The Elements of User Experience
Experiences Everywhere!

- **Customer Experience (CX)**
  - Product or Service

- **User Experience (UX)**
  - Device or System

- **Brand Experience**
  - Values, Ethos, Culture
The Elements of User Experience

Information Architecture

User Experience Design (UX, or UxD)

User Support

Interaction Design

Copywriting and Messaging

Usability Engineering

Software Engineering

Industrial Design

Package Design

Empathy
Documentation
Community

Help

First Impression
Look and Feel
Branding
Persuasion
Informative

Hardware
Brand
Style
Materials
Aesthetics
Form

Operability
Reliability
Repeatability

Task Completion
Speed
Ease of Use

Inputs
Outputs
Workflow
Feedback

Look and Feel
Branding
Verbal Cues
Persuasion

Form

Look and Feel
Branding
Visual Cues
Persuasion

Form

Look and Feel
Branding
Visual Cues
Persuasion

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What is User Experience?

All aspects of a person's interaction with a digital system, including the interface, graphics, industrial design, physical interaction, and the manual.

User Experience Design (UX, or UxD)

- Information Architecture
- Interaction Design
- Industrial Design
- User Interface Design
- Package Design
What is Information Architecture?

The art and science of structuring, classifying and designing an information space to facilitate task completion and intuitive access to content.

Information Architecture (IA)

- Organization
- Labeling
- Navigation
- Search
What is Information Architecture?
What is Interaction Design?

The practice of designing interactive digital products, environments, systems, and services with a focus on behavior and the aspects of the interface that define and present its behavior over time.

User Experience Design (UX, or UxD)

Needs
- Expectations (Behavior)

Queries
- Tasks/Requests/Inputs

Interface
- Human/Computer Gateway

Response
- Results/Feedback/Output
What is Interaction Design?

Goal Oriented  Usability  Designing

Ergonomics  Needs  Imaging

Interaction  Responses  Synthesis

Physical  Art  Systems

Environments  Time  Services

Human  Computer  Digital

Expectations  Form  Satisfying

Personas  Interaction  Imaging

Time  Expectations  Satisfying

Digital  Form
What is User Interface Design?

User Interface Design (UI, UID)

- Graphics
  - Organization, Labeling, Navigation and Search Systems
- Look and Feel
  - Digital Things (Behavior)
- Hinting and Cues
  - Three-Dimensional Things
- User Interface Design
  - Human/Computer Gateway
- Package Design
  - First Impressions
What is User Interface Design?

The design of graphical interfaces for websites, computers, appliances, machines, mobile communication devices, and software applications with the focus on the user's experience and interaction.

**User Interface Design (UID)**

“Look and Feel”  Branding  Visual Cues  Persuasion  Form
What is User Interface Design?

Needs  Form  Aesthetics  Experience

Art  Design  Graphic  Emotion

Color  Motivating  Visual cues  Feedback

Persuasion  Branding

“Look and Feel”  Compelling
What is Usability Engineering?

The assessment, analysis and making of human–computer interfaces which allow users to effectively and efficiently accomplish the tasks for which it was designed and one that users rate positively on opinion or emotional scales.

**Usability Engineering (UE)**

- Task Completion
- Speed
- Ease of Use
What is Usability Engineering?

- Science
- Psychology
- Assessment
- Task-Completion
- Statistical
- Requirements
- Human Factors
- Observation
- Focus
- Interface
- Perception
- Satisfaction
- Clinical
- Cognitive
- Performance
- Usability
- Objective
- Behavior
- Efficient
- Laboratory
- Psychology
- Diagnose
- Recommend
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What is Software Engineering?

The study and application of engineering to the design, development, and maintenance of software.

Software Engineering (SE)

Operability

Reliability

Repeatability
What is Software Engineering?

Maintenance
Architecture
Reliability
Programming
Economy
Software
Hardware
Middleware

Binary
Alchemy
Detail-oriented
Engineering
Logic
Structure
Science
Elegance
Performance
Development
Production
Hierarchy
Efficiency
Maintenance
Code
What is Industrial Design?

The art and science of improving the aesthetics, ergonomics, functionality, and/or usability of a product (hardware).

**Industrial Design (ID)**

Hardware | Form | Style | Materials | Aesthetics
What is Industrial Design?

- Aesthetics
- Customer Needs
- Materials
- State
- Ergonomics
- Hardware
- Production
- Weight
- Sheen
- Technical
- Environment
- Usability
- Product
- Branding
- Fit
- Finish
- Polish
- Execute
- Create
- Functionality
What is Copywriting/Messaging?

The art and craft of writing advertising or marketing copy intended to persuade someone to buy a product, or influence their beliefs.

Copywriting/Messaging

Voice

Messaging

Persuasion
What is Copywriting/Messaging?

Creative

Purposeful

Influence

Concision

Precision

Explaination

Influence

Engaging

Messaging

Emotion

Editorial

Impactful

Advertising

Educational

Proofreading

Layout

Concision

Precision

Explanation

Purposeful

Influence

Engaging
What is Package Design?

The design of packaging intended to protect, contain and secure a product, and to inform and persuade a potential consumer of the product.

Package Design

- First Impression
- Look and Feel
- Branding
- Persuasion
- Specs/Benefits
What is Package Design?
What is User Support?

A range of services that provide assistance to users of technology products such as mobile phones, televisions, computers, software products or other electronic or mechanical goods.

User Support

- Help
- Empathy
- Documentation
- Community
What is User Support?

- Technology
- Questions
- Situation
- Empathy
- Coverage
- Available
- Problems
- Helping
- Documentation
- Support
- Services
- Friendly
- Experienced
- Community