UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true. And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

UX DESIGN IS A STEP IN A PROJECT

Many think that user experience design is confined to sketching the interfaces. However, UX design is a much broader process that - ideally - starts at the strategy level and affects the whole lifecycle of a project or a business. UX design begins by learning about the business model, doing user research and understanding how a service can fit into the users’ lives in a meaningful way.

Thus UX design has a crucial part in defining the business strategy, providing baselines for business decisions with such design deliverables as personas or user stories. A UX-driven process doesn’t end with the UIs either, it’s also about testing with people, supporting development, making ongoing adjustments even after the launch.

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