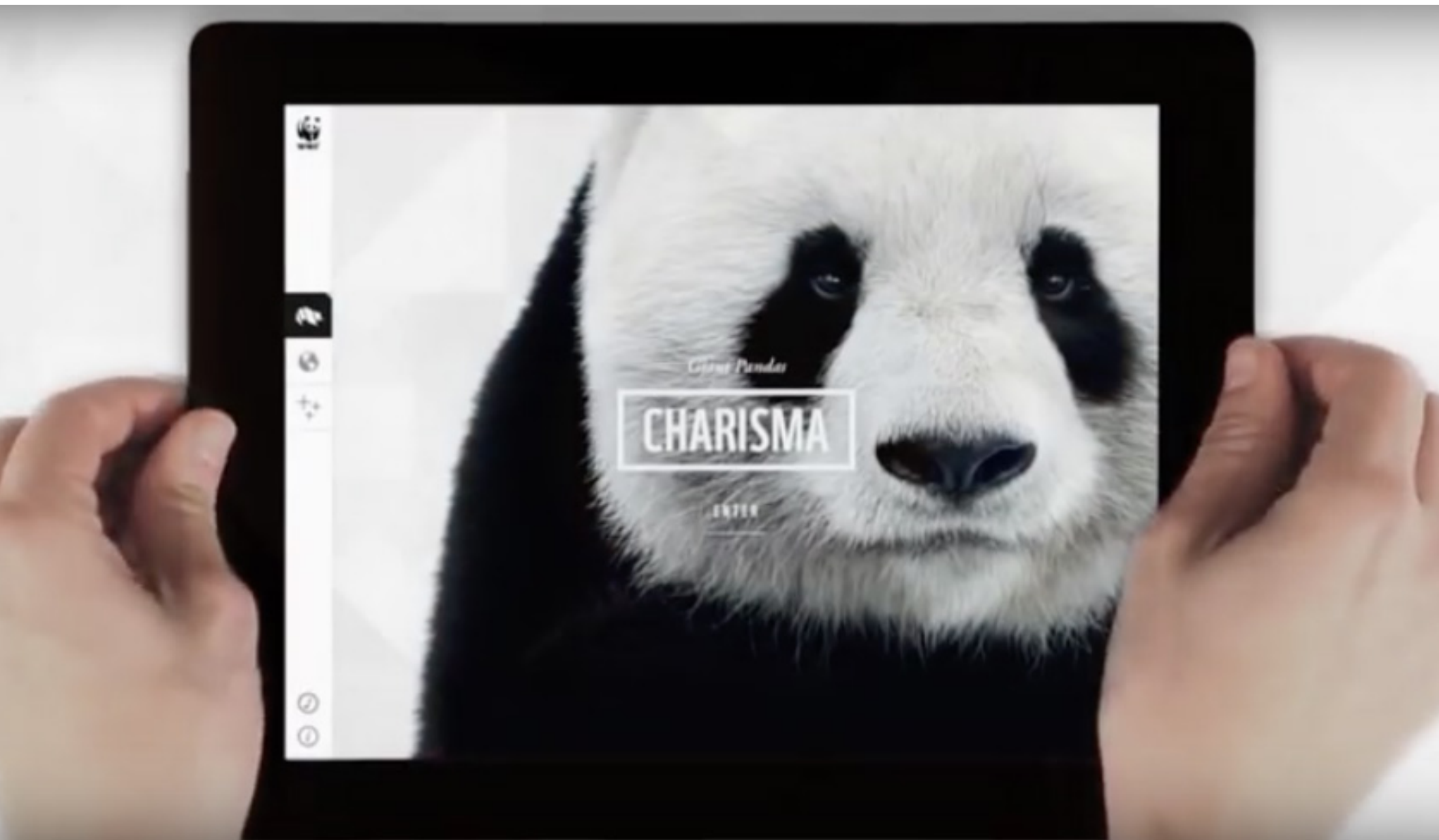


What Is User Experience?

Sometimes it's pure joy.



Great Panda

CHARISMA

ENTER

Sometimes it's a
complete nightmare



We all know when it's bad.
But, how do we make it good?

UI is only 1 piece of UX

What UX is:

- Field Research
- Face-To-Face Interviewing
- Creation of User Tests
- Gathering and Organizing Statistics
- Creating Personas
- Empathic Portraits
- Instructional Writing
- Feature Writing
- Requirement Writing
- Visual Design
- Graphic Arts
- Product Design
- Interaction Design
- Interior Design
- Landscape Design
- Information Architecture
- Usability
- Prototyping
- Interface Layout
- Interface Design
- Taxonomy Creation
- Terminology Creation
- Copy-writing
- Presenting and Speaking
- Working With Engineers
- (Mechanical, Chemical and Programming
- Brainstorm Coordination
- Design Culture

How UX is typically seen:

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UX Competencies NN

User Experience	UX	How the user thinks and feels
Information Architecture	IA	How the overall system is organized
User Interface Design	UI	How the screen is organized
Interaction Design	IxD	How the user and device act and react
Visual Design	VxD	How the system looks
Information Design	ID	How the information on a screen is organized
Data Visualization	DataViz	How data is visually represented
Content Strategy	CS	How the content reads

UX Competencies UF

User Experience	UX	How the user thinks and feels
User Evaluation	UE	Choose and use effective methodology
User Interface Prototype	UI	Translate ideas into interaction
Interaction Design	IntD	How the user and device act and react
Visual Design	VxD	How the system looks
Information Architecture	IA	How the overall system is organized
Technical Writing	TW	Write content the user really understands
UX Leadership	UXL	Manage UX team

UX boils down to:

Who is the user?

What is their goal?

Where are they?

What do you want
them to feel?