

User experience honeycomb

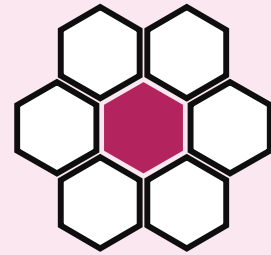
A model that splits the quality of an experience into seven facets (useful, usable, desirable, findable, accessible, credible and valuable) to look beyond usability.

In Spanish

Panel de la experiencia de usuario

Origin

Peter Morville (2004)



What problem it addresses

Avoids reducing the experience to ease of use and gives the team a shared language to decide what to improve first.

Components

Useful

It meets a real need of the person using it.

Usable

It is easy to use; this is necessary, but not enough.

Desirable

It appeals through its image, its identity and the emotion it evokes.

Findable

People can easily reach the product and, within it, what they are looking for.

Accessible

People with disabilities can use it too.

Credible

It inspires trust in what it says and in who offers it.

Valuable

It delivers value to whoever offers it, whether by fulfilling its mission or sustaining the business.

How it works

1



Diagnosis how the product is doing on each of the seven facets.

2



Priorities which facets matter most in this project and which can give way.

3



Improvements concrete changes to what matters most, without redoing everything.

Applications in design

✓ Use it like this

Go through the seven facets at the start of a project or a review to see what is missing and agree on priorities.

✗ Avoid

Treating all seven facets as equally important in every case; the weight of each depends on the product.

👁 Don't fall for it

It is a model born from practice, without empirical validation: use it to think and talk, not to measure.

Connections

Used in

■ Information architecture

■ Accessible design

Related to

■ Desirability, feasibility, viability

■ Good services principles

■ Usability

Authors and works

2004

Peter Morville

Proposed the seven facets in an article to explain that the experience goes beyond usability and to help set priorities.

Sources

Original sources

- Morville, P. (2004, June 21). User experience design. Semantic Studios. [View source \(https://semanticstudios.com/user_experience_design/\)](https://semanticstudios.com/user_experience_design/)

Last reviewed: October 26, 2026