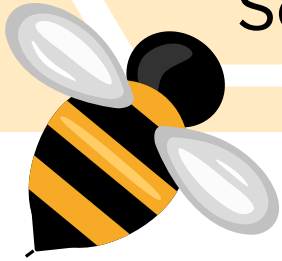


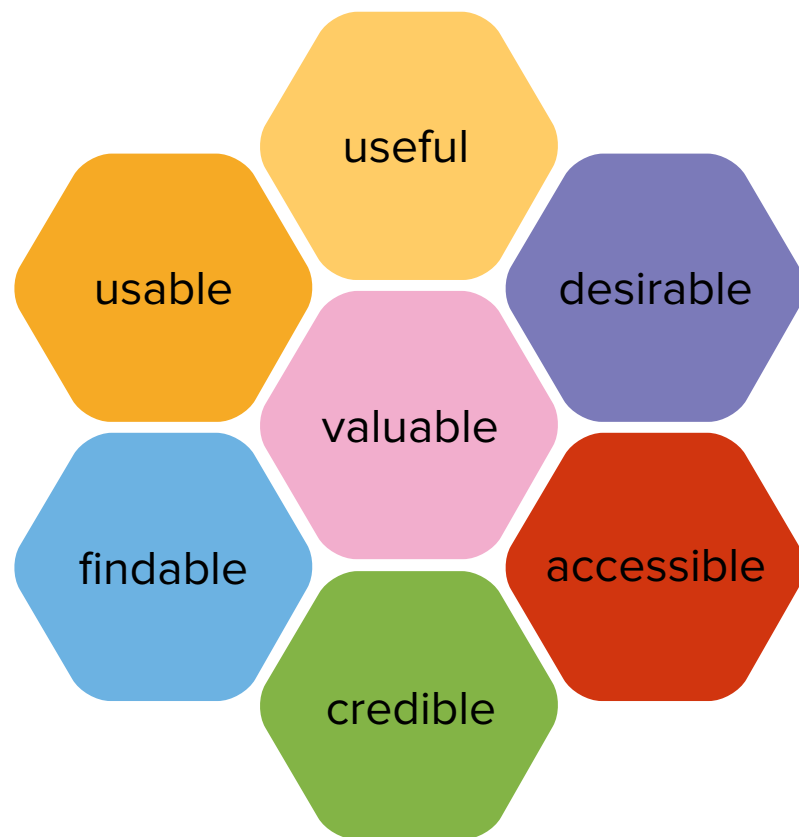
UX HONEYCOMB

Seven Facets of User Experience to Consider



Is it more important for your website to be desirable or usable?

The truth is, it depends on your unique balance of context, content, and users. The required tradeoffs are better made explicitly than unconsciously. It's all about finding the sweet spot that meets your organization's needs.



useful

As practitioners, we can't limit ourselves to painting within the lines drawn by managers. We must have the courage and creativity to ask whether our products and systems are useful, and to apply our knowledge of craft + medium to define innovative solutions.

usable

Ease of use remains vital, and yet the interface-centered methods and perspectives of human-computer interaction do not address all dimensions of web design. In short, usability is necessary but not sufficient.

desirable

Our quest for efficiency must be tempered with an appreciation for the power and value of image, identity, brand, and other elements of emotional design.

valuable

Our sites must deliver value to our sponsors. For non-profits, the user experience must advance the mission. With for-profits, it must contribute to the bottom line and improve customer satisfaction.

findable

We must strive to design navigable websites and locatable objects, so users can find what they need.

accessible

Just as our buildings have elevators and ramps, our websites should be accessible to people with disabilities (more than 10% of the population). Today, it's good business and the ethical thing to do. Eventually, it will become the law.

credible

It's vital to understand the elements that influence whether users trust in us. Information architecture, design, and content are key elements.

More About Honeycombs A perfect visual metaphor for the interconnected elements of user experience, honeycombs are elegant geometric structures built by honey bees to house their larvae and store their food supply.

Honey bees provide more to humanity than just the honey that we enjoy – we depend on bees for the pollination of many of our agricultural crops. For us, a shortage of bees results in significant economic and food production loss.

In recent years, the world's bee populations have suffered drastic decline, due to many possible – and preventable – causes, including loss of habitat, disease, nutritional deficiencies, and exposure to pesticides.

We need to care for the environment around us, whether it's on the web or in the garden.

Learn more: un.org/en/events/beeday

