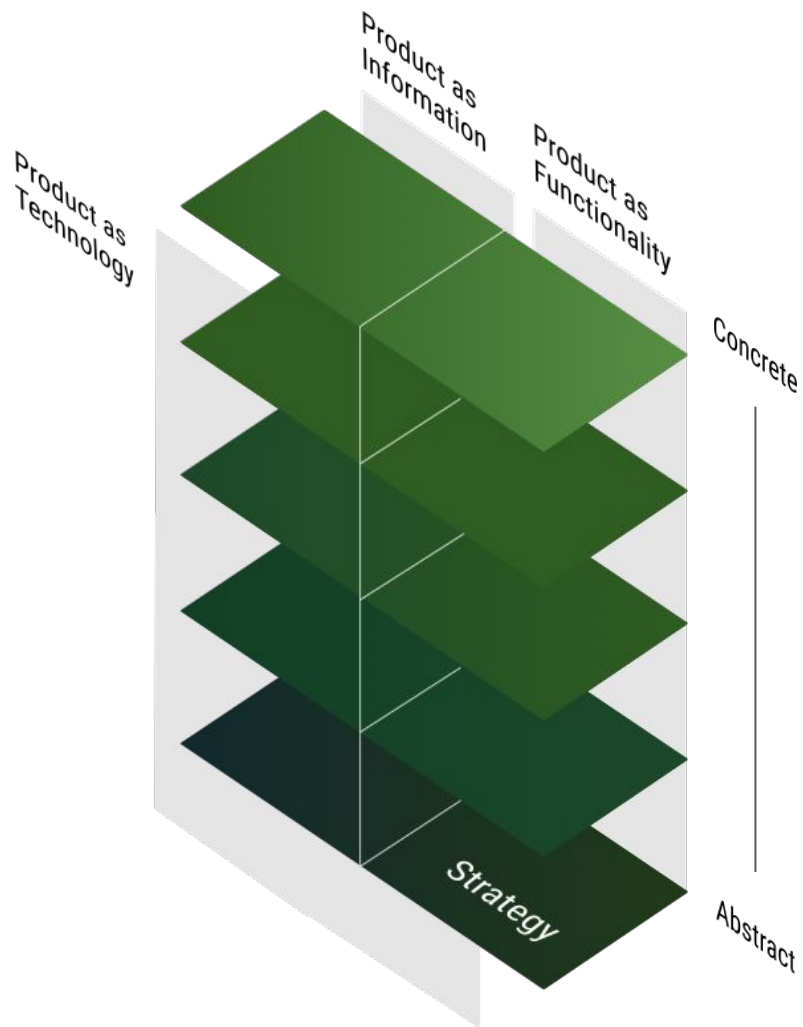


# The Elements of User Experience

UX Basic KnowHow



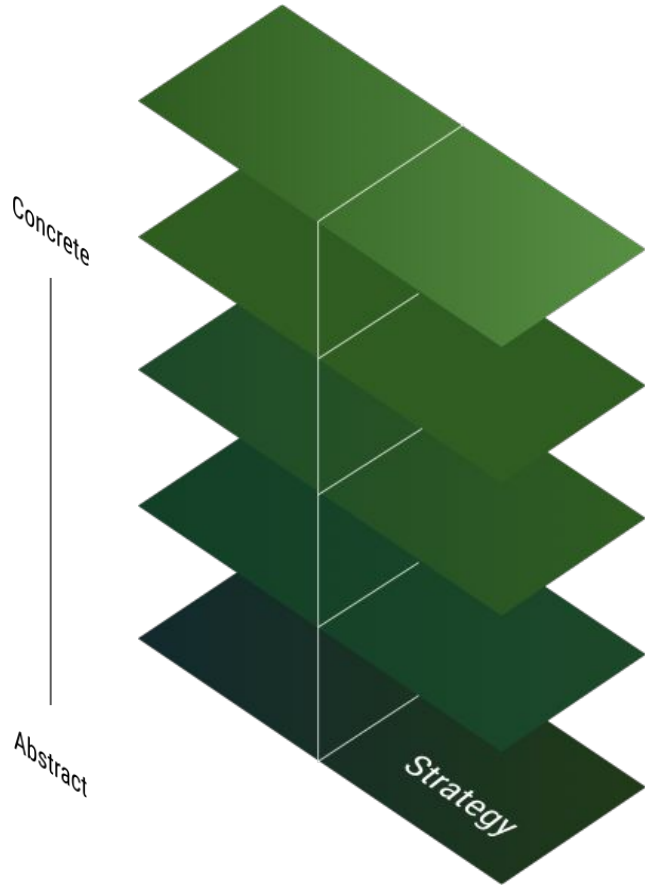


## The User Experience and why it really matters

We often pay too much attention to what a product does as it is being developed. The other, often neglected, side of the equation – how it works – may frequently be the difference between a successful and a failed product.

These five planes – strategy, scope, structure, skeleton, and surface – provide a conceptual framework for talking about user experience problems and the tools we use to solve them.

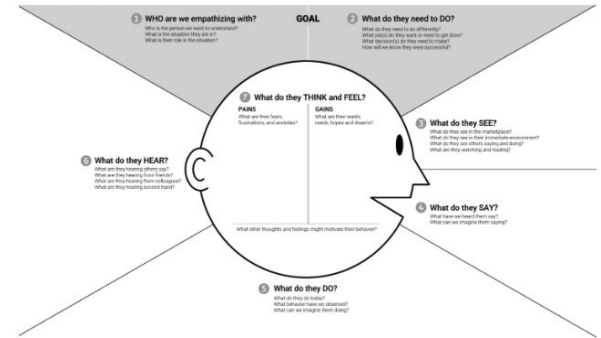
## Product Goals



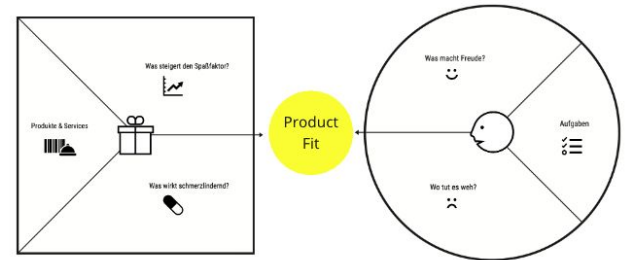
The first question you should ask yourself (and be able to answer) about any part of the user experience is, “Why did you do it that way?”

- User Needs
- Product Objectives

## Persona > Empathy Map

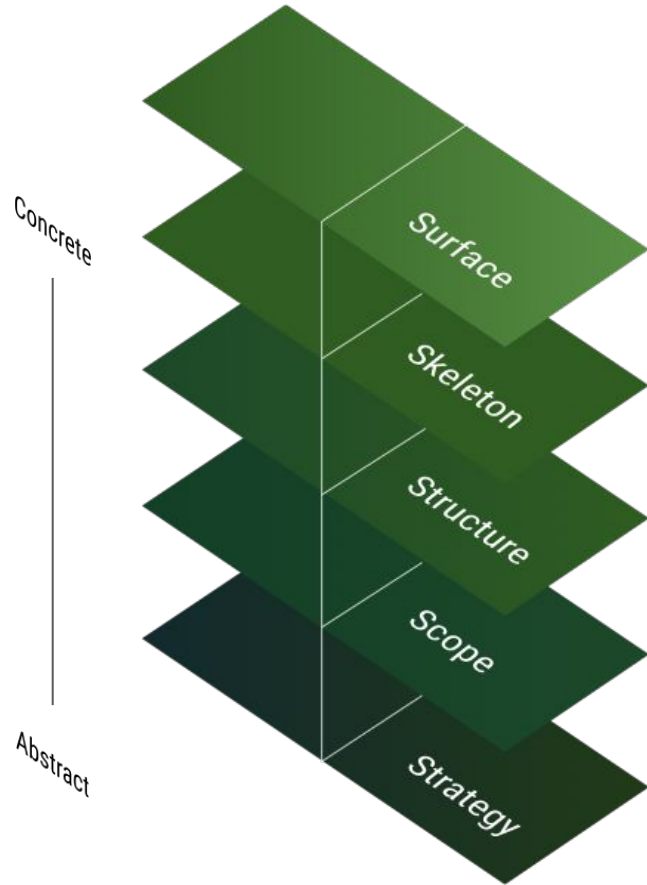


## Value Proposition Canvas

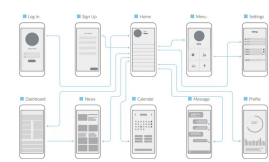


# Product Goals

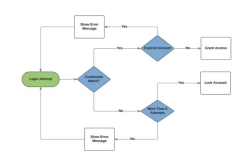
The process requires you to consider every option of every action the user is likely to take and know the user's expectations at every stage of the process.



- Visual Design
- Motion / 3D / Sound / Brand
- Interface Design / Navigation Design
- Information Design
- Interaction Design
- Information Architecture
- Functional Specifications
- Content Requirements
- User Needs
- Product Objectives

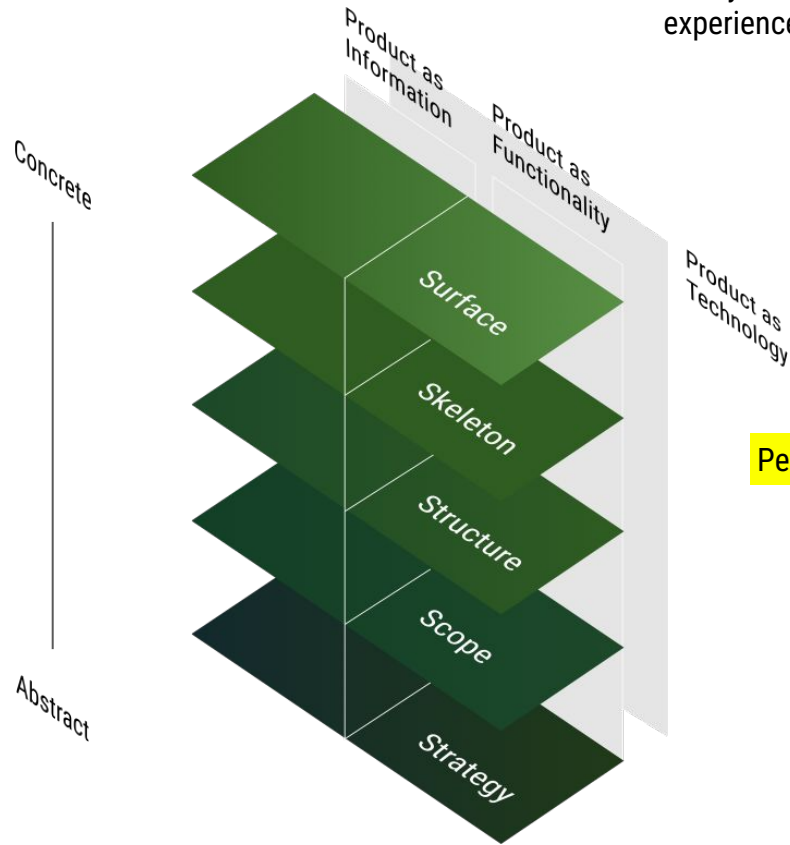


1. Activities	2. Steps	3. Details
Activity 1	Step 1.1	Detail 1.1.1
Activity 2	Step 2.1	Detail 2.1.1
Activity 3	Step 3.1	Detail 3.1.1
Activity 4	Step 4.1	Detail 4.1.1
Activity 5	Step 5.1	Detail 5.1.1
Activity 6	Step 6.1	Detail 6.1.1
Activity 7	Step 7.1	Detail 7.1.1
Activity 8	Step 8.1	Detail 8.1.1
Activity 9	Step 9.1	Detail 9.1.1
Activity 10	Step 10.1	Detail 10.1.1

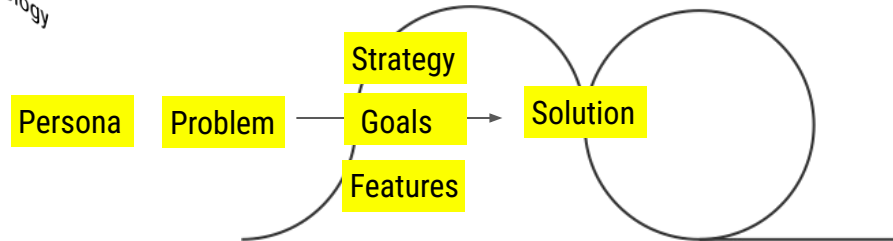


## Product Goals

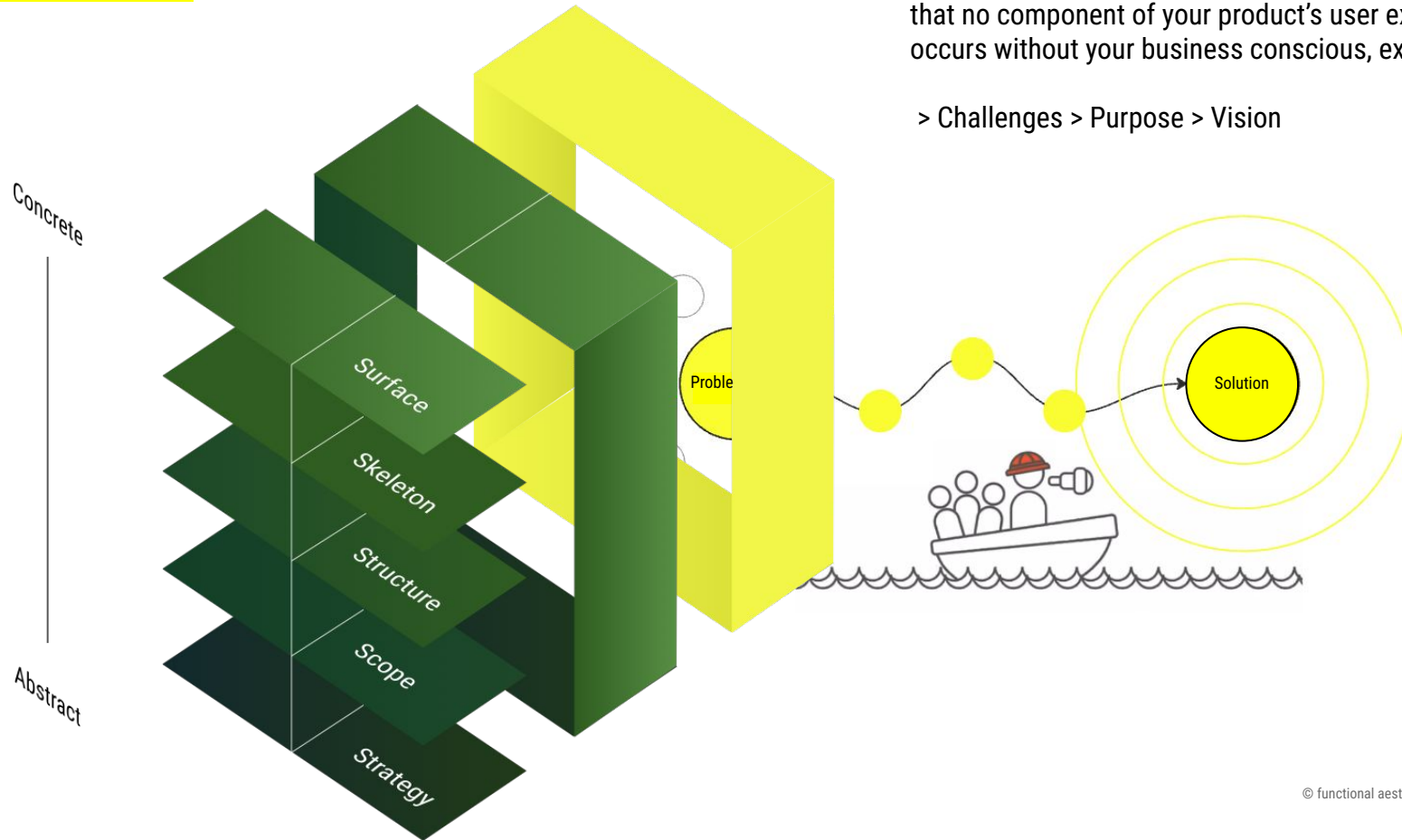
The challenge in creating any user experience is to understand the users' needs better than they understand their own. You can make sure that the project has met both your strategic goals and the needs of your users by making everything a user experiences with your product the result of a conscious, explicit decision.



Agile Development

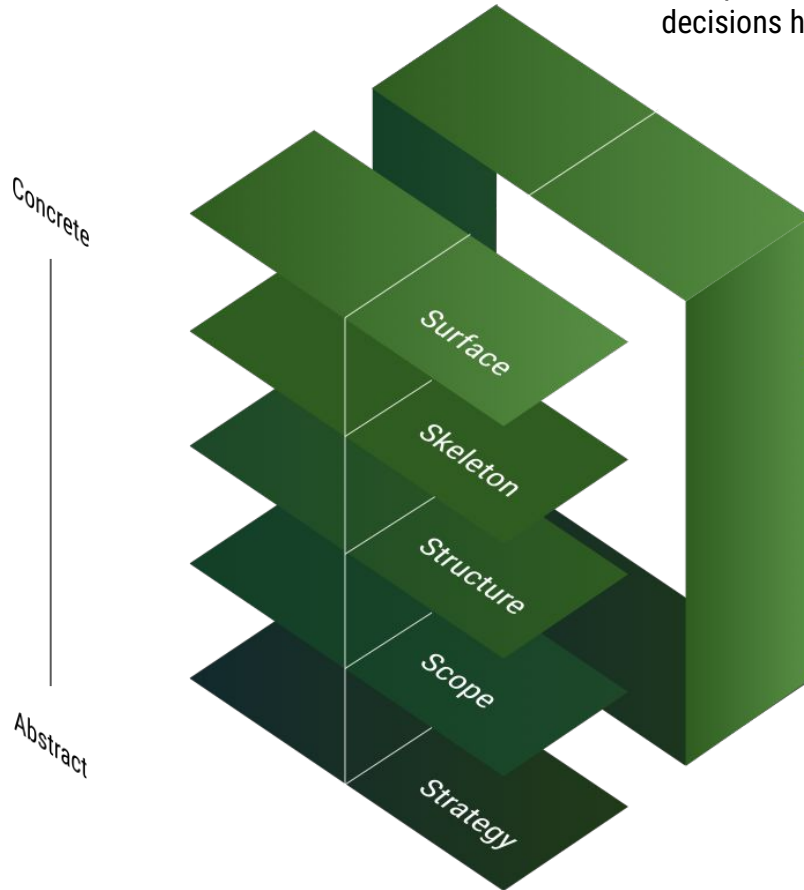


## Business Goals



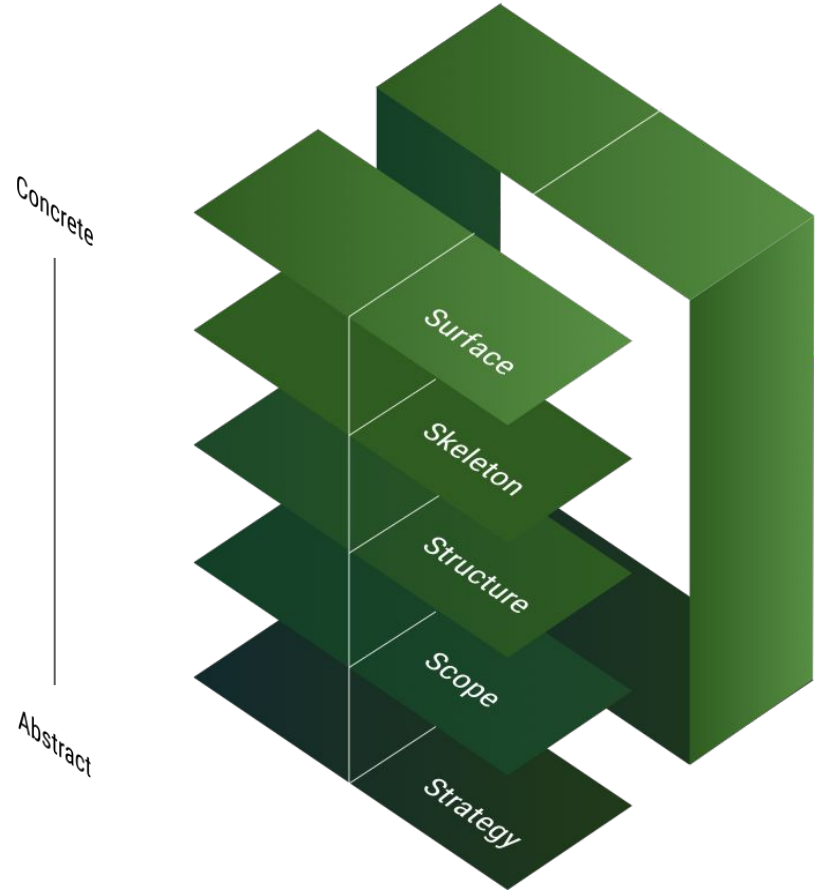
## Business Goals

At each level, we make judgments based on what the competition is doing, industry best practices, what we know about our users, and plain old common sense. These decisions have an impact in both directions - product and business

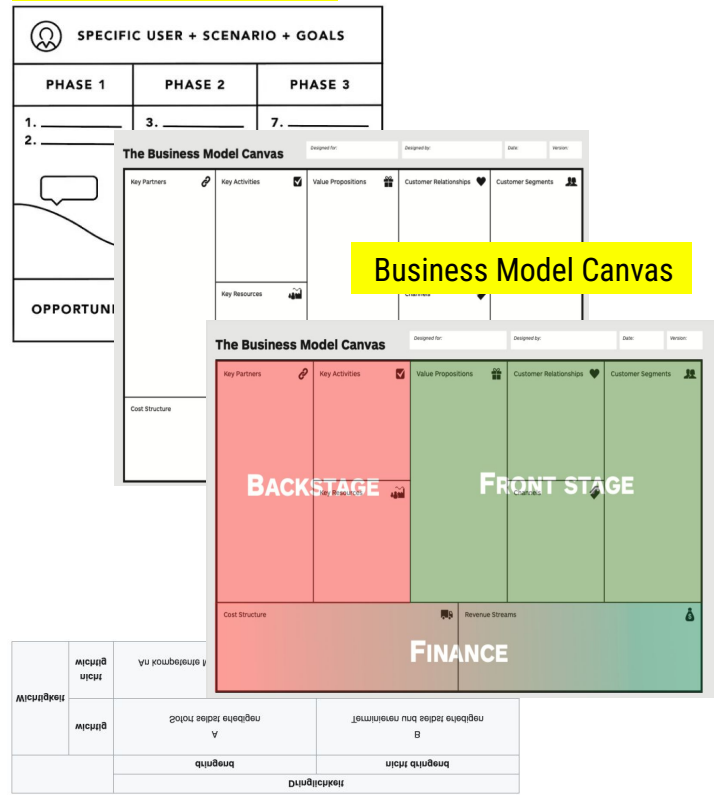


- Service & Product Portfolio (Customer Touch Points)
- Implementing & Deployment
- Service / Process Design
- Customer Journey Map
- Customer Needs

# Business Goals



# Customer Journey Map







Chris Bleuel  
Co-Founder, Managing Partner

cbleuel@functionalaesthetics.com  
+49 (0) 30 560 090 19

functional aesthetics GmbH

Brunnenstr. 168 10119 Berlin  
Georgenstr. 66, 80799 München

hello@functionalaesthetics.com

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