

User experience explained

UX is the overall experience of a person using a product such as a website or a computer application, especially in terms of how easy or pleasing it is to use.



WHY IT'S IMPORTANT

-  **CUSTOMER**
Focuses on customer needs
-  **SEARCH ENGINES**
Improves SEO results
-  **CONVERSION**
Acts like a sales funnel
-  **TRUST**
Creates trust and credibility
-  **FRAMEWORK**
Guides the content you use



GUIDING PRINCIPLES

-  **USEFUL**
Meets a need in the market
-  **USABLE**
Easy and intuitive to use
-  **FINDABLE**
Users can find what they want
-  **CREDIBLE**
Delivers on its promise
-  **DESIRABLE**
Looks and works beautifully
-  **ACCESSIBLE**
Factors in special needs
-  **VALUABLE**
Adds value to buyer and business

GREAT UX EXAMPLES



Got something that needs explaining?

We can help explain your product, process or change simply so everyone gets it. For more info, contact +27 67 735 2995 or email hello@WeExplainStuff.com

Disclaimer: The examples above are by no means intended to offer a quick fix. But instead, give a few practical solutions that with practice can work.