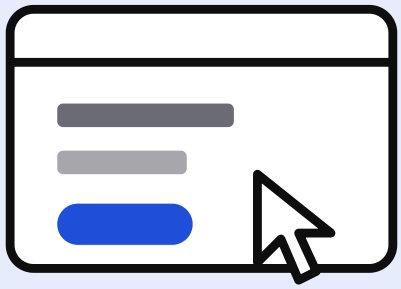
Discipline

UX design

Designs a product, system, or service around what the person perceives and feels before, during, and after using it, from the need behind it to the interface they touch.



In Spanish

Diseño UX

Origin

User-centered design (Norman and Draper, 1986) and usability engineering (Nielsen, 1993); the term spread from Apple, where Norman was "User Experience Architect" (Norman, Miller, and Henderson, 1995)

What it deals with

A product can work and still fail if the person finds it hard to understand. In Palm Beach (Florida), in 2000, a ballot with candidates on both sides of a single column of punch holes led more than 2,000 voters to choose another candidate by mistake (Wand et al., 2001).

Principles

Start from the need, not the screen

Understand who will use it, for what, and in what situation. Someone booking a doctor's appointment does not want an app: they want to see a doctor soon.

Design the whole journey

The experience is the whole relationship with the organization, not just the interface. The appointment starts when they look for the clinic and continues with the reminder, the time change, and the arrival.

Go from abstract to concrete

First decide which features are included and how they connect; then, where each button goes and how it looks. Choosing colors before knowing whether a calendar is needed is starting at the end.

Test early with people

Watch real people use a sketch or a prototype, and look at what they do, not what they say. A paper prototype already shows whether patients can find how to change the time.

Iterate

Fix what fails and test again: design improves in rounds. If nobody sees the button to change the time, move it and test again.

Work with other disciplines

A good experience does not come from the design team alone. Online booking also depends on the clinic's schedule and on the person at the front desk.

Applications in design

Use it like this

Before drawing screens, clarify what the person is trying to achieve, what is stopping them, and at what point in the journey.

Avoid

Confusing UX with the look of the interface: a beautiful screen can still be useless.

Don't fall for it

Having every screen work is not enough: if the reminder never arrives or the front desk cannot see the appointment, the experience still fails.

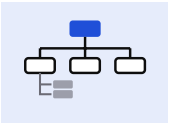
Especialidades



Specialty

UX strategy

Aligns the experience of a digital product with business goals before designing screens.



Specialty

Information architecture

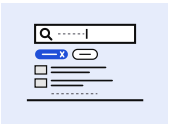
Organizes, labels and connects content so people find what they are looking for.



Specialty

Form design

Designs forms that people can fill in easily and without mistakes.

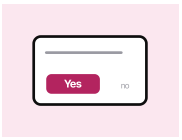


Specialty

Search design

Designs how people find what they are looking for in a product, from the search box to the results.

Models and concepts



Concept

Deceptive patterns (dark patterns)

Designs that exploit how we decide to get you to do something you didn't want to.



Concept

Progressive disclosure

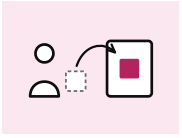
Show the essentials first and keep advanced options for when someone asks for them.



Concept

Jakob's law

We expect a site to work like the ones we already know, because we spend more time on them.



Concept

Tesler's law

Every task has an amount of complexity that cannot be removed, only moved.

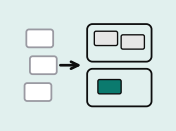
Methods and tools



Method

Benchmarking

Comparing how others solve the same thing, to learn from their successes and mistakes.



Method

Card sorting

Asking people to group cards to understand how they organize information.



Approach

User-centered design

Designing systems around the tasks and abilities of the people who use them, testing early and often.



Approach

Human-centered design

Designing from the needs, context and participation of the people who will use something.

Connections

Builds on

- Cognitive psychology
- Cognitive load
- Mental model
- Human-computer interaction (HCI)
- Aesthetic-usability effect
- Nielsen's usability heuristics
- Usability
- Guidelines for Human-AI Interaction

Related to

- Content design
- Experience design
- Information design
- Interaction design
- UI design
- Product design
- Service design
- Behavioral design
- Inclusive design
- Design research
- UX research
- UX writing

Authors and works

1985	**John D. Gould and Clayton Lewis**	Proposed three principles for designing easy-to-use systems: get to know users early, measure real use, and iterate.
1986	**Don Norman and Stephen Draper**	Brought together user-centered system design in a book, starting from the person's needs rather than from technology.
1993	**Jakob Nielsen**	Described usability engineering, which measures and improves ease of use throughout development.
1995	**Don Norman, Jim Miller, and Austin Henderson**	Called Apple's interface work "User Experience" and described the role of user experience architect.
1998	**Don Norman and Jakob Nielsen**	Explained that user experience covers the whole relationship with the company, its services, and its products, not just the interface.
2002	**Jesse James Garrett**	Organized the work into five planes, from strategy to the visual surface.
2020	**Jon Yablonski**	Brought together in Laws of UX principles from psychology that are useful for designing interfaces, such as Hick's law or the Doherty threshold.

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