

# A Simple Model of User Experience

## **Look & Feel**

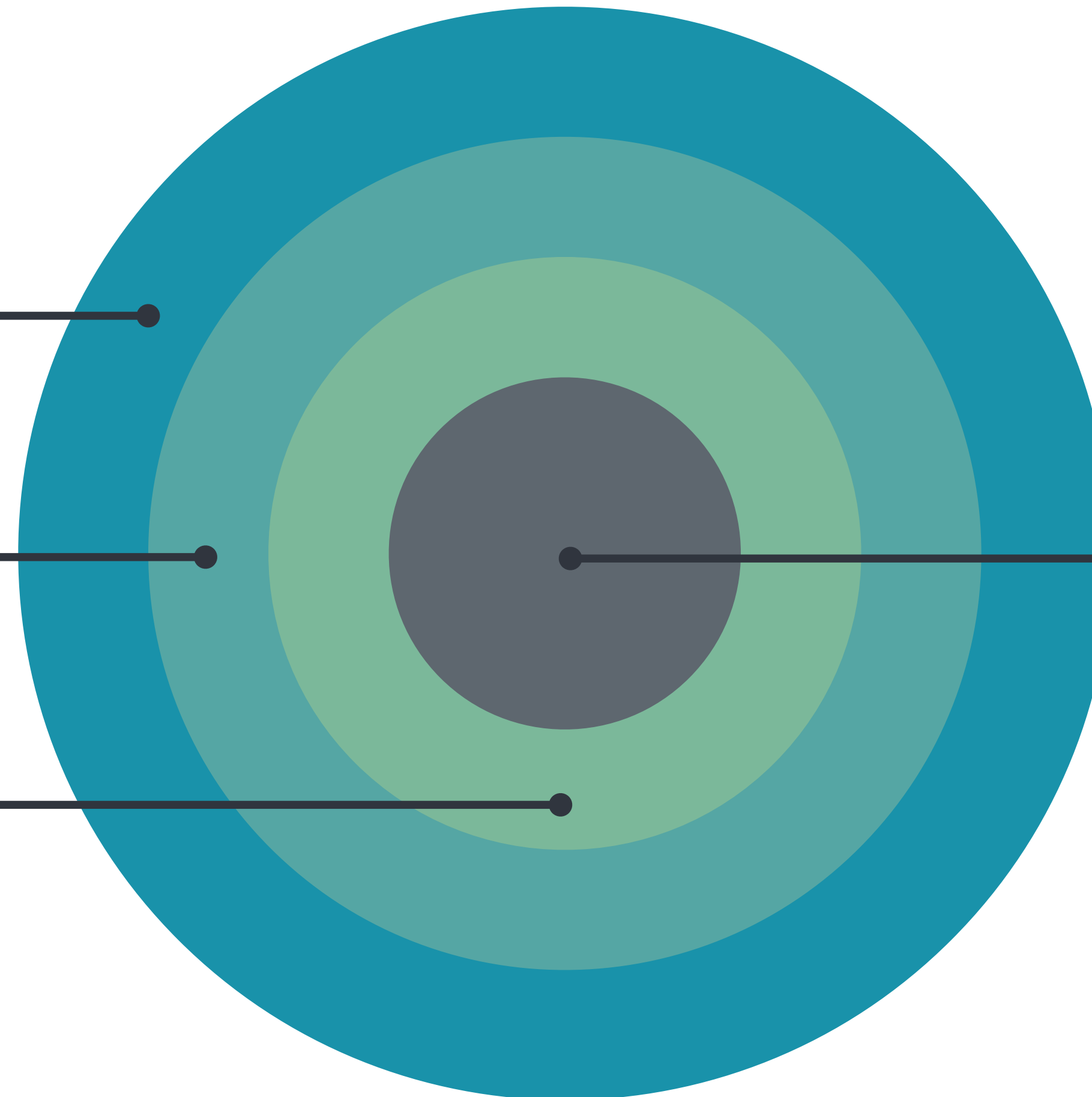
Visual and industrial design are clear, professional, appropriate, and relevant

## **Sound**

Clear and appropriate wording, language, and content

## **Ease of interaction**

In today's world of technology, data, and design, there is no excuse for something to be hard



## **User Needs**

It all means nothing if the needs of the user are not met

Source: Forrester's model of Customer Experience (2015) and Rohrer's Simple Model of UX (2006-2016)