

What is User Experience?

Human-Computer Interaction

by Prof. Enrico G. Dacanay



What is user experience?

- What is UX?
- Why does it matter?



What is Good UX?

Useful

Easy to
Learn

Attractive

Helpful

Accessible

Fun

Delightful

Satisfying

Connected



What is Bad UX?

Stressful

Ugly

Confusing

Inefficient

Distracting

Tedious

Inconsiderate

Frustrating

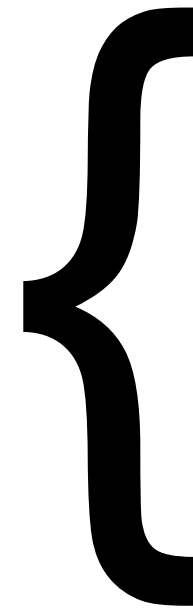
Condescending

Why does it matter?

What users
want to do

What you
want users
to do

Experience
success



Meet product
goals

Repeat usage

Recommend to
others

GET THE APP

SELL ON LAZADA


LAZADA
COM•PH

Search in Lazada


Electronic Devices
Electronic Accessories
Consumer Appliances
Health & Beauty
Babies & Toys
Groceries & Pets
Home & Lifestyle
Women's Fashion
Men's Fashion
Fashion Accessories
Sports & Travel
Motors



- Buy stuff
- Enjoy stuff
- Come back again
- Recommend to others

 Taobao Collection

 Official Stores

 eServices & Support

Home Baguio City Info Services Business BAC Publications GAD Full Disclosure Recruitment & Careers Contact Us Search


 REPUBLIC OF THE PHILIPPINES
THE CITY GOVERNMENT OF BAGUIO
 OFFICIAL WEBSITE



MESSAGE


 Hon. Mauricio Domogan
 City Mayor

The City Government continues to embrace ways and means in order to effectively and efficiently inform the people of its programs and projects that they will directly and indirectly benefit from. The opening of the city's website will surely open the opportunity for our people to be able to get the necessary information desired from the local government and for them to be aware of the on-going interventions put in place for the welfare of our populace.




Special


 Panagbenga 2017
 Schedule of Events

.ph/# We invite our people to patronize our latest medium of reaching out

- Find information
- Understand services
- Streamline city services
- Recommend to others



- Improve health
- Do no harm
- Convince providers
- Recommend to others

The Whole User Experience

- UX = the experience people have when they interact with a product
 - *Using the product*
 - *Choosing the product*
 - *Acquiring the product*
 - *Learning to use the product*
 - *Fixing the product*
 - *Upgrading the product*
 - *...*



Why is UX hard?

- You are *not* the user
- Computers are *weird*
- Software is (usually) *complex*



How to make UX easy?

- Follow an *iterative prototyping* process
- Apply *user-centered* research and design methods
- Understand a bit of *human behavior*
- Apply *common sense*

