Components of UX

Human-Computer Interaction

by Prof. Enrico G. Dacanay

Good and Bad UX

Useful

Stressful

Easy to Learn

Confu...

Attractive

...cient

Helpful

Ugly

Fun

Accessible

Ted...

Delightful

Distracting

Inconsiderate

Frustrating

Condescending

Gratifying

Connected

Components of UX

Value	Usability
Adoptability	Desirability
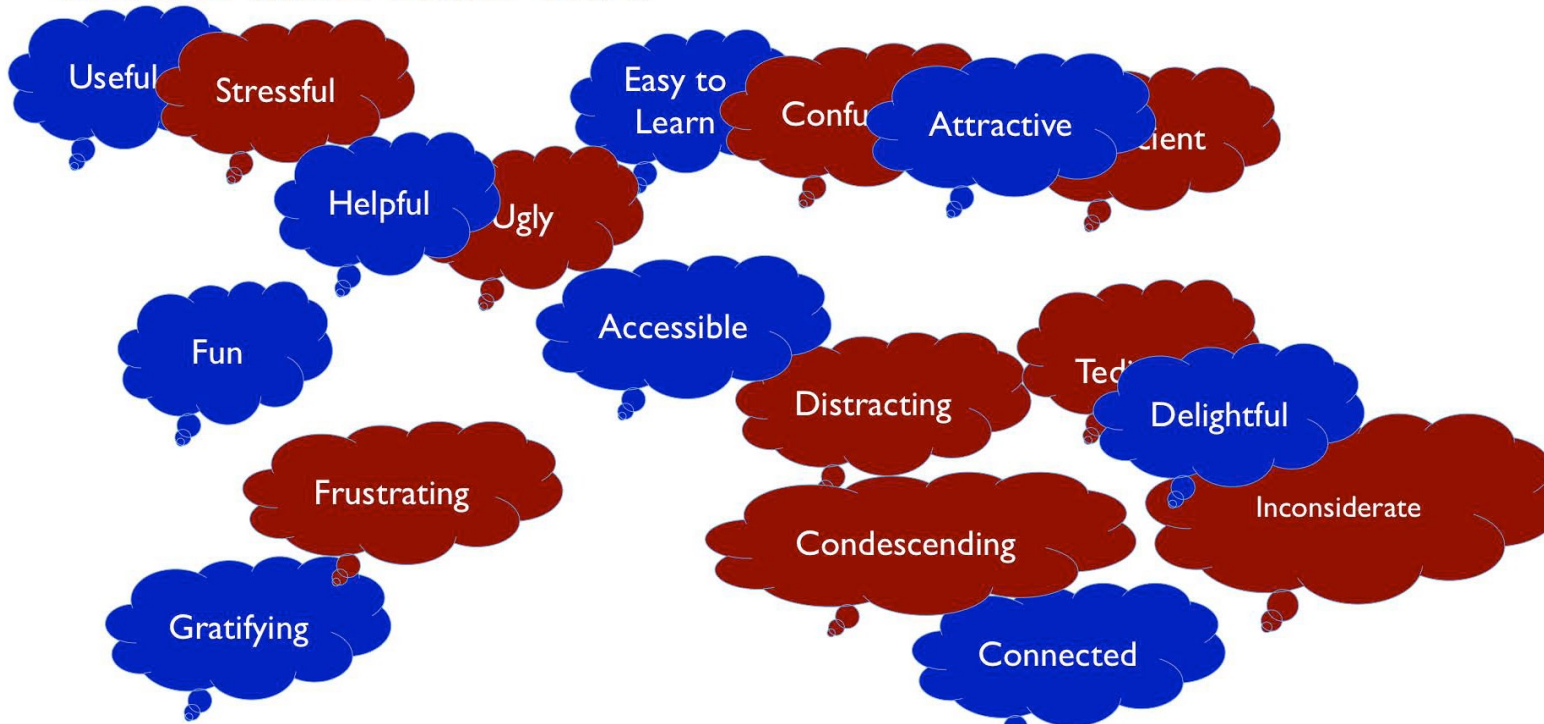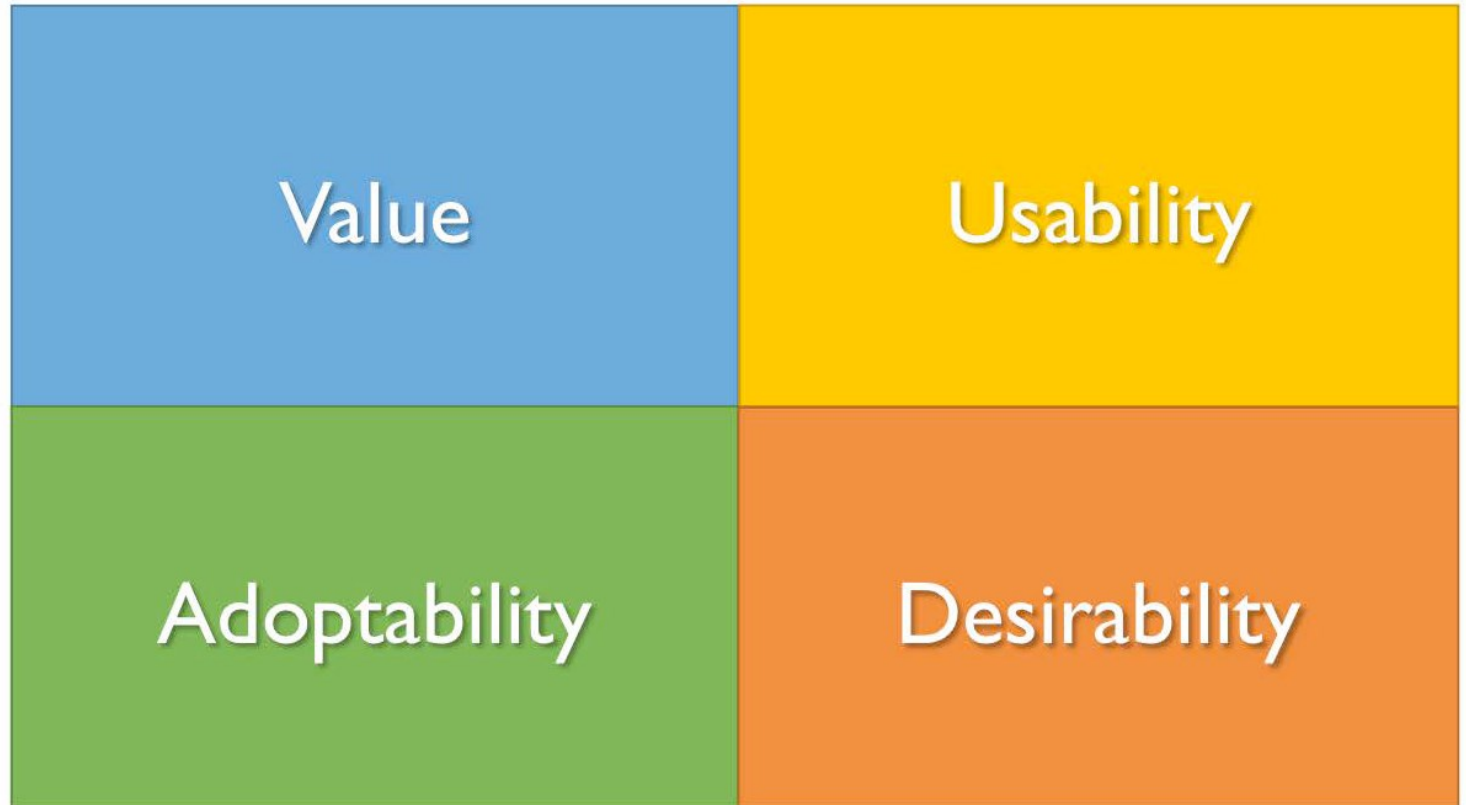
Frank Guo. More than Usability. The four elements of User Experience, Part I. UX Matters. April 24, 2012.

Components of UX

Viscalc, 1979

Components of UX

Value	Usability
Adoptability	Desirability
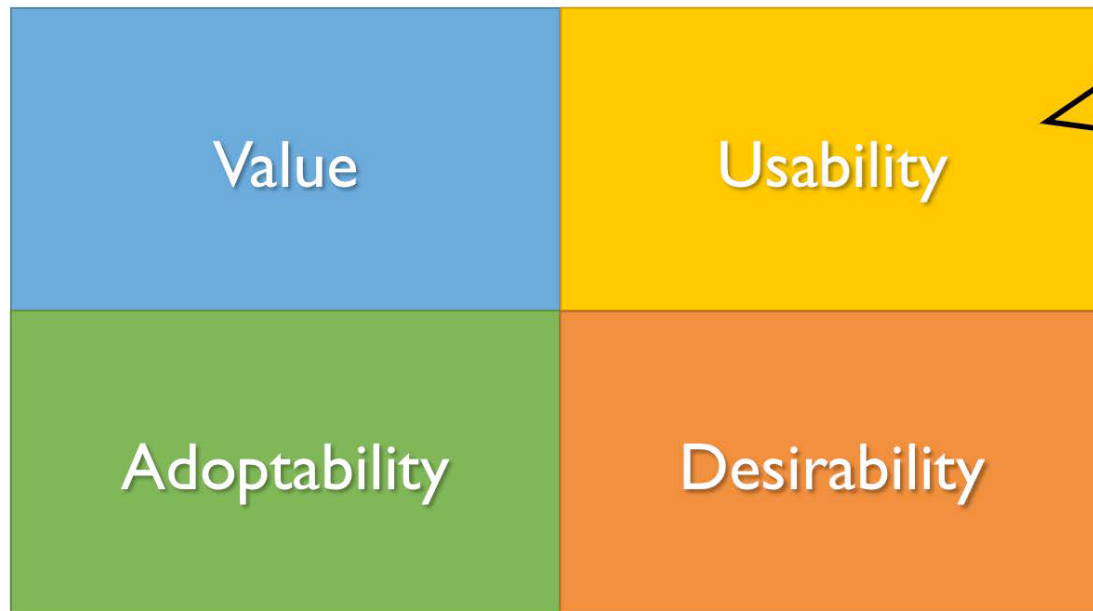
Can users do what they need to do?

Motorola ROKR

Components of UX

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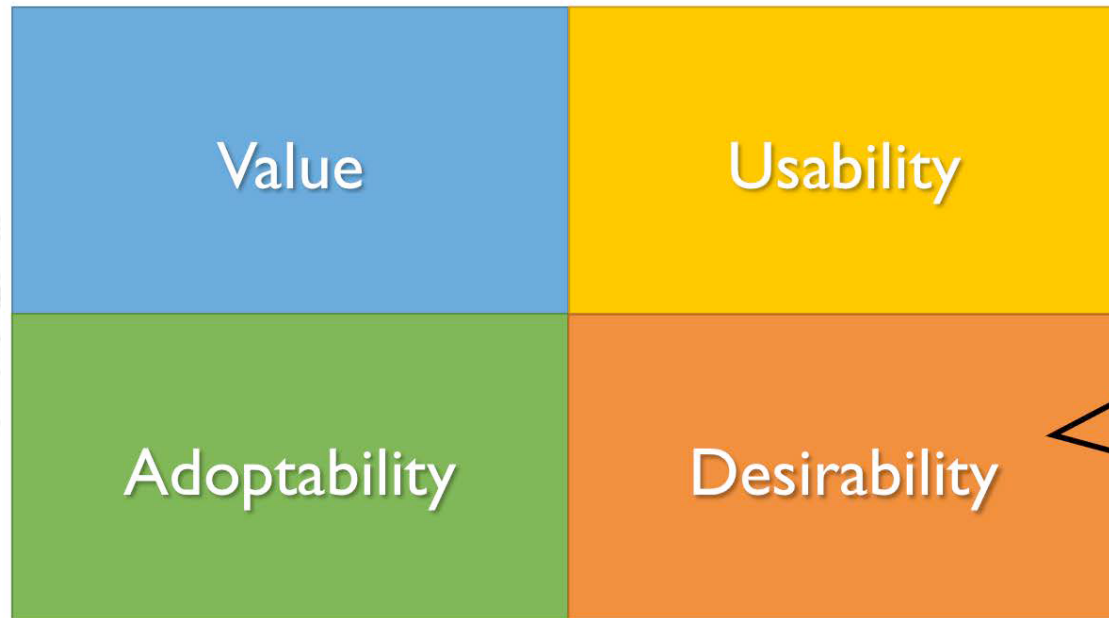
Is it fun, attractive, and pleasant to use?

iPod, 2001

Components of UX
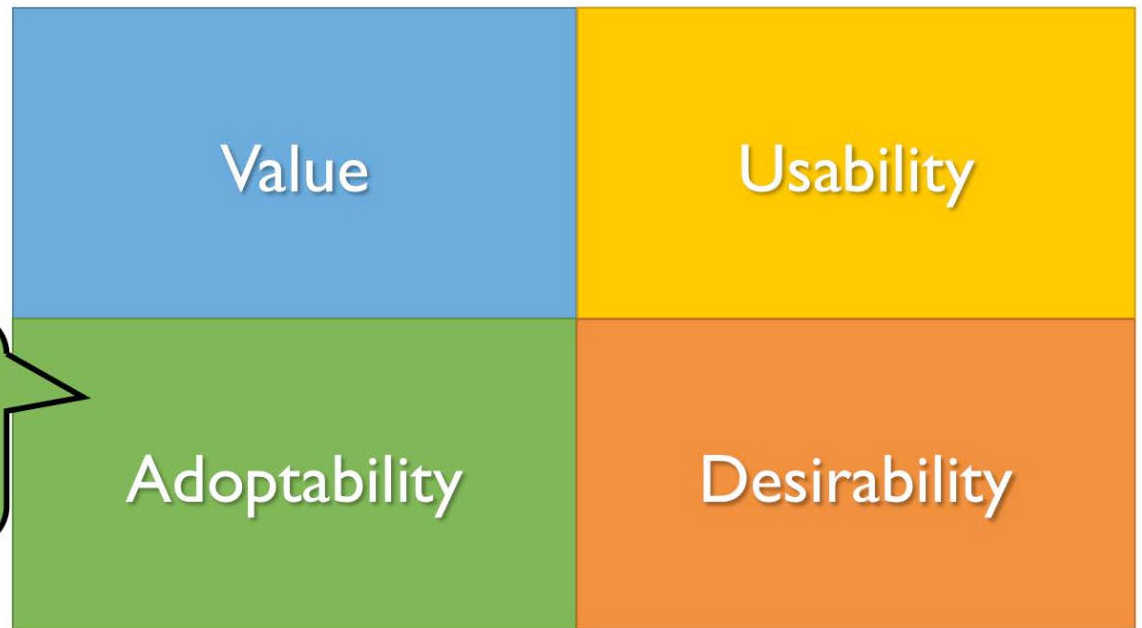
Duolingo

Basic Methods of UX

- Understanding users

- Design and Prototyping

- Evaluating designs

Value	Usability
Adoptability	Desirability
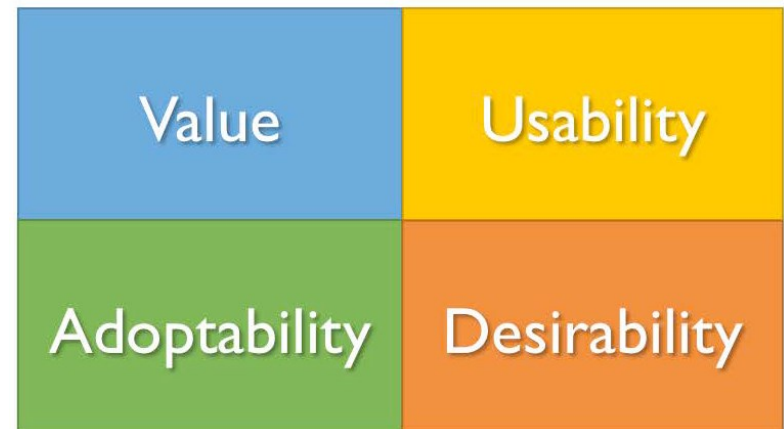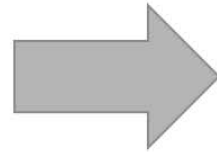
Assessing UX

	Understanding Users	Evaluating Designs
Value	What do users need?	Does this design fulfill the need?
Usability	How do they do it now?	Can they get it done with this?
Desirability	What do they desire?	Is the design appealing?
Adoptability	Where do users look for things?	Can users find and access them?

The process is your guide

Assess   Design

Build

Value	Usability
Adoptability	Desirability
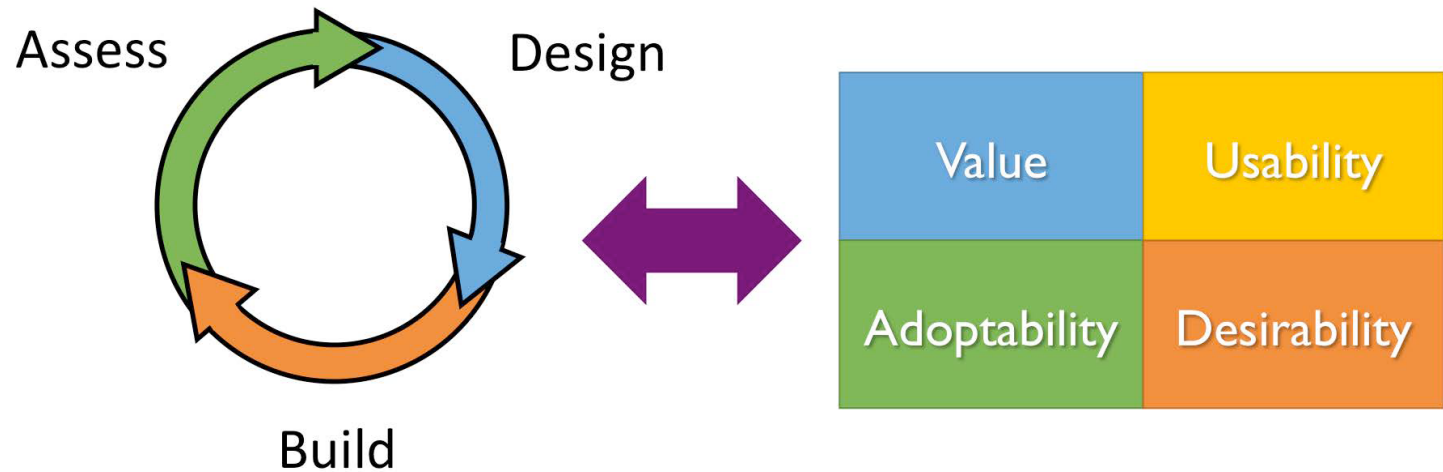
Summary

- UX is multi-faceted

- Basic UX methods can address many UX concerns

- Let the process be your guide