You know what to build
You build a nice and clear interface

You don’t know what to build
You explore & build (new) functionalities
What is **User eXperience**?

**User Experience** is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device.

- Marc Hassenzahl (2013): *User Experience and Experience Design*

I invented the term because I thought **human interface** and **usability** were too narrow.

- Don Norman
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Group project:

● Groups of 3-4 students
● Designing mobile application
● Groups and topics must be finalized by **Wednesday, May 10**
Mobile first design:

Progressive enhancement → Content-focused approach → Translates to other devices

See: [What is Mobile First Design? Why It's Important & How To Make It?](#)

“Phones are so much more personal and satisfying. The phone is no longer just a phone, it’s your alter ego – it’s fundamental to everything you do.”

**Eric Schmidt**, Google’s then-CEO at The Mobile World Congress in 2010

[The Telegraph](#)
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Related deliverables:

- Assignments & Final Report - [Policies](#)
- Two poster presentations
- Video demo of the high-fidelity prototype
Design thinking

- Primary luminaries
- Major movements in HCI
- User-centered interaction design
- Identifying user needs
- Prototyping designs
- Usability testing
Design Thinking = Designing Experience

Video: [How Airbnb designs for trust](#)