## THE CHARACTERISTICS & PRINCIPLES OF USER EXPERIENCE



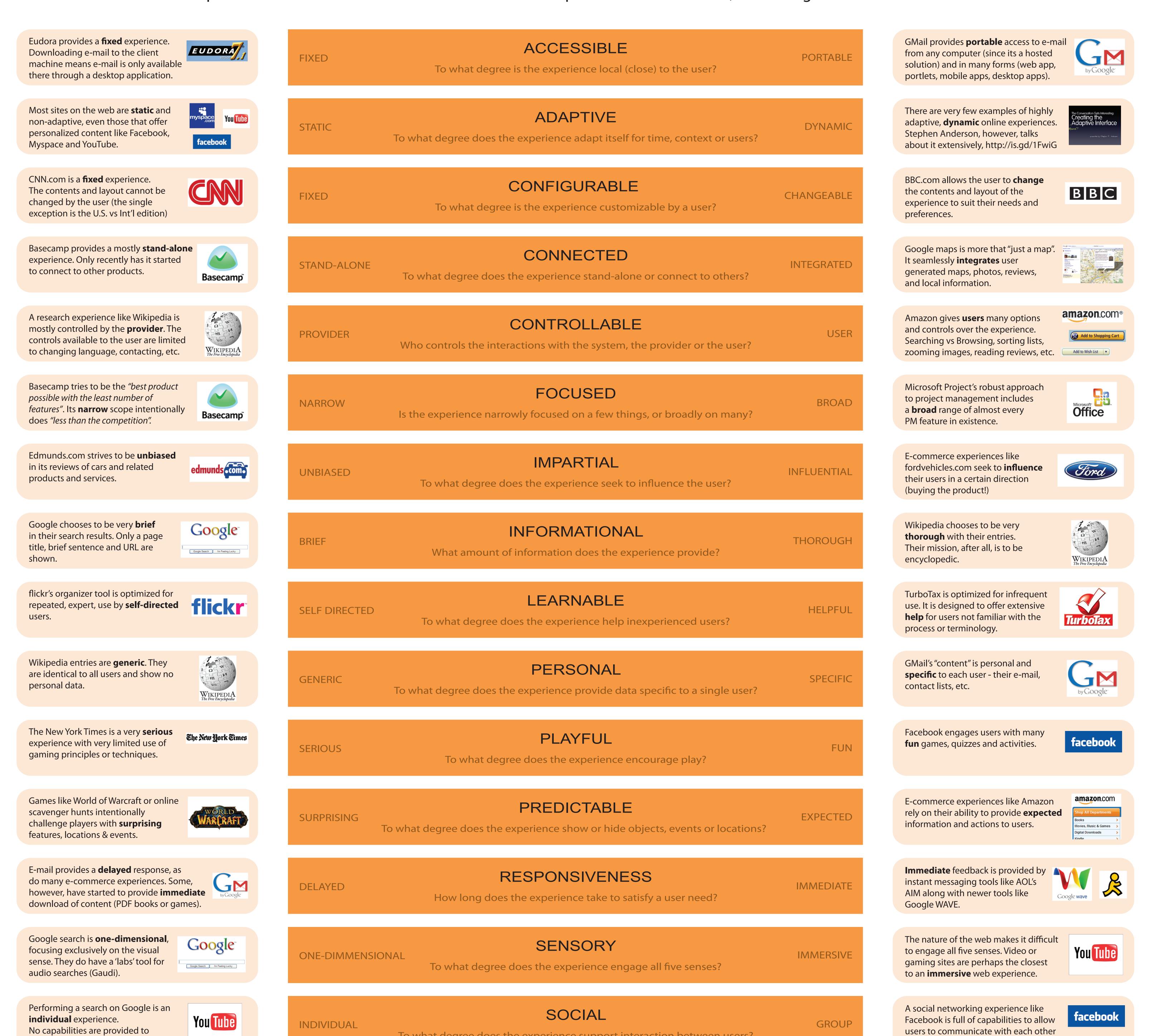
Richard Dalton, 2/17/2012 mauvyrusset.com

## CHARACTERISTICS

char-ac-ter-is-tic: adj. A feature that helps to distinguish a person or thing; distinctive.

These characteristics define what a user experience is trying to be (think of the chemical bases of DNA).

The extent to which an experience reflects each of these characteristics is dependent on user needs, business goals & environmental constraints.



To what degree does the experience support interaction between users?

## PRINCIPLES

prin-ci-ple: n. A fundamental, primary, or general law or truth.

These principles define **how** an experience is constructed (think of the double helix of DNA).

An experience must consider and excel at each of these principles to be useful, usable and desirable.



A good user experience is relevant to user needs, business goals, the date/time and the environment.

Google's sparse homepage maintains its focus on search, the thing most relevant to its users. Their holiday logos also add a sense of timeliness.

google.com

Google Search Im Feeling Lucky

Google Search Im Feeling Lucky

Wikipedia entries are sometimes updated within seconds of an event happening, providing highly detailed, **relevant** (and ad free) information to users.

wikipedia.org

WIKIPEDIA
The Free Encyclopedia

COMPREHENSIBLE

A good user experience allows a user to perceive what is meant and grasp the information conveyed.

The Crisis of Credit video makes a complicated topic comprehensible by using simple language, analogies and humor.

www.crisisofcredit.com

TurboTax's use of progressive disclosure, simple language and embedded help makes the tax system easier to **comprehend**. *turbotax.com* 

Turbolax

USABLE

USEFUL

DESIRABLE

## AESTHETIC

A good user experience is aesthetically appropriate, encouraging enjoyable sensations and emotions.

mint.com's soothing and refreshing aesthetic implies a new, credible method of easily managing your finances without stress.

mint.com

The iPhone's sleek **aesthetic** with Apple's iconic "rounded corners" permeating the casing and interface implies "simple yet sophisticed".

apple.com/iphone

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DRIVERS