THE CHARACTERISTICS & PRINCIPLES OF USER EXPERIENCE

CHARACTERISTICS

- **Accessible**: To what degree does the experience provide access to content to all users?
- **Adaptive**: To what degree does the experience adapt itself to the user?
- **Configurable**: To what degree does the experience allow the user to customize?
- **Connected**: To what degree does the experience promote connections among users?
- **Controllable**: To what degree does the experience allow control?
- **Focused**: To what degree does the experience focus on a few things, or broadly on many?
- **Impartial**: To what degree does the experience provide access to the information?
- **Informational**: What percent of all information does the experience provide?
- **Learnable**: To what degree does the experience learn?
- **Personal**: To what degree does the experience provide data specific to a single user?
- **Playful**: To what degree does the experience encourage play?
- **Predictable**: To what degree does the experience show data over time, trends, etc.?
- **Responsive**: How long does the experience take to complete a task?
- **Sensory**: To what degree does the experience engage our five senses?
- **Social**: To what degree does the experience support interaction between users?

PRINCIPLES

- **Relevant**: A good user experience allows users to perceive and act on what is relevant to each user - their e-mail, specific contacts, etc.
- **Usable**: A good user experience is useful, usable, and desirable.
- **Useful**: To what degree does the experience provide information and actions to users?
- **Desirable**: To what degree does the experience encourage play?
- **Aesthetic**: To what degree does the experience provide visual appeal and consumer delight?

Drivers:

- **Responsive**: How long does the experience take to complete a task?
- **Learnable**: To what degree does the experience learn?
- **Social**: To what degree does the experience support interaction between users?

Outcomes:

- **Usable**: A good user experience is useful, usable, and desirable.