

# 10 UX MYTHS *busted!*

UX.lab 

## UX MYTH #1

“UX = UI”

An iceberg floating in a deep blue ocean under a cloudy sky. The small tip above the water is labeled 'UI', and the much larger submerged part is labeled 'THE REST OF UX'.

**UI**

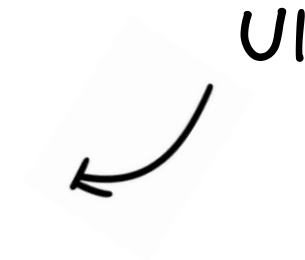
**THE REST  
OF UX**

## HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

## HOW UX IS TYPICALLY SEEN

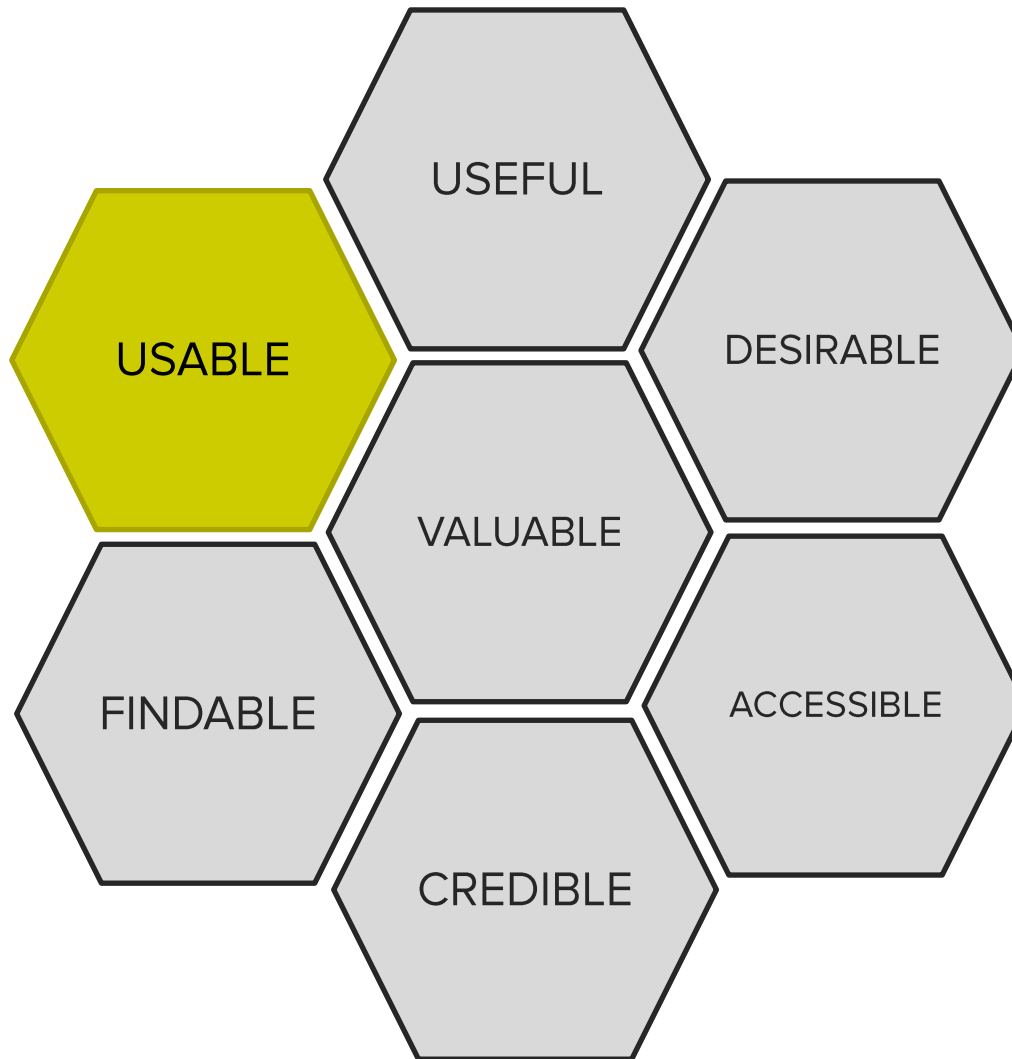
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## UX MYTH #2

"UX = USABILITY"

# THE UX HONEYCOMB



# WHAT IS USER EXPERIENCE?

“

A person's **perceptions, emotions** and **responses** that result from the use of a product, system or service.

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1. The system
2. The user
3. The context



## CONTENT



## USABILITY



## UI



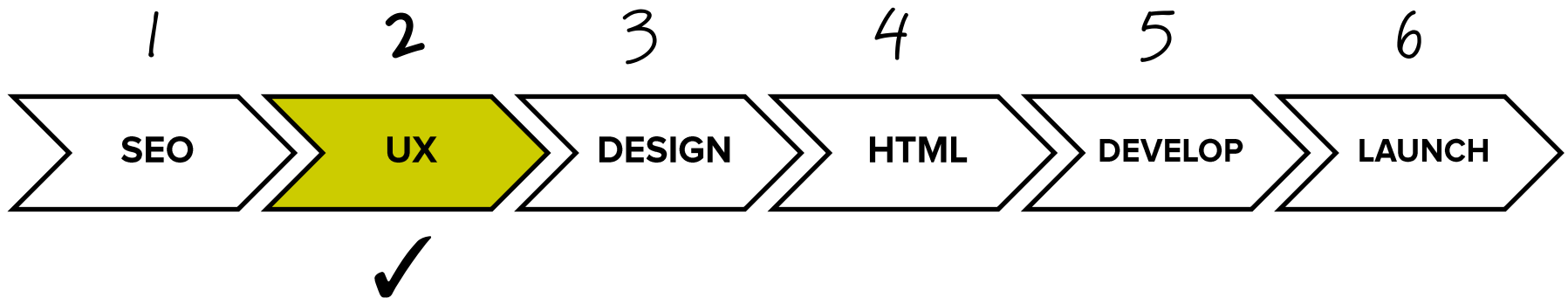
## UX



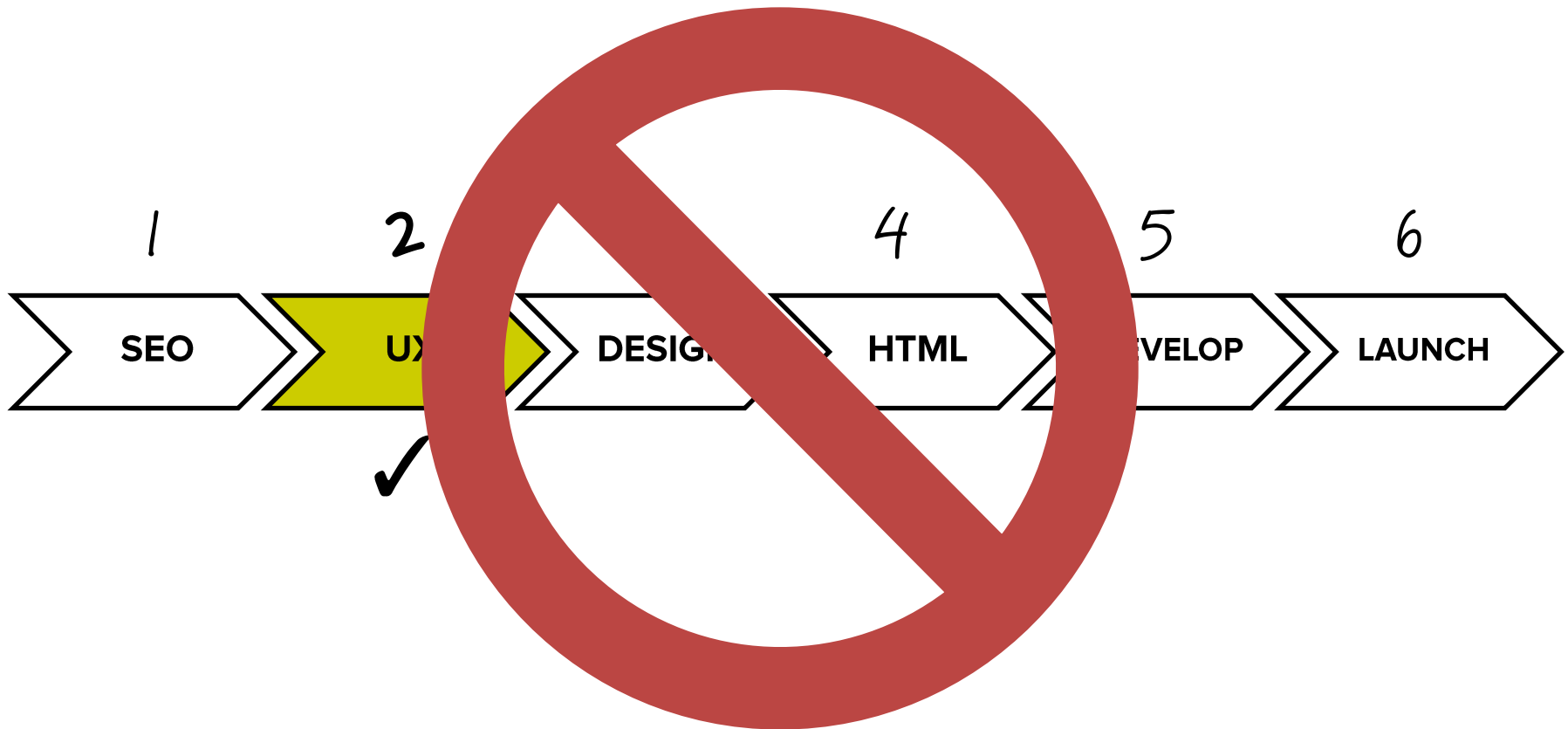
## UX MYTH #3

"UX IS A STEP IN A PROCESS"

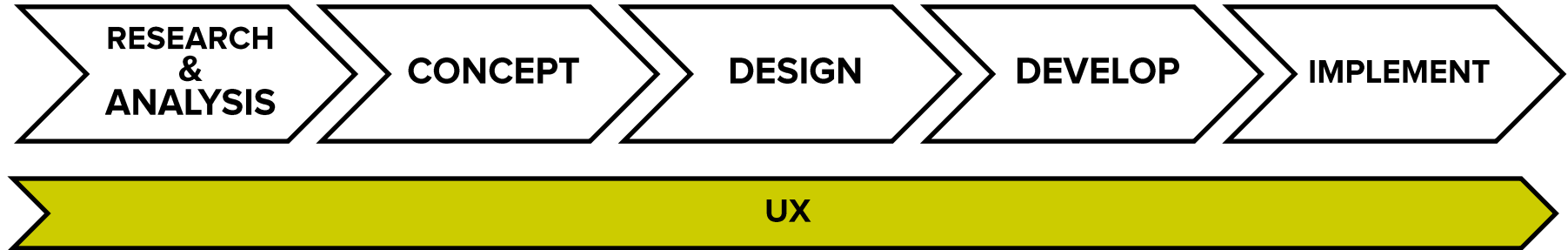
# UX IS NOT A STEP IN A PROCESS



# UX IS NOT A STEP IN A PROCESS



# UX IS THE PROCESS



Interviews  
Competitive analysis  
Surveys  
Personas  
User journeys  
Card sorting  
etc.

Wireframes  
Vision concepts  
Story boarding  
Task analysis  
Use cases  
IA  
etc.

Mockups  
User testing  
Color theory  
Persuasive design  
Grids  
First click testing  
etc.

User testing  
QA  
User journeys  
etc.

AB testing  
User testing  
Surveys  
First click testing  
etc.

## UX MYTH #4

"UX GURUS KNOW IT ALL"





# USABILITY TOOLKIT



- User testing
- Expert reviews
- Split testing
- Card sorting
- Interviews
- Contextual inquiries
- Usability studies
- Advanced analytics



## UX MYTH #5

"UX IS EXPENSIVE"

"Spend 15% of your  
development budget,  
to **DOUBLE** your  
Conversion Rate"

**JAKOB  
NIELSEN**





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# Research

## Why use Econsultancy research?

Econsultancy offer comprehensive research which provide all the information you are likely to need, and all from a central, easily accessible source. Whether you are looking for up to the minute data on market trends or informative guides on business strategies, you will find it with Econsultancy. We collate all the relevant intelligence on your behalf, saving you time and effort and allowing you to concentrate on the needs of your business.

### ▶ Market Data

Statistics, facts and figures - great for presentations!

### ▶ Best Practice

Our definitive "how to" guides for digital marketing professionals

### ▶ Supplier Selection

Buyer's Guides and more to help you find the right supplier

### ▶ Template Files

Template files to help you with your web and digital marketing projects

### ▶ Trends & Innovation

What's happening out there? What's next? What's new?

### ▶ Event Presentation

Missed one of our events? Get the presentation here

## FEATURED RESEARCH

### 100+ Practical Content Marketing Tips: A how-to guide for editors, writers and content creators



This report is written primarily for writers, editors and 'content producers' in general, and aims to provide some valuable insight which will help you to **optimise the creation, promotion and measurement of content**. The aim is to provide some insight based on what we have learned over the past decade, to show you **how a strategic approach to** production, content and effort can be measured and improved.

### Mobile Web Design and Development: A Best Practice Guide



Econsultancy's **Mobile Web Design and Development: A Best Practice Guide** contains everything you need to know about mobile design and development, dissecting the technical challenges and commercial implications of the key mobile site development options. The report also includes expert commentary and case studies from ecommerce practitioners.

## MOST POPULAR RESEARCH

**FOR EVERY €1 INVESTED IN USABILITY, EXPECT TO GET BACK €6**

## Who can benefit from this research?

Econsultancy's research is included in a wide range of industries and are categorised by being either 'beginner', 'intermediate' and 'expert' levels. As a business professional, you need immediate access to the most up-to-date intelligence on your side you will be able to absorb all the necessary information that allows you to remain as competitive as possible, and to stay one step ahead of your rivals.

In the modern commercial environment, market trends are constantly changing, and Econsultancy's research allow business leaders to interpret these trends and to take advantage of them. For example, marketing campaigns can be adapted to include recent innovations that have been shown to work well, allowing your company to benefit from up to date strategies in the process.

# USABILITY COSTS

€

€€€



Lean, in-house  
User Testing



Tailor-made  
services



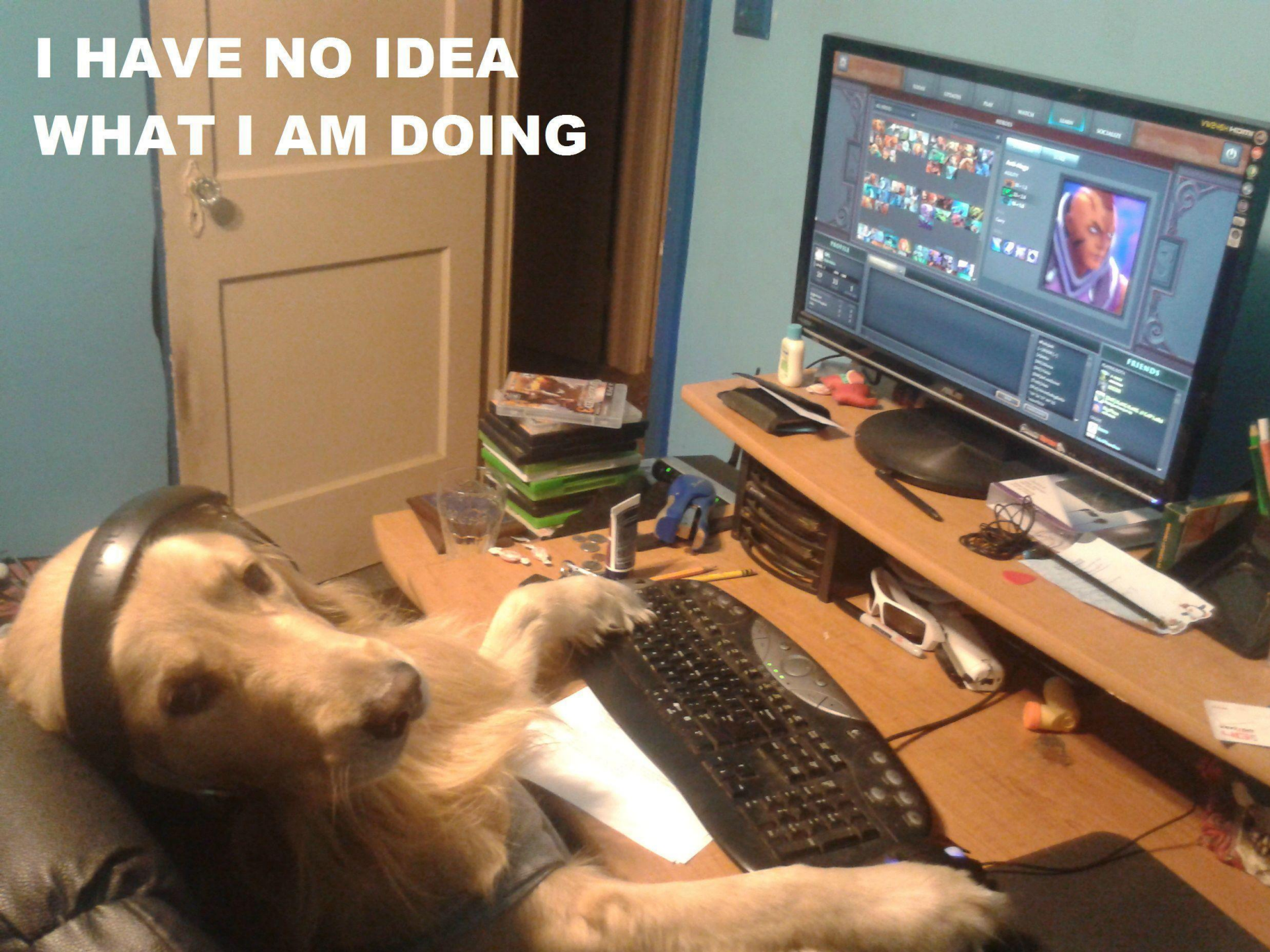
Full UX services,  
including everything!

## UX MYTH #6

"USERS KNOW WHAT THEY'RE DOING"



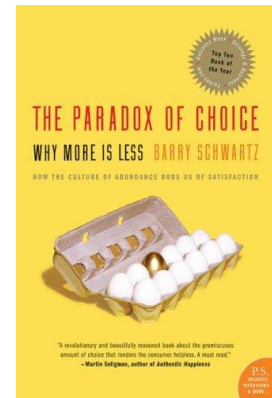
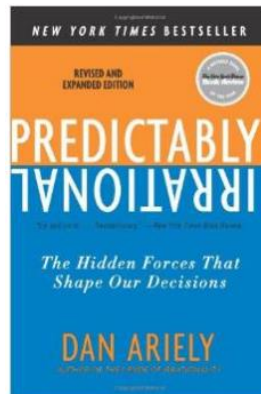
**I HAVE NO IDEA  
WHAT I AM DOING**



## UX MYTH #7

"USERS KNOW WHAT THEY WANT"

IT'S NOT WHAT PEOPLE SAY,  
IT'S WHAT THEY  
DO





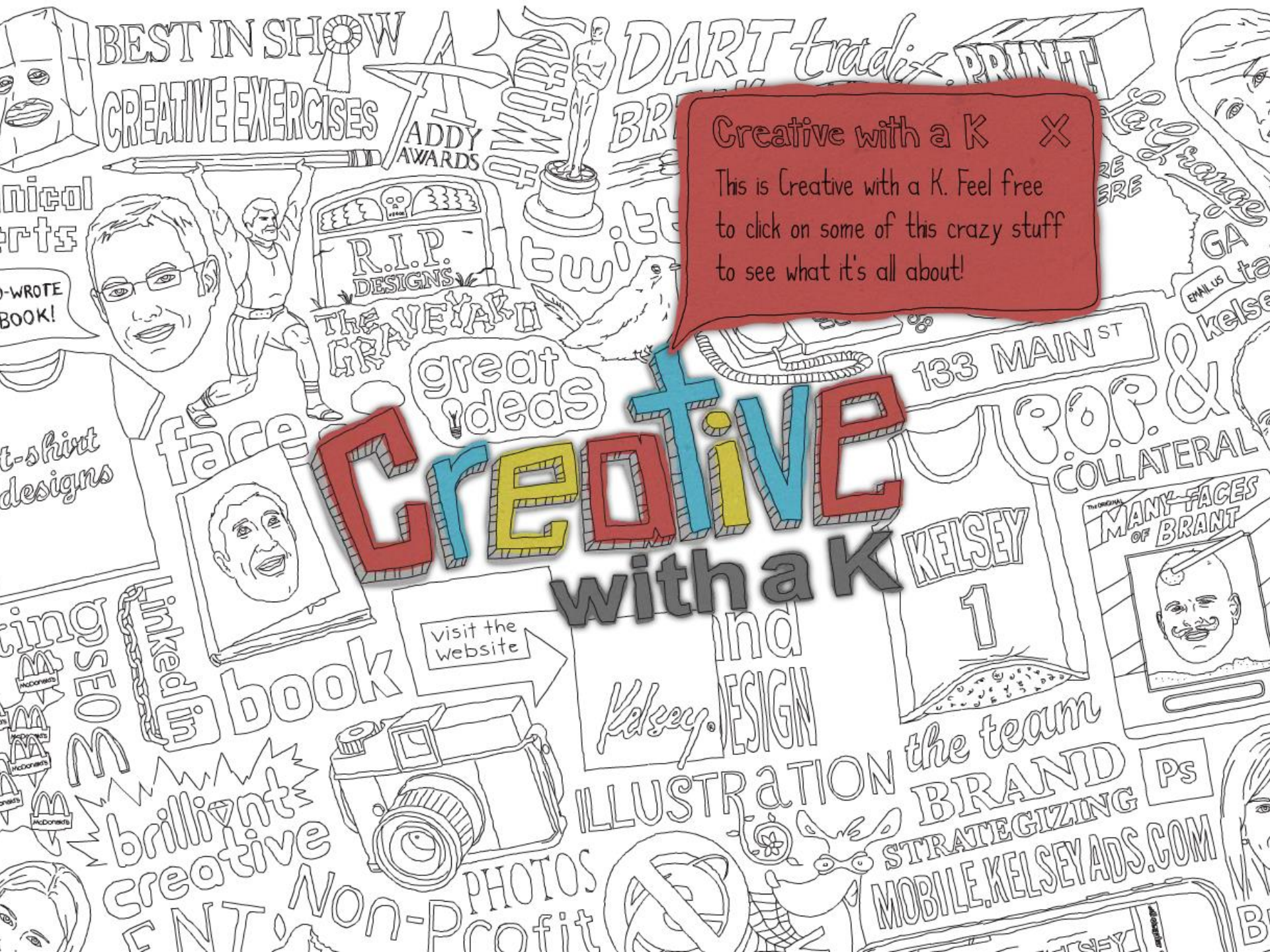
## UX MYTH #8

"A BEAUTIFUL DESIGN IS ENOUGH"









Creative with a K X

This is Creative with a K. Feel free to click on some of this crazy stuff to see what it's all about!

# Creative with a K

visit the website

the team  
BRAND  
STRATEGIZING  
MOBILE.KELSEYADS.COM

133 MAIN ST

KELSEY  
1

MANY-FACES  
OF BRANT

BEST IN SHOW  
CREATIVE EXERCISES

ADDY  
AWARDS

DART tradix PRINT

R.I.P.  
DESIGNS  
THE GRAVEYARD

great  
ideas

face



book

Kelsey. DESIGN

ILLUSTRATION

PHOTOS

Non-Profit

brilliant  
creative

ENT

nicol  
arts

WROTE  
BOOK!

t-shirt  
designs

ting  
SEO







## UX MYTH #9

*"A USABLE DESIGN IS ENOUGH"*

USABLE  
*but*

**UGLY**

WEB?

# useit.com: Jakob Nielsen's Website

## Permanent Content

### Alertbox

Jakob's column on Web usability

[Kindle Fire HD: Much Better Than Original Kindle Fire](#) (December 19)

Amazon's new Kindle Fire has much better usability than last year's model—and the 7-inch tablet beats the 9-inch version.

[Intranet User Productivity](#) (December 3)

[Windows 8 — Disappointing Usability](#) (November 19)

[Hardware Specs vs. UX](#) (November 5)

[458 Alertbox columns](#) from 1995 to 2012

[Sign up for newsletter](#) by email when a new Alertbox is published

### Reports

[Agile usability](#)

[Application design showcase](#): the best App UIs

[Intranet usability](#)

> [Intranet design annual](#)

> [Enterprise 2.0](#)

> [Intranet portals](#)

> [Design guidelines for intranets](#), vols. 1-10

> [Intranet IA](#)

> Sector-specific: [financial](#), [government](#), [tech](#)

[E-commerce](#) (13 vol. series) and [B2B sites](#)

[Email newsletters](#), 5th edition **NEW**

[Return on investment](#) for usability (ROI)

Age groups: [Children](#), [Teens](#), [Students](#), [Seniors](#)

[Donations](#) to non-profits

Corporate sites: [company image](#), [PR](#), [IR](#)

[Mobile sites](#)

[More reports and usability guidelines](#)

## News

### [Usability Week 2013](#) Conference

> [New York City](#): March 17-22, 2013

> [San Francisco](#): April 28-May 3, 2013

> [London](#): May 12-17, 2013

> [Toronto](#): June 3-7, 2013

> [Melbourne](#): July 2013

Full-day training courses, including

> [IA 1](#) (structure) & [IA 2](#) (navigation)

> [Fundamental Guidelines for Web Usability](#)

> [Mobile Sites & Touchscreen Apps](#)

> [Visual Design for Mobile](#) (2-day course)

> [Apps Design 1](#) (GUI) & [Apps Design 2](#) (workflow)

> [Web Page Design](#)

> [Writing for the Web](#) (2 days)

> [The Human Mind: How Your Users Think](#)

> [UX Basic Training](#)

[Tweets from the conference](#)

IEEE Spectrum [Is Windows 8's Lack of Windows a Mistake?](#) (14 minute podcast, with transcription)

New York Times [Fired Up About the Kindle Fire](#)

Tech Night Owl Live [radio show for about Windows 8 and tablet usability](#) (audio recording)

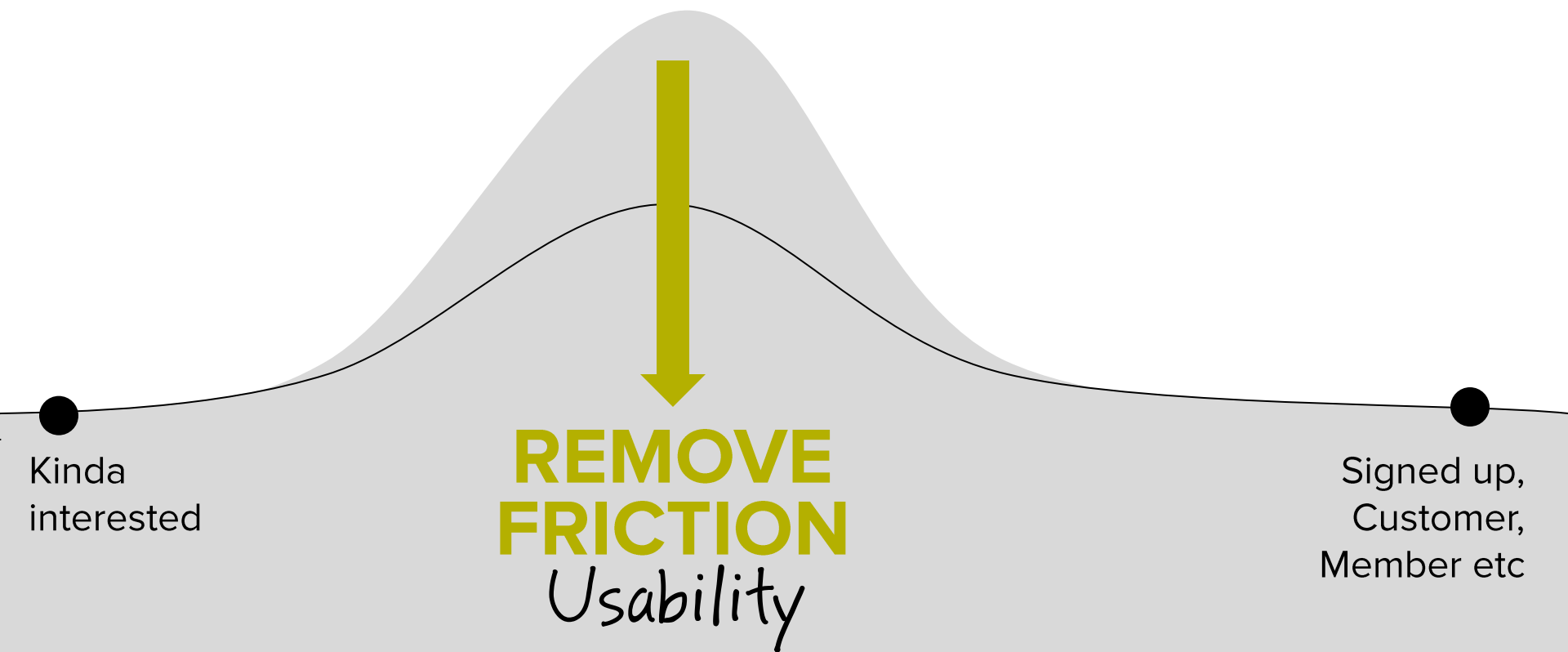
BBC [Micropayments: Would you pay 20p to read an article?](#)

Computerworld [Windows 8 UI 'strategic mistake,' argues design guru](#)

Computerworld [User interface guru: With Windows 8, Microsoft throws users "under the bus"](#)









## INCREASE MOTIVATION

Behavioral Economics,  
Emotional design,  
Influence principles



**REMOVE  
FRICTION**  
*Usability*

Kinda  
interested

Signed up,  
Customer,  
Member etc

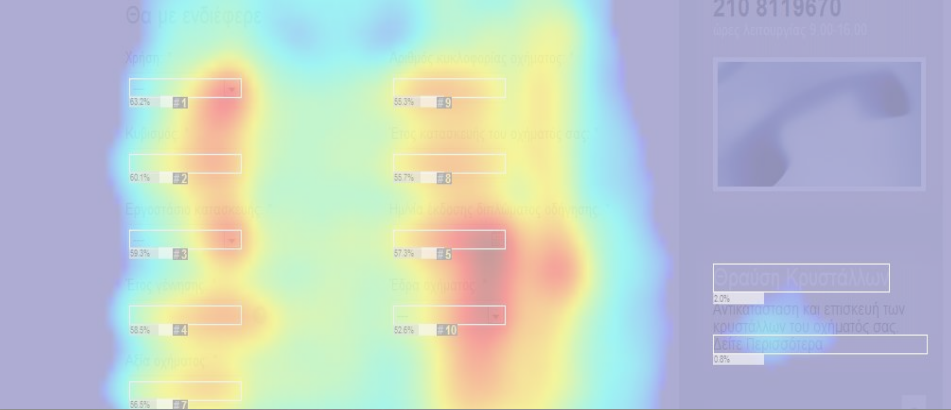
## UX MYTH #10

"BEST PRACTICES ALWAYS WORK"

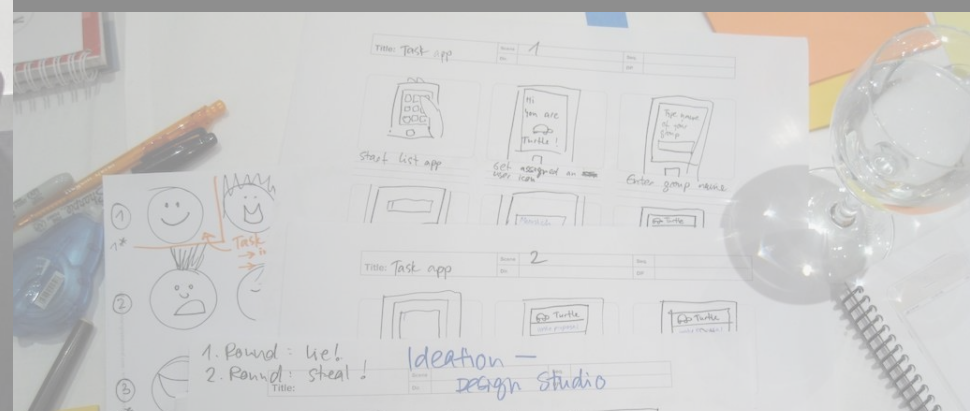
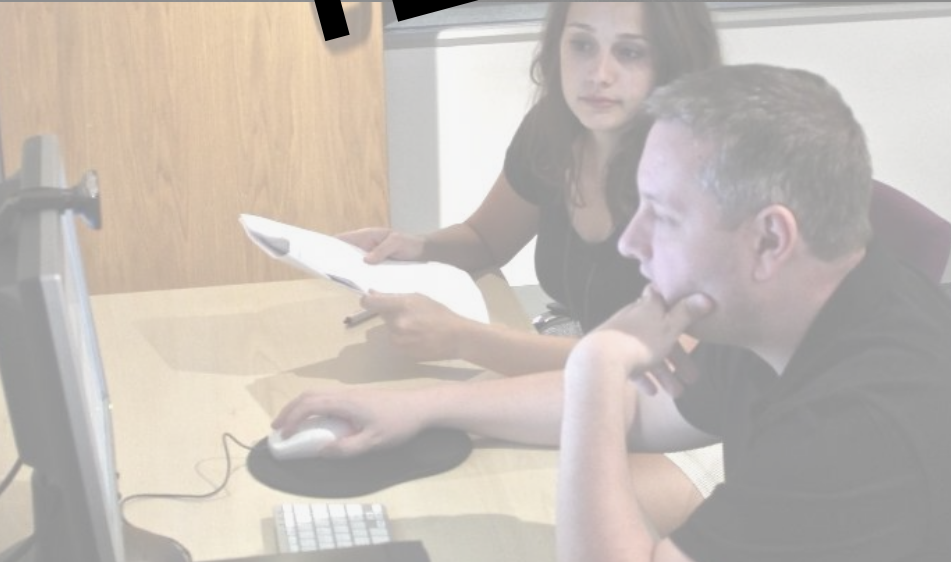
- #1** Visibility of system status
- #2** Match between system and the real world
- #3** User control and freedom
- #4** Consistency and standards
- #5** Error prevention

- #6** Recognition rather than recall
- #7** Flexibility and efficiency of use
- #8** Aesthetic and minimalist design
- #9** Recognize, diagnose and recover from errors
- #10** Help and documentation





TEST, TEST, TEST!





Η ΔΥΝΑΜΗ ΤΟΥ USABILITY

ΒΕΛΤΙΩΣΤΕ ΤΟ UX  
& ΑΥΞΗΣΤΕ ΤΟ  
CONVERSION ΣΑΣ

μάθετε πως ➡



## USABILITY &amp; USER EXPERIENCE AGENCY

Είμαστε το μοναδικό agency στην Ελλάδα που εξειδικεύεται σε θέματα **usability** και **user experience**. Βοηθάμε τους πελάτες μας να βελτιώσουν την εμπειρία που προσφέρουν στους χρήστες τους και να αυξήσουν το **conversion rate** της σελίδας τους. Σχεδιάζουμε λύσεις που φέρνουν χειροπιαστά **αποτελέσματα** με απλές κινήσεις.

— μάθετε περισσότερα για εμάς ➡ —

## ΤΙ ΠΡΟΣΦΕΡΟΥΜΕ

Expert Usability

User Testing

Conversion Rate

# THANK YOU!

UX.lab 

**WEB**

*UXlab.gr*

**BLOG**

*IheartDigital.gr*

**TWITTER**

*@iKatDigital*