

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 have a polished interface and still fail if it does not solve what the person needs or if it is hard to understand. UX design brings strategy, structure, and interface together into a single experience.

Principles

Strategy

What the person needs and what the organization wants; for example, booking a doctor's appointment without having to call.

Scope

Which features and content are included: choosing a specialty, seeing available times, and getting a reminder.

Structure

How they are organized and connected, such as the flow from choosing a specialty to confirming the appointment.

Skeleton

Where each element goes on the screen, such as the calendar at the top and the confirm button always in view.

Surface

How it looks, with colors, type, and images that make the screen clear and recognizable.

Applications in design

✓ Use it like this

Work through the planes from the bottom up: before drawing screens, clarify what the person is trying to achieve and what is stopping them.

✗ Avoid

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

👁 Don't fall for it

Test early with real people. What is obvious to the team is not obvious to someone arriving for the first time.

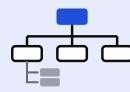
Especialidades



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



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.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.



Method

Usability testing

Watching real people attempt tasks with the product to find out where they get stuck.

Connections

Builds on

■ Cognitive psychology

■ Cognitive load

■ Mental model

■ Human-computer interaction (HCI)

■ Aesthetic-usability effect

■ Usability

■ Guidelines for Human-AI Interaction

Related to

■ Content design

■ Experience design

■ Information design

■ Interaction design

■ UI design

■ Product design

■ Service design

■ Behavioral design

■ Design research

■ UX research

■ UX writing

Authors and works

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.

Sources

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