

# User Experience – The Key to Quality

Unleashing the power of seamless interactions

- Twinkle Mohan

# About me



Born and raised in India,  
currently in New Jersey.



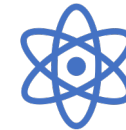
Under graduate – B.Tech  
(Computer Science  
Engineering) - India



Masters – MFA (UX  
Design) – New York



Senior Product Designer  
at Freedom Mortgage



Wanderlust – infused  
dynamo.



Coffee runs through my  
veins

# Purpose

- To explore how UX directly impacts the quality of digital products and its broader influence on the world.
- It emphasizes the importance of user satisfaction, usability, emotional impact, and accessibility in shaping the overall quality perception of digital products.
- Concludes with strategies for success, including adopting a user-centered design approach and collaborating with cross-disciplinary teams.

# Digital Products



Mobile  
Applications



Websites



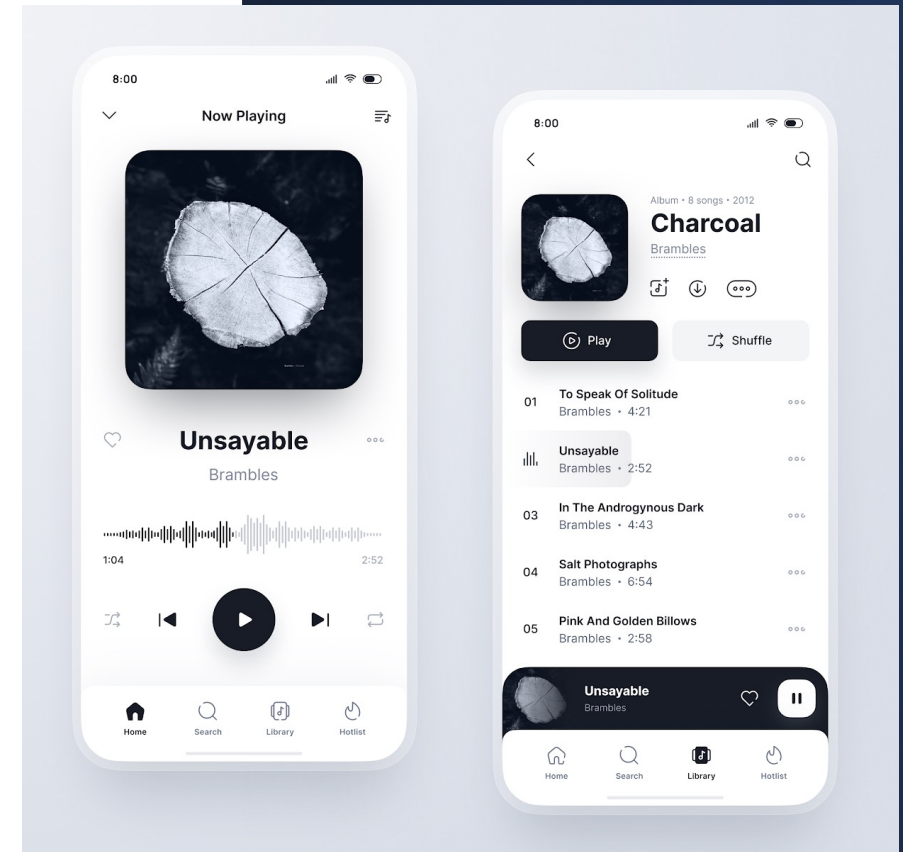
Car interfaces



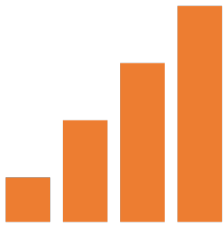
Smartwatches

# Understanding UX

- User Experience (UX) refers to the overall experience users have when interacting with a product, system, or service.
- It encompasses various elements such as usability, accessibility, aesthetics, and emotional connection.
- UX design aims to optimize these elements to create intuitive, delightful, and effective user experiences.



# Why is UX Important



Improved customer satisfaction: A positive UX enhances satisfaction and loyalty, leading to increased user engagement.



Competitive advantage: Products with superior UX outperform competitors, driving customer acquisition and retention.



Reduced costs: A well-designed UX decreases support and development costs by minimizing user errors and confusion.

# Impact of UX on the quality of the product

- Usability and Functionality (User Research)
- User Satisfaction
- Error Prevention
- Performance Reliability
- Consistency and Coherence
- Emotional Impact
- Accessibility and Inclusivity

# Usability

- Usability refers to the ease with which users can interact with a digital product and achieve their goals effectively and efficiently.
- UX design plays a critical role in ensuring a high level of usability by creating intuitive interfaces, clear navigation, and logical workflows.
- A well-designed UX anticipates user needs, reduces cognitive load, and minimizes friction points, resulting in a seamless and user-friendly experience.
- When a digital product exhibits high usability, users can easily learn to use it, perform tasks without confusion or errors, and feel satisfied with their interactions.



# Functionality

- Functionality refers to the capabilities and features of a digital product that enable users to accomplish specific tasks or objectives.
- UX design ensures that the functionality of a product is presented in a way that is intuitive, accessible, and aligned with user expectations.
- A well-designed UX provides users with clear and efficient ways to access and utilize the product's features, enhancing its overall functionality.
- When the functionality of a digital product is seamlessly integrated into the user experience, users can leverage its capabilities effectively and efficiently.
- This leads to a higher-quality product as users can achieve their goals with ease and satisfaction.

# User Research and its Impact

- User research directly impacts the quality of the digital product. By understanding user needs, behaviors, and preferences through research, UX designers can create a product that meets those needs, addresses pain points, and delivers a high-quality user experience.
- User research guides design decisions, helps refine the product iteratively, and ensures that the product remains aligned with user expectations throughout its lifecycle. The result is a digital product of higher quality that resonates with users and fulfills their needs effectively.

# How to conduct User Research



Define Research goals



Identify Target users



Select Research methods



Develop research question and conduct research



Analyze and Interpret data



Generate Personas and User Profile

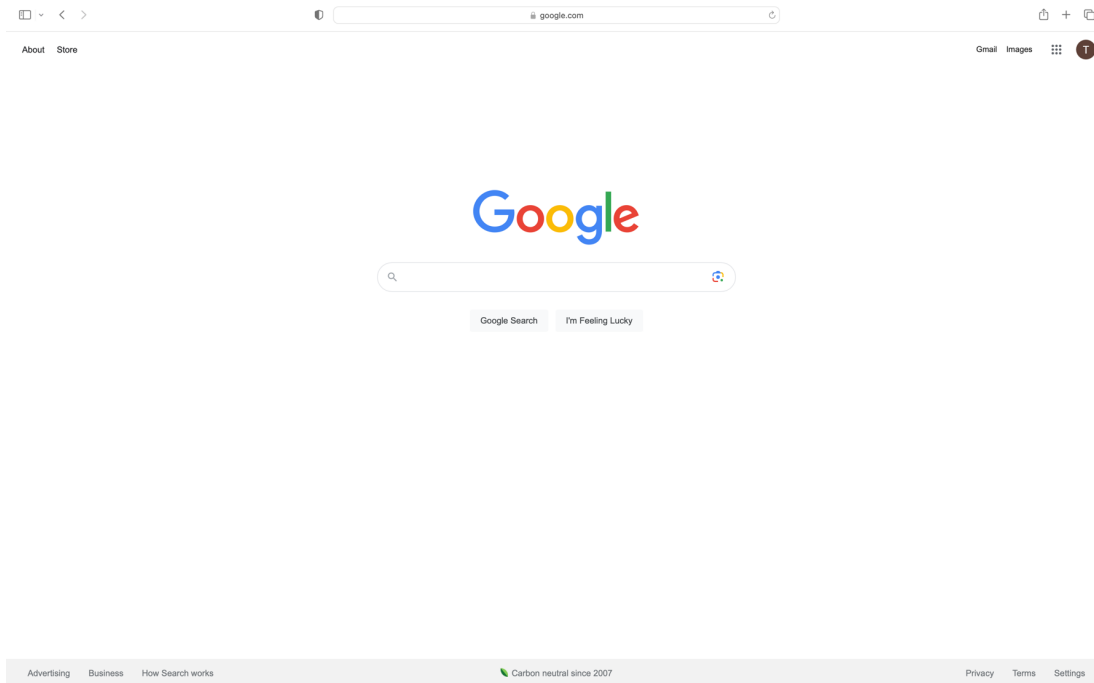


Iterative Design

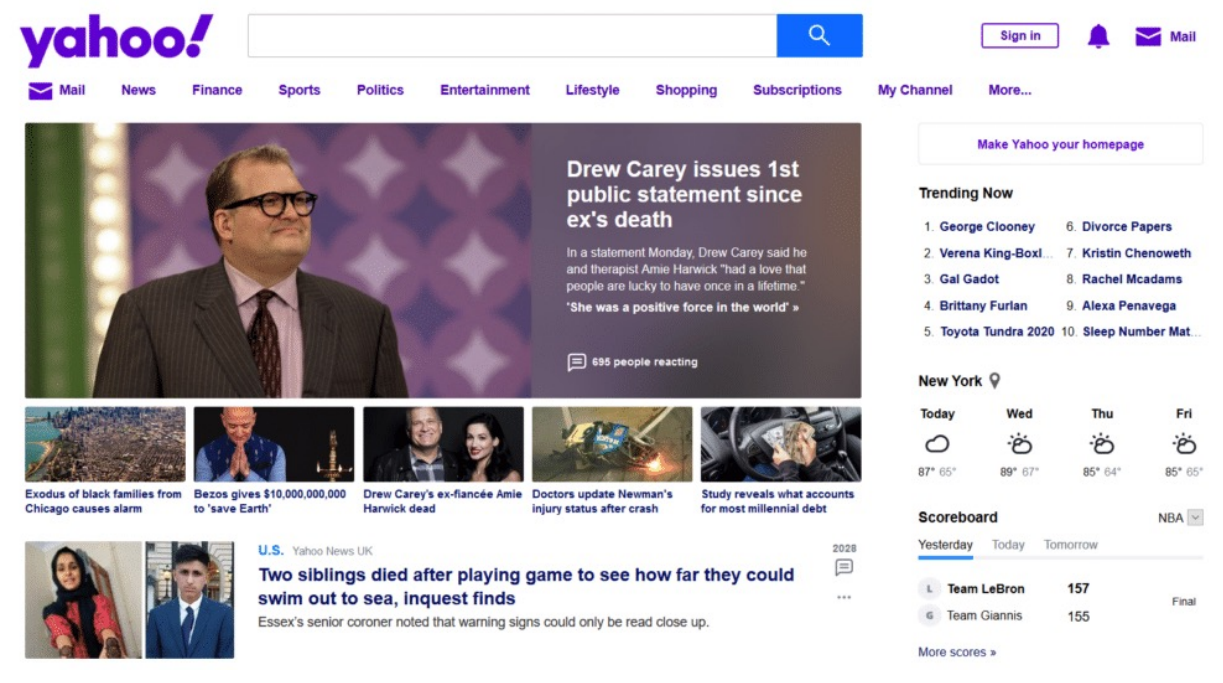
# User Satisfaction

- A positive UX leads to higher user satisfaction. When users have a seamless and enjoyable experience with a product, they perceive it as being of higher quality. By considering user needs, preferences, and pain points, UX designers can create experiences that exceed user expectations and enhance the overall satisfaction with the product.

# Example - Google



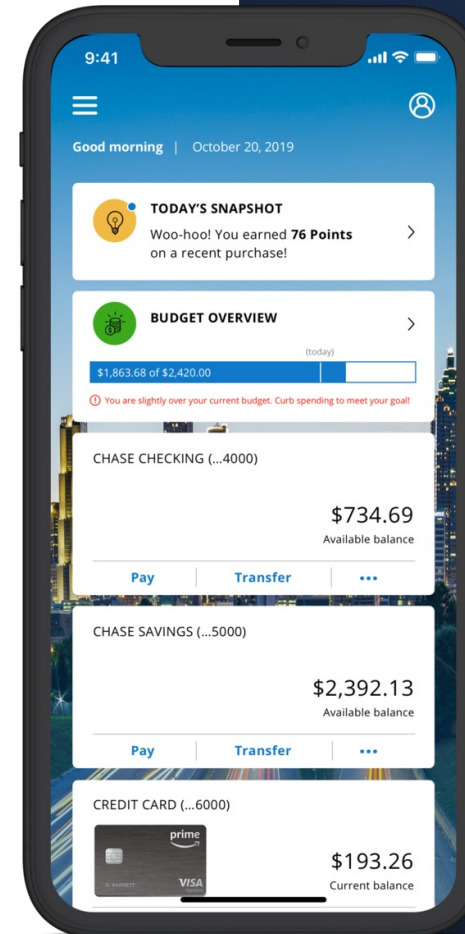
The screenshot shows the Google homepage in a browser window. The address bar displays 'google.com'. The main content features the Google logo, a search bar, and two buttons: 'Google Search' and 'I'm Feeling Lucky'. The footer includes links for 'Advertising', 'Business', 'How Search works', 'Carbon neutral since 2007', 'Privacy', 'Terms', and 'Settings'.



The screenshot shows the Yahoo! homepage. At the top, there is the 'yahoo!' logo, a search bar, and navigation links for 'Mail', 'News', 'Finance', 'Sports', 'Politics', 'Entertainment', 'Lifestyle', 'Shopping', and 'Subscriptions'. A main featured article titled 'Drew Carey issues 1st public statement since ex's death' is displayed with a photo of Drew Carey and a quote: 'In a statement Monday, Drew Carey said he and therapist Amie Harwick "had a love that people are lucky to have once in a lifetime." "She was a positive force in the world" »'. Below this are several smaller news thumbnails with titles like 'Exodus of black families from Chicago causes alarm', 'Bezos gives \$10,000,000,000 to 'save Earth'', and 'Drew Carey's ex-fiancée Amie Harwick dead'. On the right side, there is a 'Trending Now' list, a 'New York' weather forecast, and a 'Scoreboard' for the NBA showing 'Team LeBron' with 157 points and 'Team Giannis' with 155 points.

# Error Prevention

- UX plays a crucial role in identifying and proactively addressing potential errors or issues within a product. By conducting user testing and research, UX designers can identify areas where users may encounter difficulties or confusion. By proactively addressing these issues, UX helps prevent user frustrations and ensures a higher quality experience.
- Example : Fintech Applications



# Performance and Reliability

- UX design also encompasses factors such as performance and reliability. A high-quality UX ensures that a product performs efficiently, loads quickly, and responds promptly to user interactions. A seamless and reliable experience enhances the perception of product quality and instills confidence in users.

# Consistency and Coherence

- UX aims to create a consistent and coherent experience across different interactions and touchpoints within a product. This consistency enhances the overall quality perception by creating a unified and cohesive user experience.



# Example - Apple

- UX aims to create a consistent and coherent experience across different interactions and touchpoints within a product. This consistency enhances the overall quality perception by creating a unified and cohesive user experience.



# Emotional Impact and Brand Perception

- UX also considers the emotional impact of a product. By evoking positive emotions through thoughtful design, visual aesthetics, and engaging interactions, UX designers enhance the overall quality perception of the product. Emotional engagement contributes to a more satisfying and memorable user experience.
  - Micro gestures to establish a connections.
  - Make bad experiences more tolerable.
  - Personalize the experience.

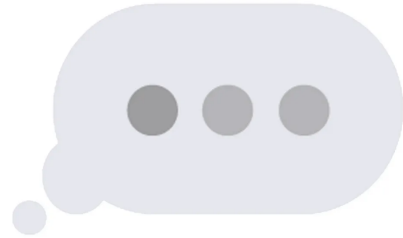
# Impact of Social Media

- The average millennial checks their phone **157 times** daily.
- People are trying to feel connected, validated and liked. Social Media is designed to sustain user's attention with a mix of good UI design and psychology creating an addictive mix for users. Apps are constantly fighting for our attention by tweaking their features to keep users on their phones for as long as possible.



# Designs tools that social media apps use

- Wavy dots



- Slot machine effect

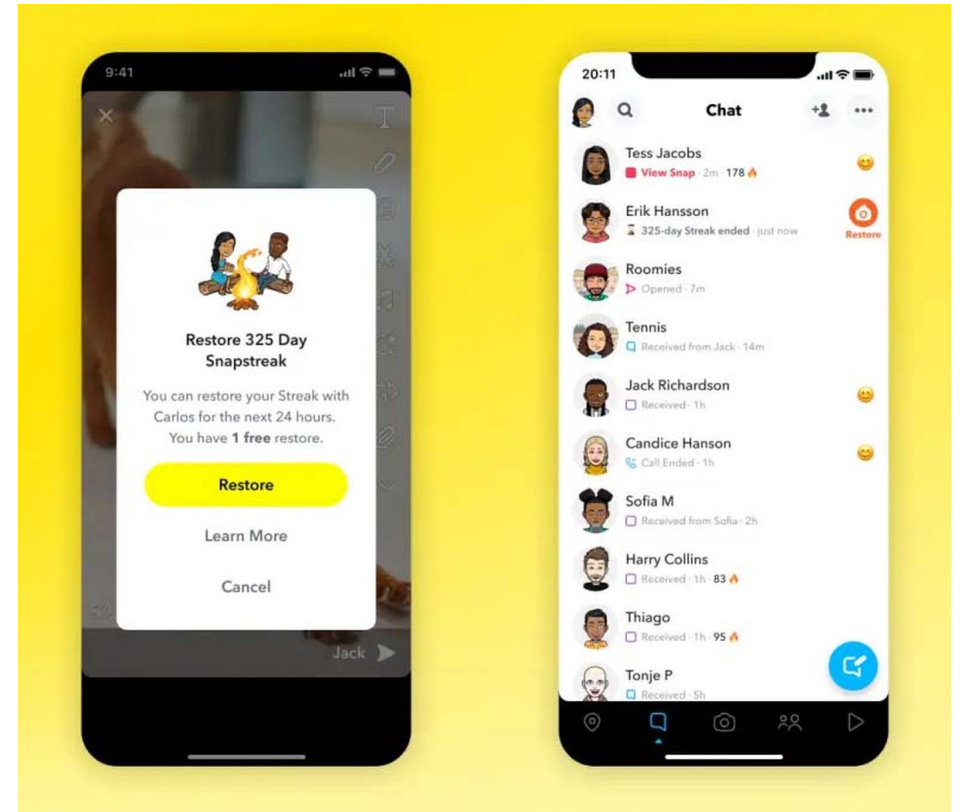
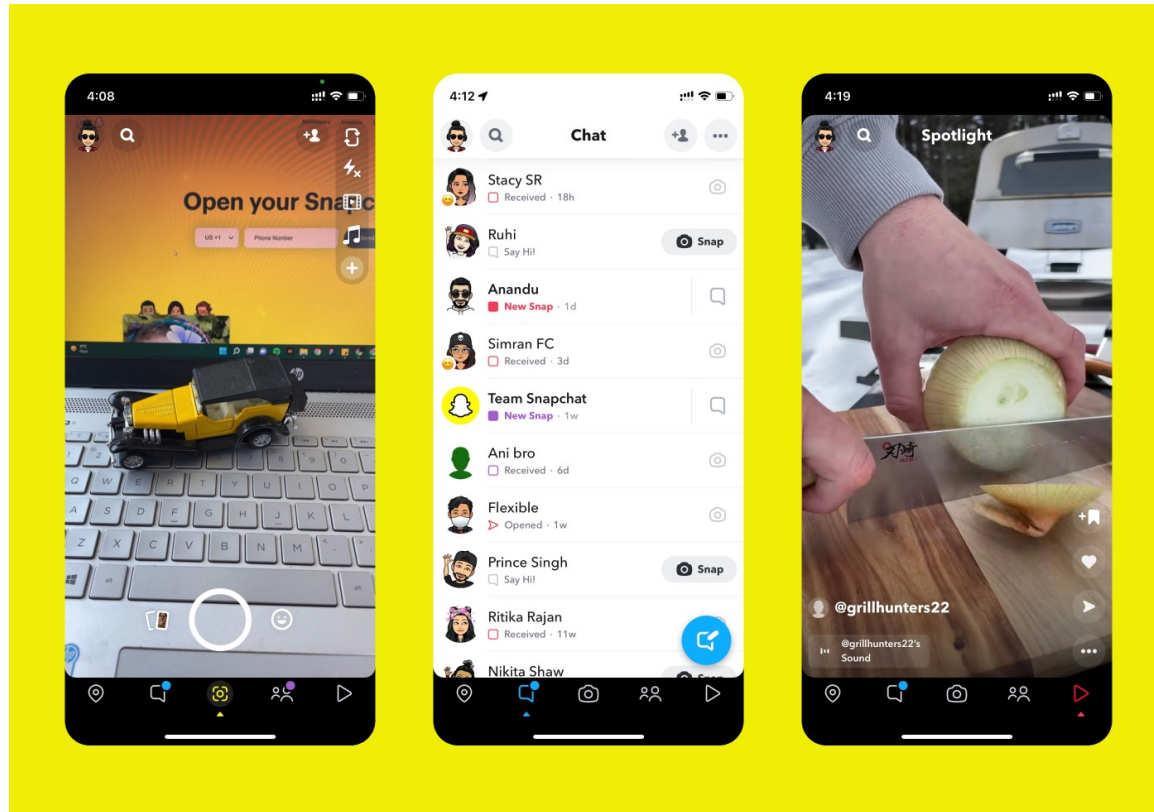


- Push notifications





# Example - Snapchat



# Accessibility

- Accessed by all individuals, ensuring that digital products are perceivable, operable, understandable, and robust for users with diverse needs.
- This involves considering factors such as visual impairments, hearing impairments, motor disabilities, cognitive limitations, and more.
- UX designers implement accessibility features like alternative text for images, captions for videos, keyboard navigation, and adjustable font sizes to ensure inclusivity.

# Inclusivity

- Creating experiences that cater to a wide range of users, including those with diverse backgrounds, cultures, languages, and preferences.
- Inclusive design aims to eliminate barriers and make products usable and relevant for all users, regardless of their characteristics or circumstances.
- Inclusivity involves addressing cultural biases, language considerations, and varying user preferences to create a welcoming and inclusive user experience.

# Influence of UX on the World

- It can shape industries
- Change user behavior
- Redefine customer expectations
- Promote inclusivity
- Empower users
- Drive innovations
- Influence societal and cultural dynamics



# Strategies for Success and Key Takeaways

- User Centered Design
- Seamless and Intuitive interactions
- Personalization and Conceptualization
- Continuous iteration and improvement
- Ethical Considerations

# Closing Remarks

- In conclusion, UX plays a critical role in shaping the quality of digital products and the way users perceive them.
- By prioritizing UX, companies can create positive impacts that extend beyond individual products and shape the way people interact with technology, ultimately making a difference in the world.

**Thank you**