

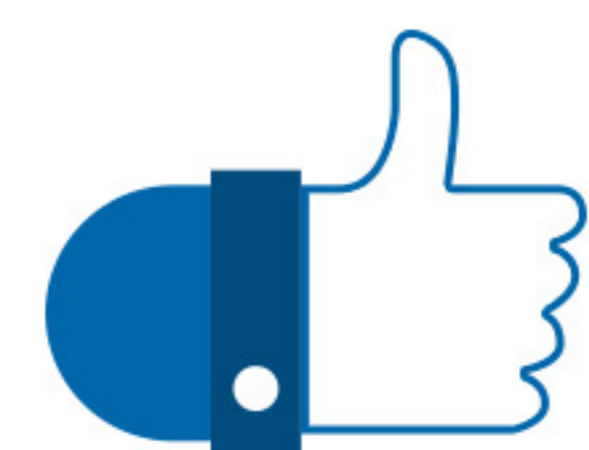
ATTRIBUTES OF UX

If you address these attributes and weight their importance, you have framed the experience to be designed for this persona.



SOCIAL CONTEXT & IDENTITY

Does the experience enhance the user's standing or role within a community or perception of self?



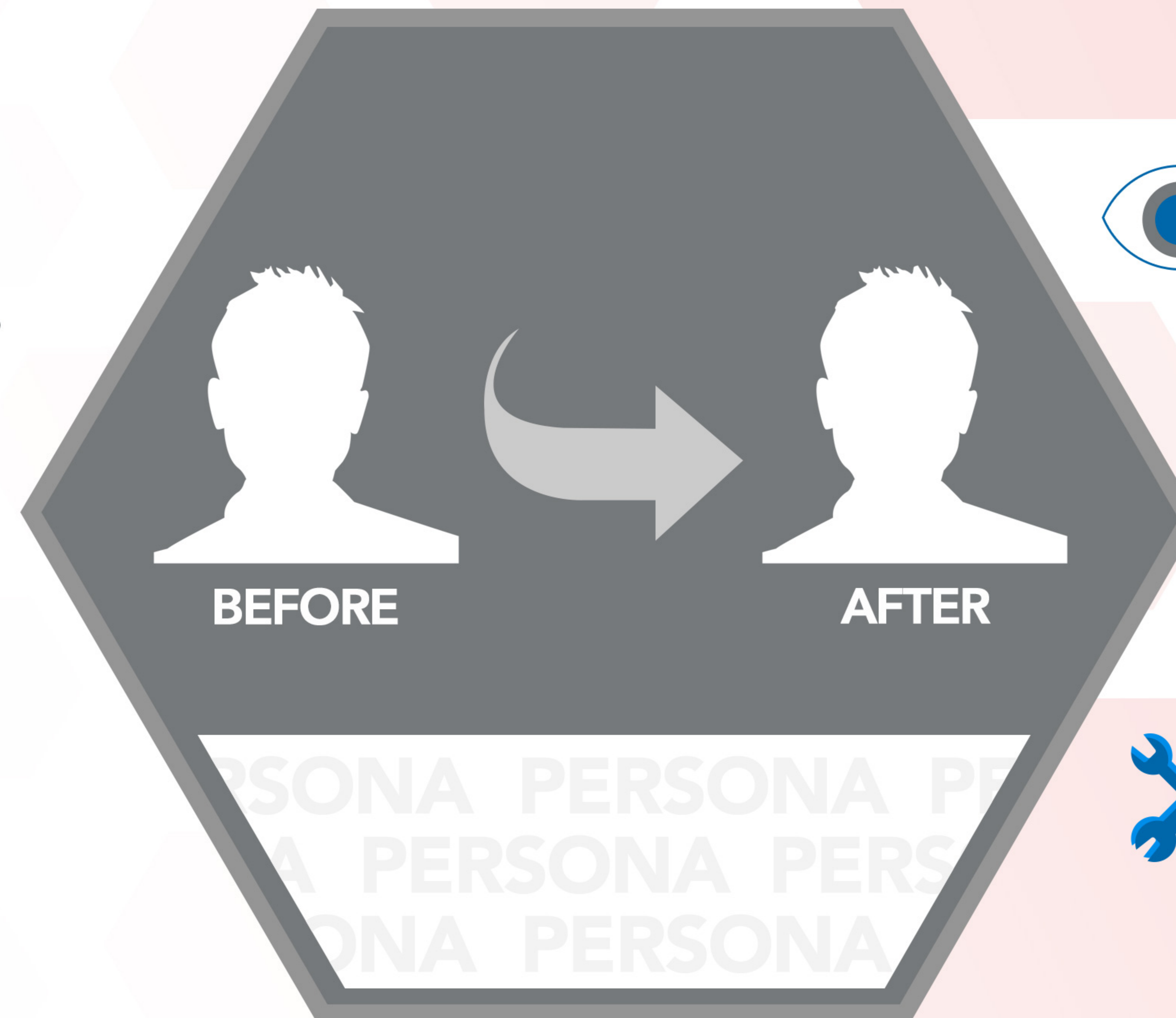
CONTEXT OF USE

Where will the experience unfold?
How many screens will be involved?
How often will the experience happen?



PERCEPTIONS & EMOTIONS

What emotions should the experience elicit? How should the user perceive the experience?



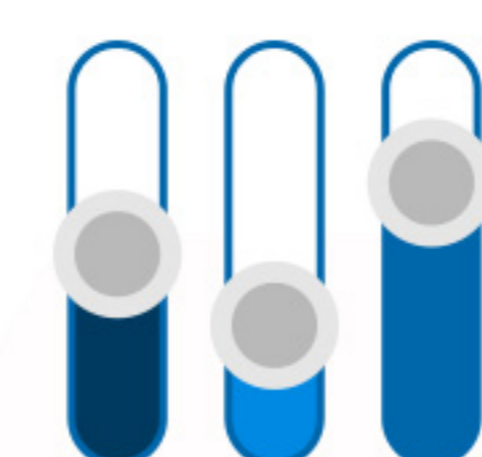
PERSONAL ATTITUDES

Which personal attitudes will most heavily influence the experience?



TOOLS & ARTIFACTS

Are there other tools or artifacts that influence or enhance the experience?



ATTRIBUTES & CAPABILITIES

What personal attributes, skills or capabilities are key to the experience?