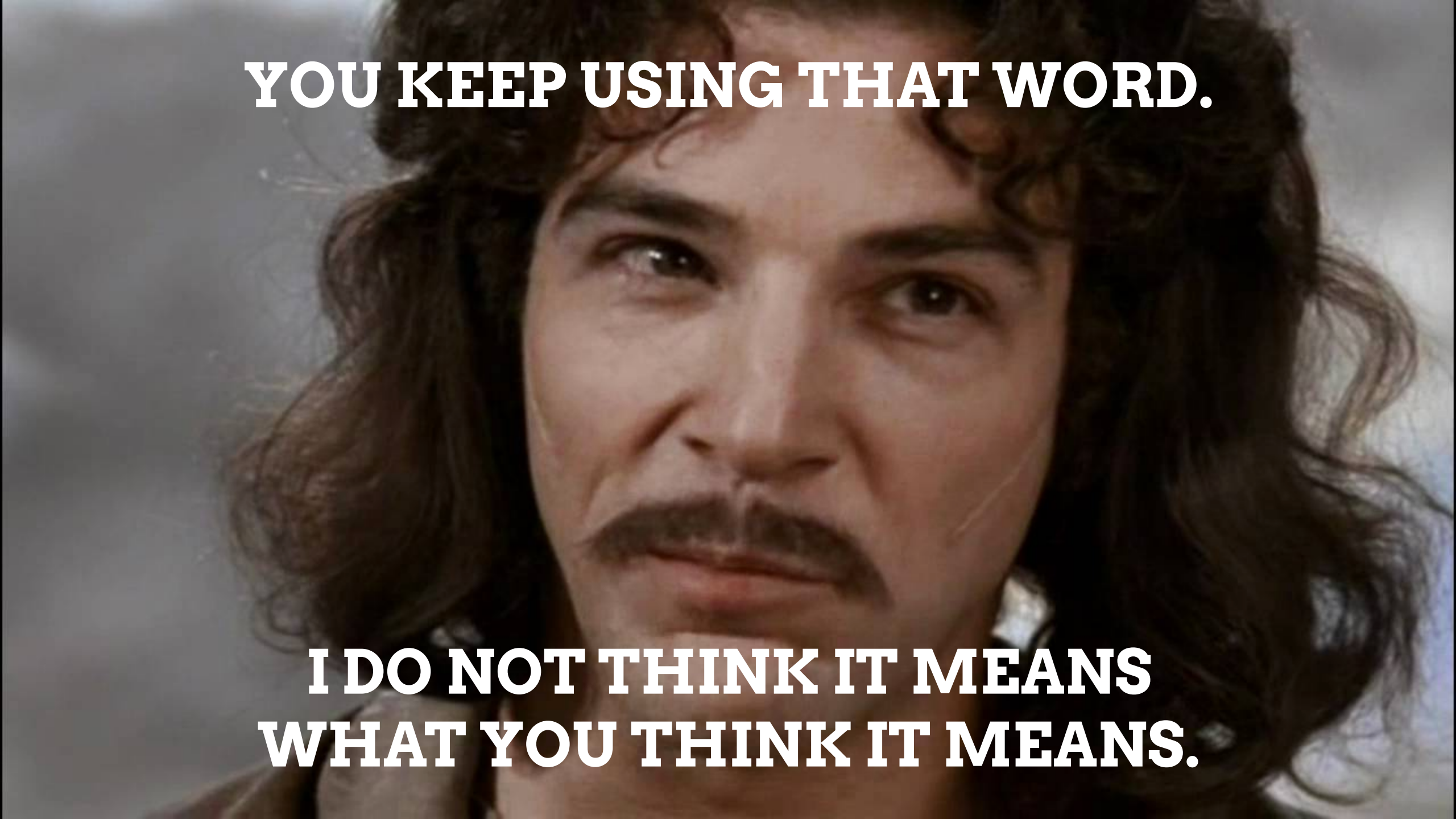
“User experience.”


YOU KEEP USING THAT WORD.
I DO NOT THINK IT MEANS
WHAT YOU THINK IT MEANS.

Inigo Montoya's
Guide to User Experience

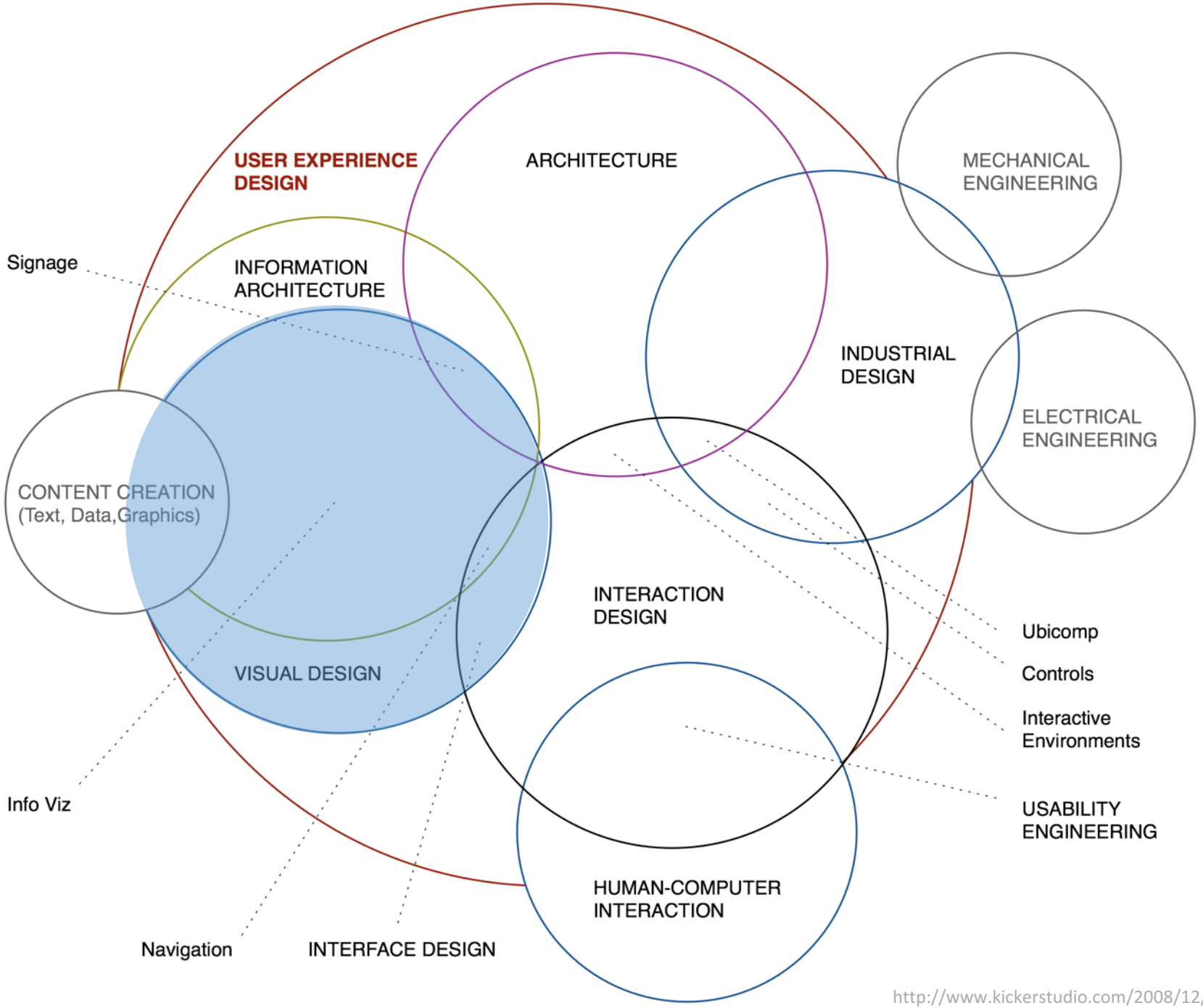
THREE *Inconceivable!* MYTHS

about user experience

Myth #1

UX is just making software look pretty.

LOOK, I DON'T MEAN TO BE RUDE
BUT THIS IS NOT AS EASY
AS IT LOOKS.



Dan Saffer, Kicker Studio
http://www.kickerstudio.com/2008/12/the-disciplines-of-user-experience/

User Experience is...

All the aspects of how people use an interactive product:

the way it feels in their hands,

how well they understand how it works,

how they feel about it while they're using it,

how well it serves their purposes,

how well it fits into the entire context in which they are using it,

and how well it contributes to the quality of their lives.

— Lauralee Alben in *Quality of Experience* (1996)

FEZZIK SAYS

It's not just about looking good. It's about making it work like it should.

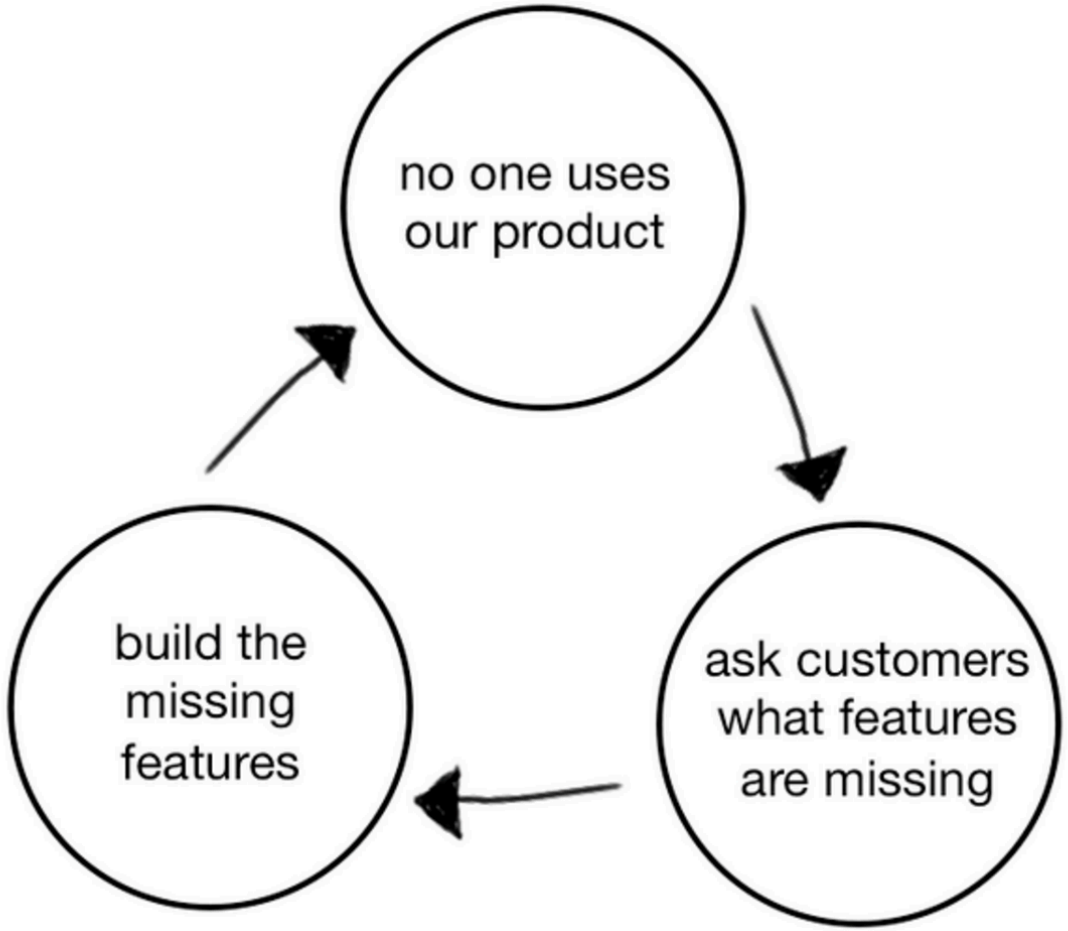
Myth #2

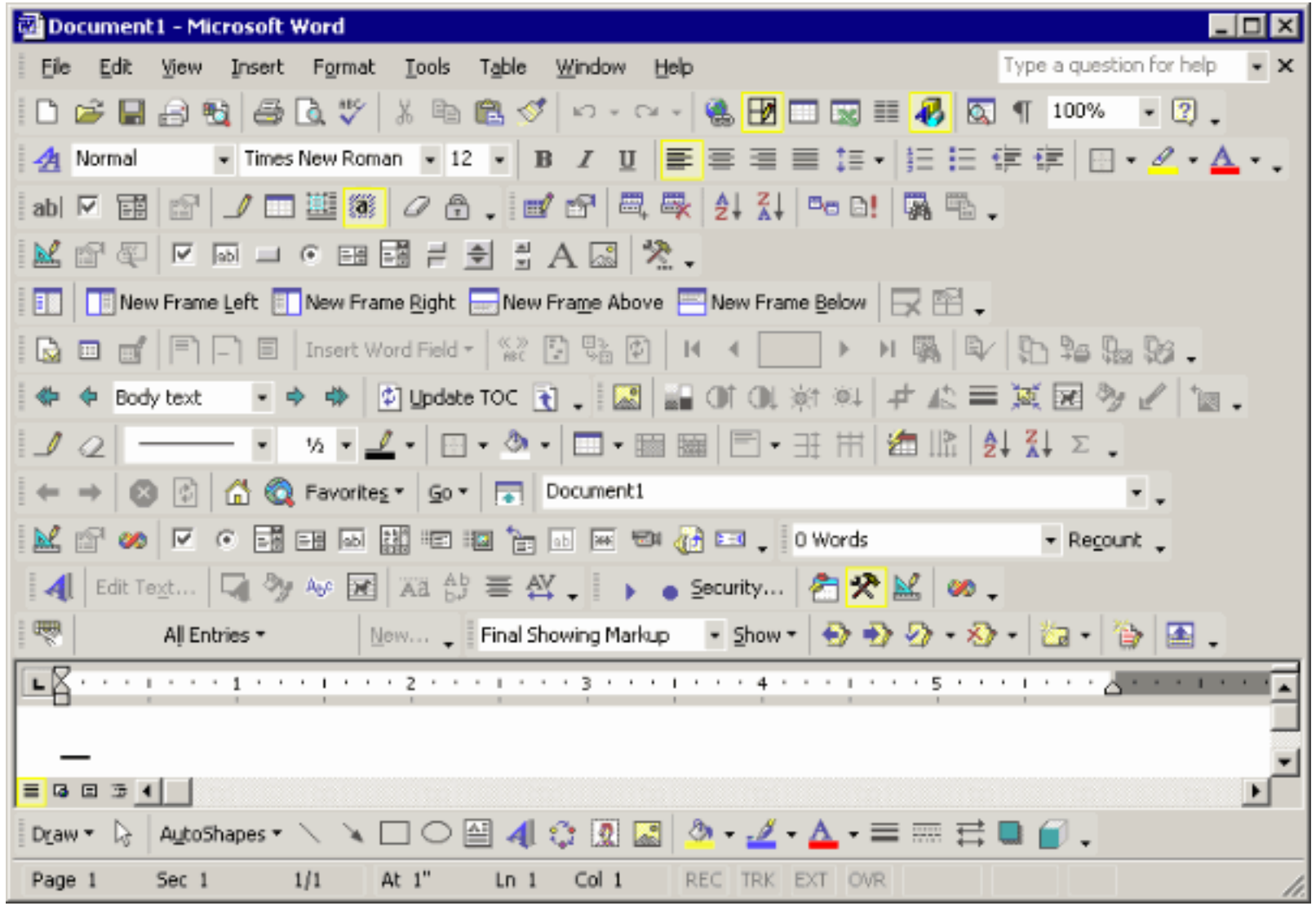
UX is easy — it's just asking users what they want.

as... you... wish...

David J Bland
@davidjbland

This is what I'm calling the Product Death Cycle

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New Frame Right
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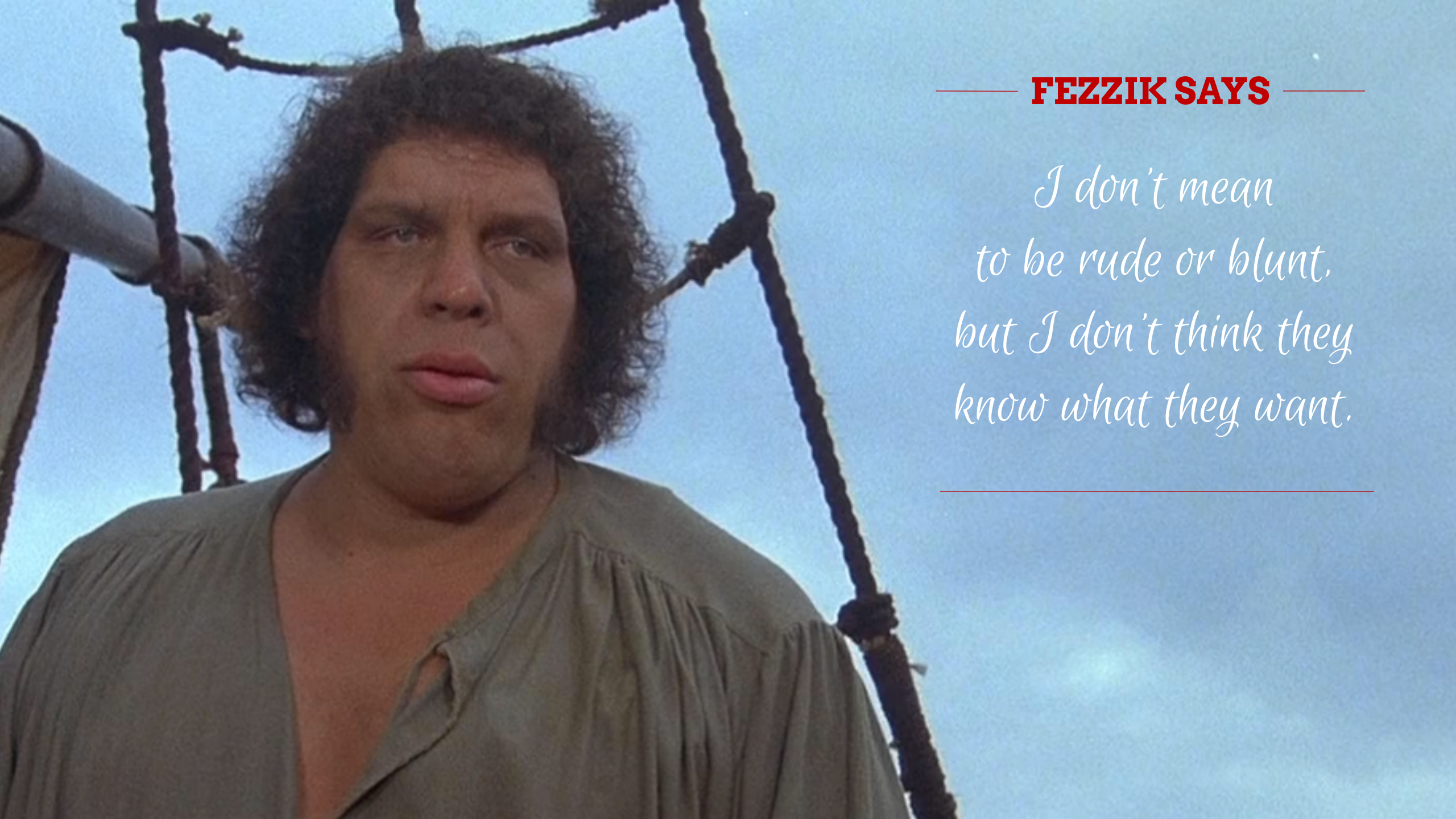


FEZZIK SAYS

I don't mean
to be rude or blunt,
but I don't think they
know what they want.

Myth #3

UX just happens at the end.

—or—

UX just happens at the beginning.

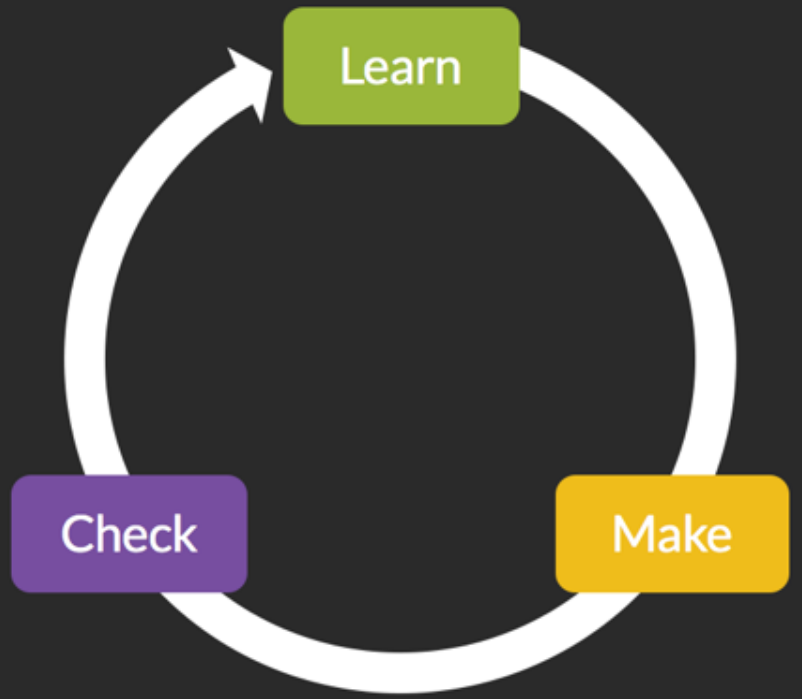
HA, HA, YOU FOOL!
YOU FELL VICTIM TO ONE OF THE CLASSIC BLUNDERS!

UX only at beginning...

Great design gets executed poorly because we're not there to guide

UX only at the end...

Bad design ships because great design is an expensive change


Learn
Make
Check

FEZZIK SAYS

UX doesn't just tack on a phase. It asks us to change all of our ways.

Anybody want a peanut?

...and other pressing questions

Will Sansbury

will.sansbury@deluxe.com