
Chapter 21. User Experience Design

What is User Experience (UX) Design ?

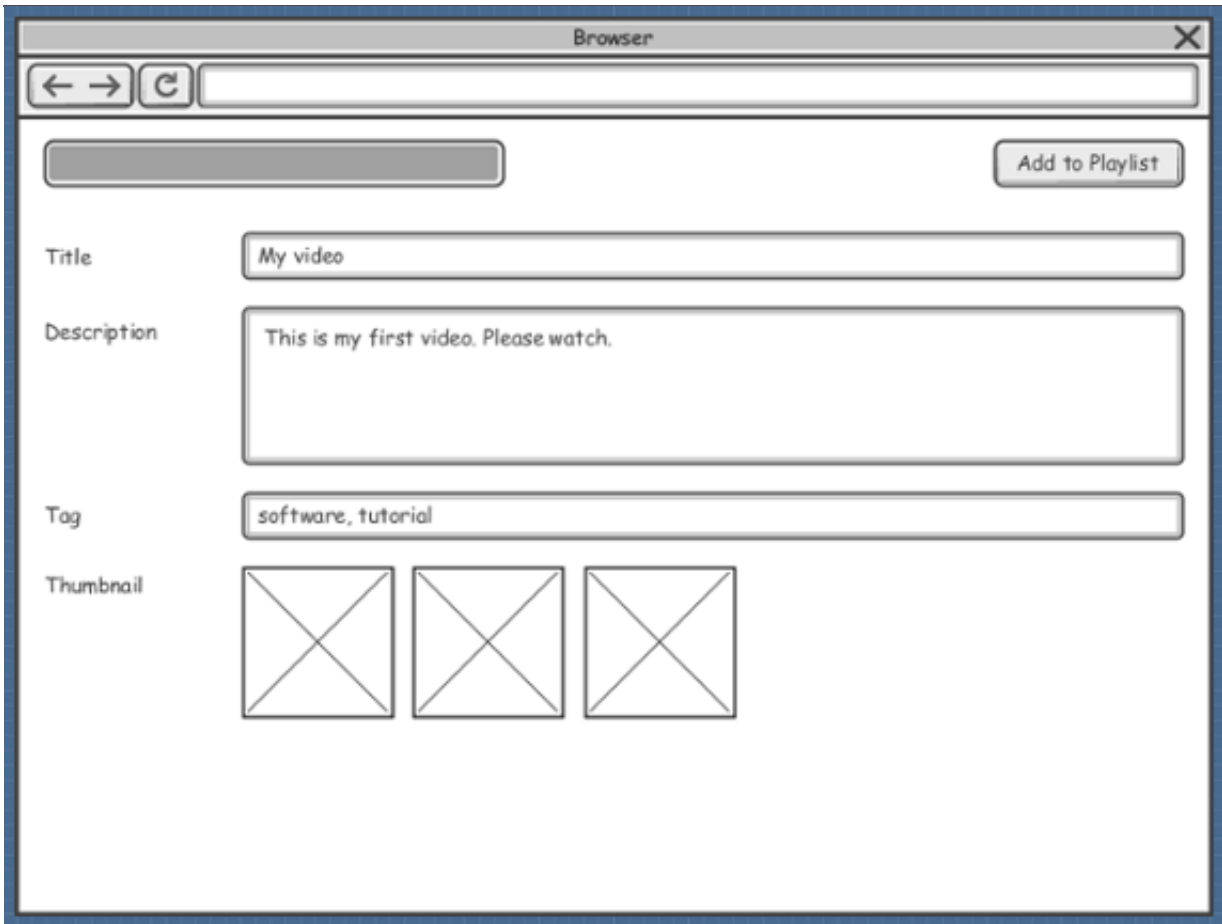
User experience design (UX, UXD, UED or XD) is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product. User experience design encompasses traditional human–computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users which involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function.

Visual Design

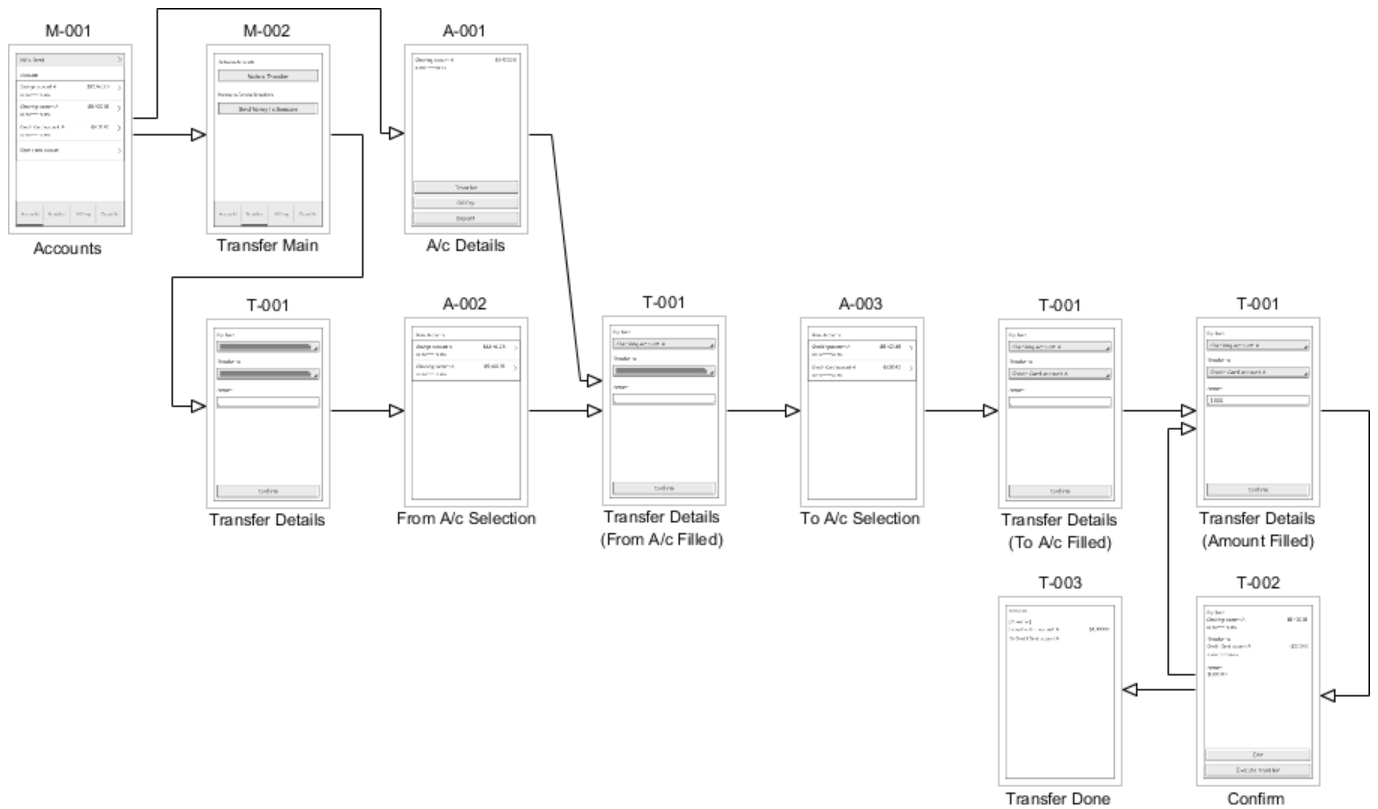
Visual Paradigm provide powerful UX features for UX designers to deal with variety of visual design for software applications. Visual UX design, typically involve wireframing, user interface design, wireflow and visual prototype, represents the look-and-feel of the front end of any user interface and its prototype in action. The purpose of UX design is to use visual elements like colors, images, and symbols to convey a message to its audience. Modern visual prototype have the capability to simulate run-time sessions of your target system for illustrating the actual behavior of the proposed functionalities before it is built.

GUI Designer

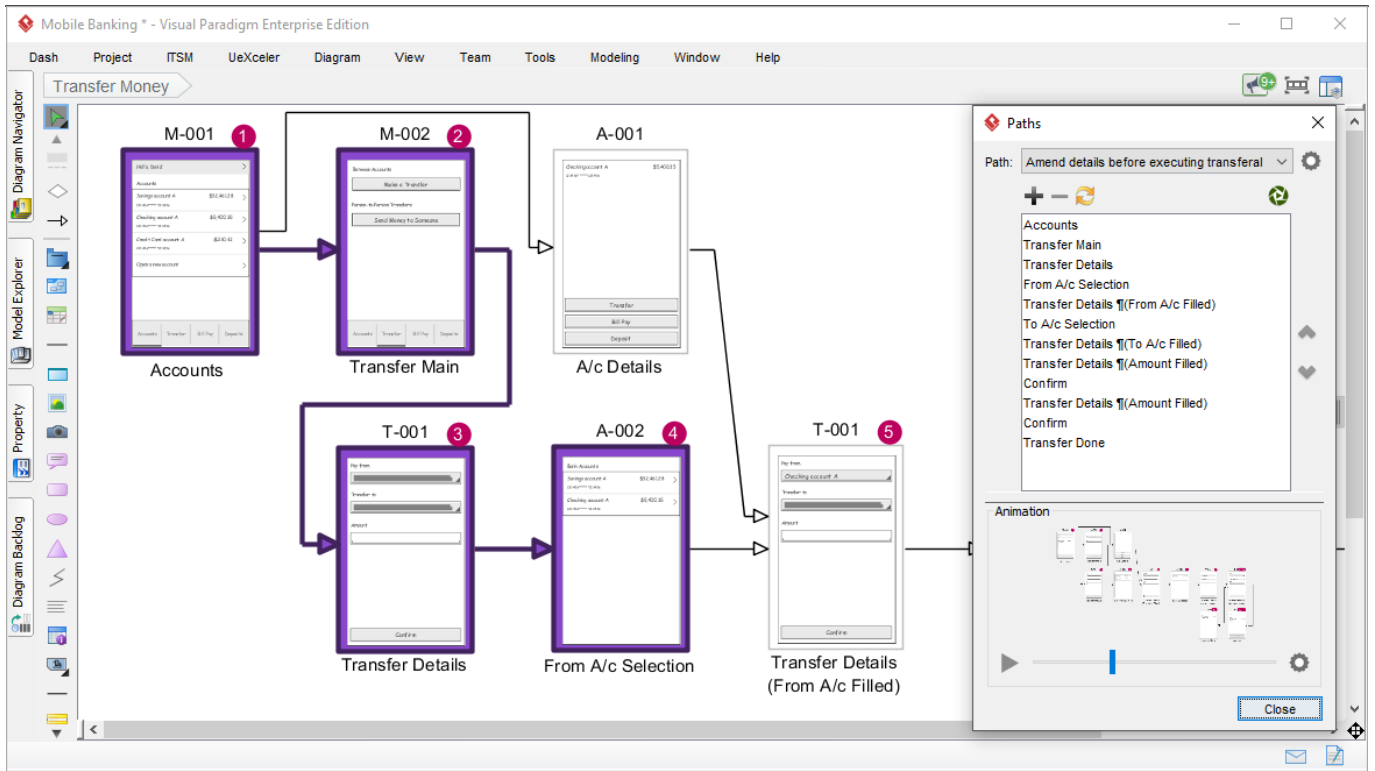
Wireframing



Wireflow Design



Story Boarding and [WireFlow Animation](#)



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