# https://encrypted-tbn3.google.com/images?q=tbn:ANd9GcTLAZpQzmzAPnXtyNCq1onsRE4y0bvoWlMvd3YA8Lt715oLXEJxWAIT 5443 Web Technologies Study Guide **Module 7: User Experience**

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## Overview and learning outcomes

User experience is a person's perceptions and responses that result from the use or anticipated use of a product, system or service. It encompasses all aspects of the end-user's interaction with the company, its services, and its products, in this course, web pages and websites. Usability is the ease of use of a human created system. Web usability is a particular usability domain that focuses on browser based web sites and web applications. Information architecture is about the organization of web content and the methods to find them. They are all related and all are important aspects of web design and development.

Upon finishing this module, you should have a good conceptual understanding of the following related areas:

* Describe the importance and elements of user experience.
* Articulate web usability concepts and aspects.
* Explain information architecture and its relationship to web usability.

This module is related to course level learning outcomes 4.

## Task list

1. Complete the core readings listed in learning materials for have some general understanding of the Web. Use the questions below to guide your readings.
2. Review and research:
   1. How is user experience different from usability? See this discussion: <https://usabilitygeek.com/the-difference-between-usability-and-user-experience/>
   2. What are the components of information architecture? How is it similar or different from usability?
   3. What are the top 3 principles you value for web usability? Which top 3 aspects or areas of web usability do you care most?

## Learning materials

1. Core learning materials and resources
   1. <https://medium.com/swlh/ux-vs-ui-vs-ia-vs-ixd-4-confusing-digital-design-terms-explained-222f3bcc3255>
   2. User experience
      1. User experience basics: <http://www.usability.gov/what-and-why/user-experience.html> and its references to the following two models: <http://semanticstudios.com/user_experience_design/> and <http://uxdesign.com/assets/Elements-of-User-Experience.pdf>
      2. User experience design: <http://uxdesign.com/ux-defined>
   3. Web usability
      1. <https://www.interaction-design.org/literature/article/usability-a-part-of-the-user-experience>
      2. <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>
   4. Information architecture: <https://www.oreilly.com/learning/the-anatomy-of-an-information-architecture>
2. Additional resources
   1. <http://www.slideshare.net/jn4deeps/ux-design-ui-design-injecting-a-brand-persona>
   2. <https://www.slideshare.net/Luristic/the-anatomy-of-rich-user-experience>
   3. Usability resources
      1. <https://www.interaction-design.org/literature/topics/usability>
      2. <https://www.nngroup.com/topic/web-usability/>
      3. <https://developers.google.com/web/fundamentals/>
      4. <https://www.patternfly.org>
   4. Information architecture
      1. <https://www.uxbooth.com/articles/complete-beginners-guide-to-information-architecture/>
      2. A Brief History of Information Architecture <http://journalofia.org/volume3/issue2/03-resmini/>
      3. <http://journalofia.org/volume2/issue2/03-downey/>
      4. <http://uxmatters.com/mt/archives/2011/09/framing-the-practice-of-information-architecture.php>
   5. Web navigation
      1. <https://www.researchgate.net/publication/265685771_Web_Navigation_Systems_for_Information_Seeking>
   6. Web accessibility
      1. Usability and Accessibility: <http://www.usability.gov/get-involved/blog/2013/01/accessibility-and-usability.html>
      2. <https://developer.mozilla.org/en-US/docs/Learn/Accessibility>
      3. <http://www.w3.org/WAI/intro/accessibility.php>
      4. <http://www.w3.org/WAI/>
      5. <http://webaim.org/intro/>
      6. <http://www.jimthatcher.com/webcourse1.htm>
      7. <http://www.section508.gov>