Components of UX
Good and Bad UX

- Useful
- Stressful
- Easy to Learn
- Confusing
- Attractive
- Efficient
- Helpful
- Ugly
- Accessible
- Distracting
- Tedious
- Delightful
- Inconsiderate
- Fun
- Frustrating
- Condescending
- Connected
- Gratifying
Components of UX

Value  Usability

Adoptability  Desirability

Components of UX

Value

Usability

Adoptability

Desirability

Is it useful? Is it better than the alternatives?
Viscalc, 1979

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NO.</th>
<th>UNIT</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUCK RAKE</td>
<td>43</td>
<td>12.95</td>
<td>556.85</td>
</tr>
<tr>
<td>BUZZ CUT</td>
<td>15</td>
<td>6.75</td>
<td>101.25</td>
</tr>
<tr>
<td>TOE TONER</td>
<td>250</td>
<td>49.95</td>
<td>12487.50</td>
</tr>
<tr>
<td>EYE SNUFF</td>
<td>2</td>
<td>4.95</td>
<td>9.90</td>
</tr>
</tbody>
</table>

**SUBTOTAL** 13155.50

**9.75% TAX** 1282.66

**TOTAL** 14438.16
Components of UX

- Value
- Usability
- Adoptability
- Desirability

Can users do what they need to do?
Motorola ROKR
Components of UX

Value

Usability

Adoptability

Desirability

Is it fun, attractive, and pleasant to use?
iPod, 2001
Components of UX

- Value
- Usability
- Adoptability
- Desirability

Is it easy to find and start using?
Duolingo Onboarding Process
Basic Methods of UX

- Understanding users
- Design & Prototyping
- Evaluating designs
## Assessing UX: Questions

<table>
<thead>
<tr>
<th></th>
<th><strong>Understanding Users</strong></th>
<th><strong>Evaluating Designs</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Value</strong></td>
<td>What do users need?</td>
<td>Does this design fulfill the need?</td>
</tr>
<tr>
<td><strong>Usability</strong></td>
<td>How do they do it now?</td>
<td>Can they get it done with this?</td>
</tr>
<tr>
<td><strong>Desirability</strong></td>
<td>What do they desire?</td>
<td>Is the design appealing?</td>
</tr>
<tr>
<td><strong>Adoptability</strong></td>
<td>Where do users look for things?</td>
<td>Can users find and access this?</td>
</tr>
</tbody>
</table>
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