

THE CHARACTERISTICS & PRINCIPLES OF USER EXPERIENCE

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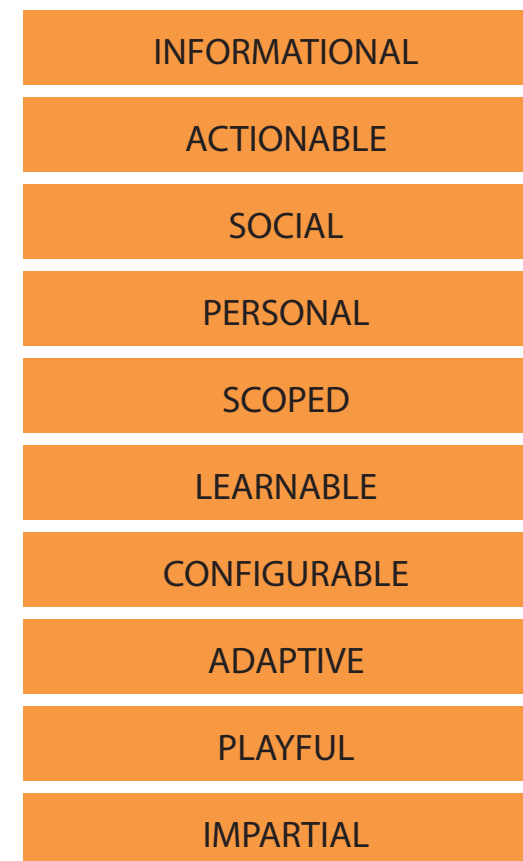
In his closing plenary at the 2009 IA Summit in Memphis, Jesse James Garrett challenged the attendees to develop a language of critique for user experience. "Useful, Usable and Desirable" have long been touted as the signs of a "good" user experience, however, they're too abstract to be useful criteria. This - the first in a three-part diagram - introduces the concepts of **characteristics** and **principles**, while the second and third parts provide definitions and examples.

CHARACTERISTICS

char-ac-ter-is-tic: adj. A feature that helps to distinguish a person or thing; distinctive

These characteristics define **what** a user experience is trying to be (think of the chemical bases of DNA).

The extent to which an experience leverages each of these characteristics is entirely dependent on the user needs and business goals.



PRINCIPLES

prin-ci-ple: n. A fundamental, primary, or general law or truth from which others are derived

These principles define **how** an experience is constructed (think of the double helix of DNA).

An experience must consider and excel at each of these principles to be useful, usable and desirable.

