



What is User Experience?

Division of Student Affairs

Definition

User experience (UX) design is the process design teams use to create websites that provide meaningful and relevant experiences to users.

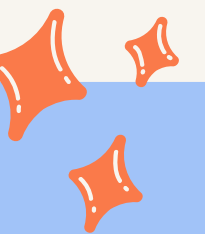
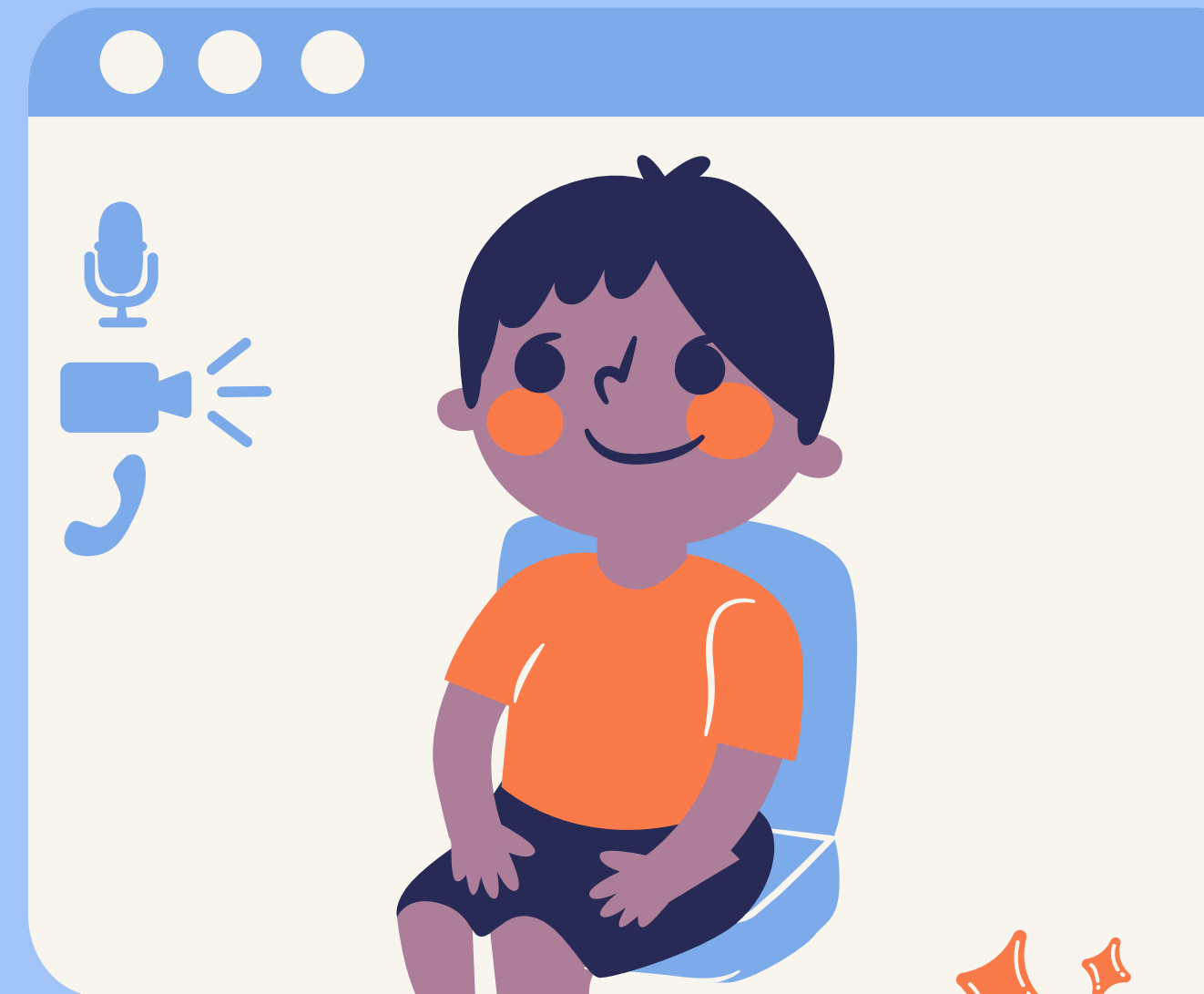
This involves the design of the entire process of acquiring and integrating the website, including aspects of branding, design, usability, and function.



WHY DOES USER EXPERIENCE MATTER?

Good user experience improves the lives of our users!

The user experience (UX) matters because it's directly tied to how users perceive your site. If they have a poor UX while browsing your page, it's unlikely they'll stay long or recommend others to the site.





IMPROVE ACCESSIBILITY

Keep your web pages accessible so that ALL users can have a positive experience.



KEEP IT CONSISTENT

Utilize UNT DSA branding, content types, and UNT resources to make sure pages are cohesive.



REDUCE CLUTTER

Keep content concise and relevant to keep users engaged and reduce scrolling time.



STAY RESPONSIVE

Use responsive web design practices (such as grids and percentages) to improve mobile UX.



WANT TO LEARN MORE?

**CHECK OUT THESE LINKS FOR
ADDITIONAL RESOURCES:**

[10 Tips for Improving Your Website's User Experience](#)

[The Importance of User Experience Design](#)

[Why User Experience Matters](#)

QUESTIONS? CLARIFICATIONS?

Please feel free to contact us at dsaweb@unt.edu with any user experiences questions or concerns.



Email Address

dsaweb@unt.edu

Additional Resources

[DSA Beginner Web Training](#)
[DSA Advanced Web Training](#)

