# Universal UX Design

Important Human-Centered Design Principles for Websites


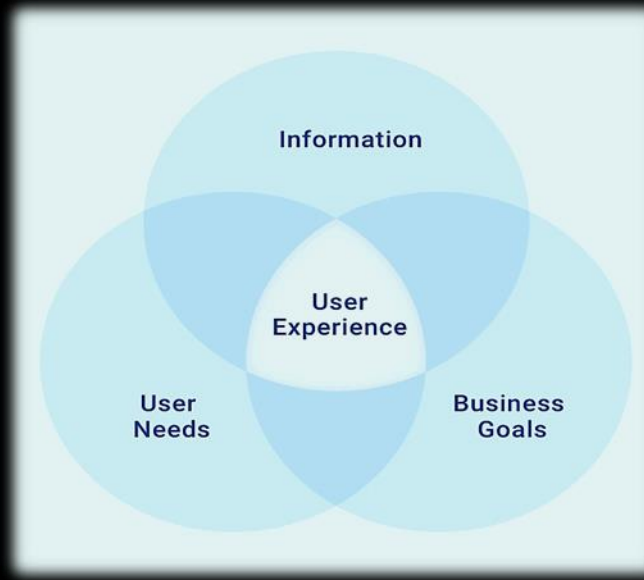
Fig. 1

# What is UX Design?

"User Experience Design"

Focus should be on the user experience and universal accessibility when considering:

➢ Layout

➢ Formatting

➢ Content

➢ Interaction and Access Planning

# Five Basic Principles of UX Design

➢ Focus on the User's Needs
  ➢ Every element is designed to easily and quickly meet the user's needs.

➢ Be Consistent
  ➢ Any time something appears in multiple places, it should appear the same in every instance (e.g. links, fonts, colors, etc.).

➢ Have a Clear Hierarchy
  ➢ There should be a top-down order in which things are classified.

➢ Consider Context
  ➢ Design to make the website easily accessible and understandable in as many contexts as possible (e.g. desktop, mobile, etc.).

➢ Make Everything Accessible
  ➢ Provide easy access to information for all users.

# Accessibility… The Key to Universal UX Design

Mainly focused on meeting the

needs of disabled users…

but also



Fig. 2

makes things easier and



better for ALL users.

Fig. 3

# Accessibility in Universal UX Design

How can the most users access information in a helpful and useful way?



Fig. 4

# Principles of Accessibility

➢ **Perceivable**
  ➢ The website components and content must be able to be clearly perceived.

➢ **Operable**
  ➢ All of the website's user interface elements and navigation controls must be operational and should be able to be activated by the user.

➢ **Understandable**
  ➢ All users must be able to easily understand both the content and format or user interface.

➢ **Robust**
  ➢ The website content should be robust enough to remain accessible as technology changes, including changes to new assistive technologies.

# Review

➤ Universal UX Design is Human-Centered Design.

➤ UX Design is all about the user experience, and making it easy and pleasant.

➤ Accessibility is key to UX Design and focuses on providing access to information in a useful and helpful way.

Fig. 5

# Thank You



Fig . 6

# Image Citations

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