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BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

The UX Pyramid



THE UX PYRAMID

Lecture Contents

- ➊ Overview
- ➋ Breakdown
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The UX Pyramid

The UX Pyramid Overview



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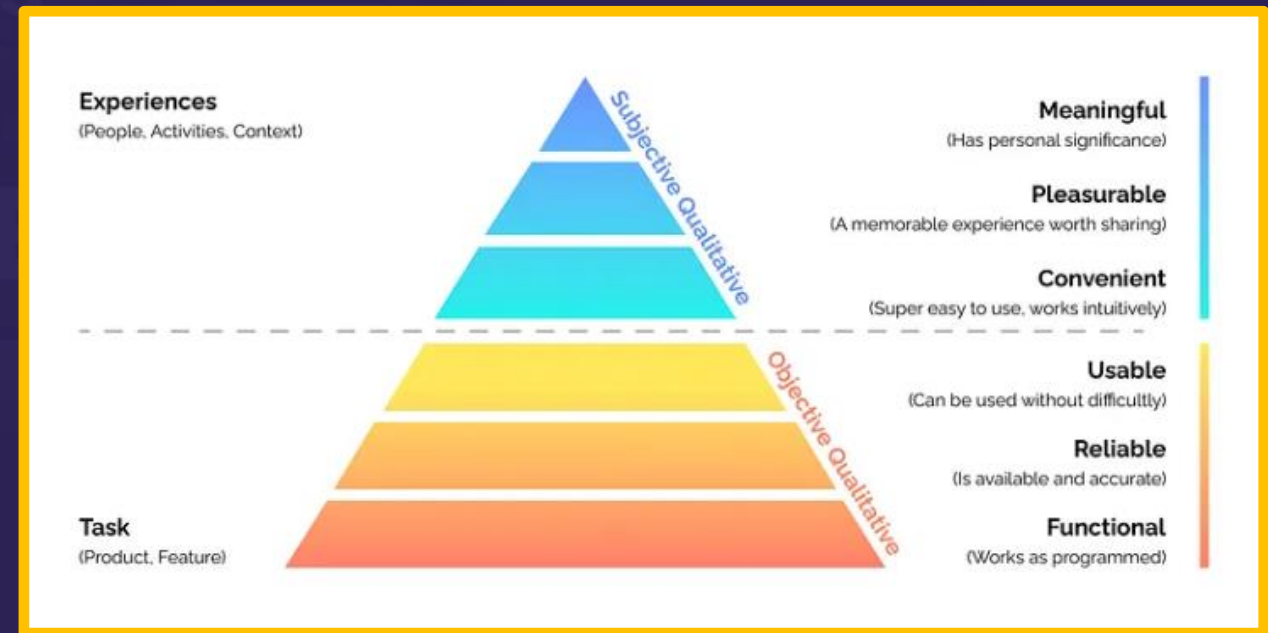
The UX Pyramid

THE UX PYRAMID: Overview

The UX pyramid is a **conceptual framework** outlining the diverse levels of **user needs and experiences** during **interactions** with a product, service, or system.

It serves as a valuable **mental model** aiding designers and developers in prioritizing elements that enhance a **positive user experience**.

It illustrates that applications should not only be **functional** but also strive to be **convenient, pleasurable, and meaningful**. [1]

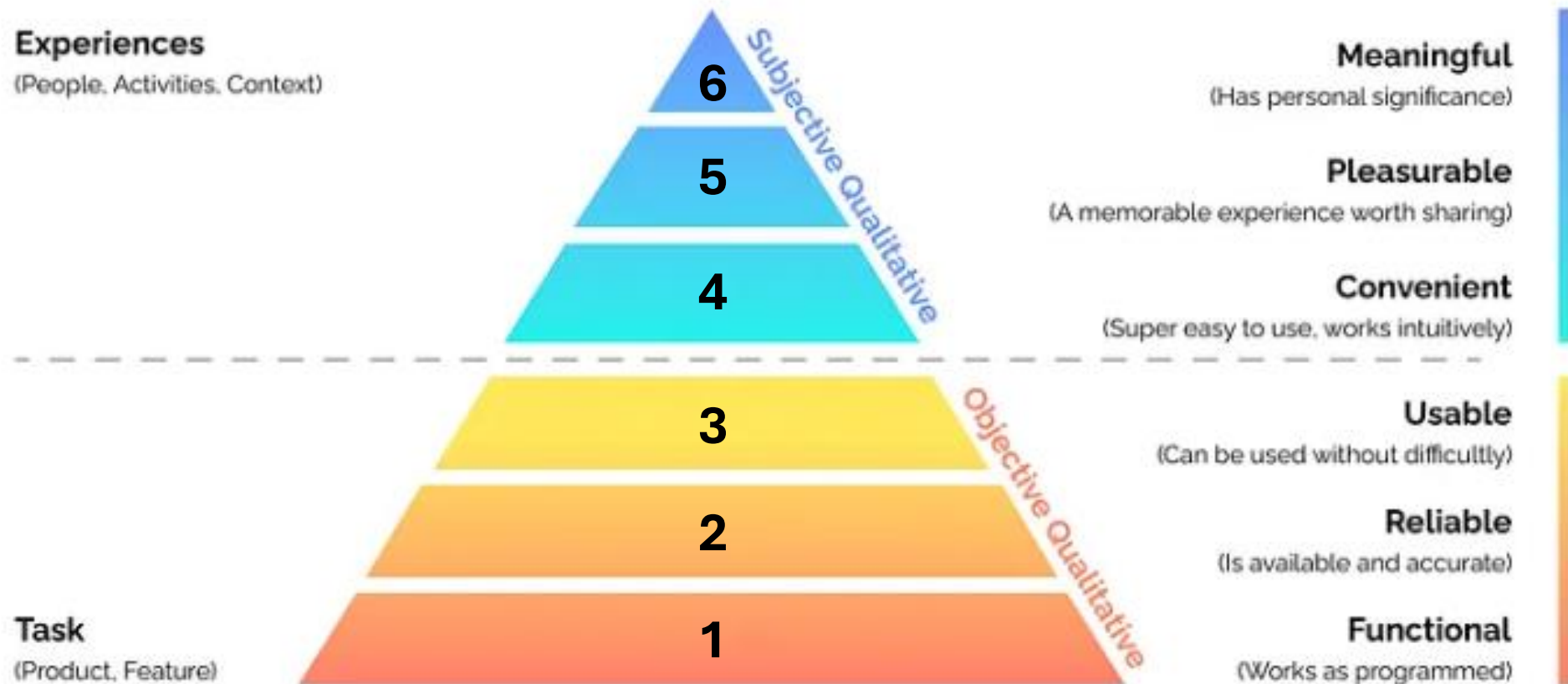




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THE UX PYRAMID: Overview [1]





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The UX Pyramid Breakdown



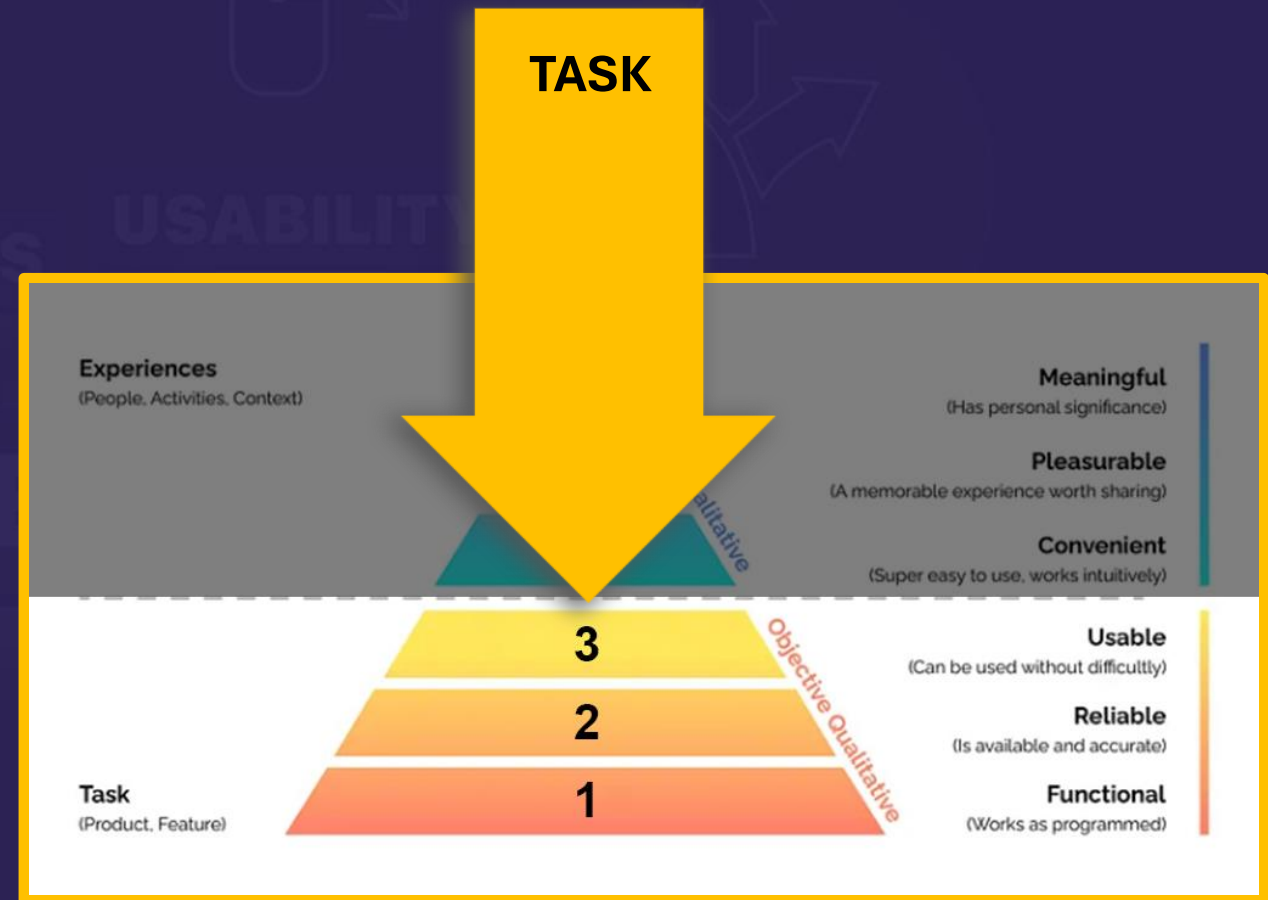
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The UX Pyramid

THE UX PYRAMID: Breakdown

Levels **1 to 3** of the Pyramid focused on a user's **capacity to accomplish a desired task**: Can they effectively utilize the system to attain a favourable outcome?

Budget-focused businesses often prioritize these foundational levels of the UX pyramid. They concentrate on ensuring that their product or service functions **properly**, is dependable, and is **easy to use**. [1]



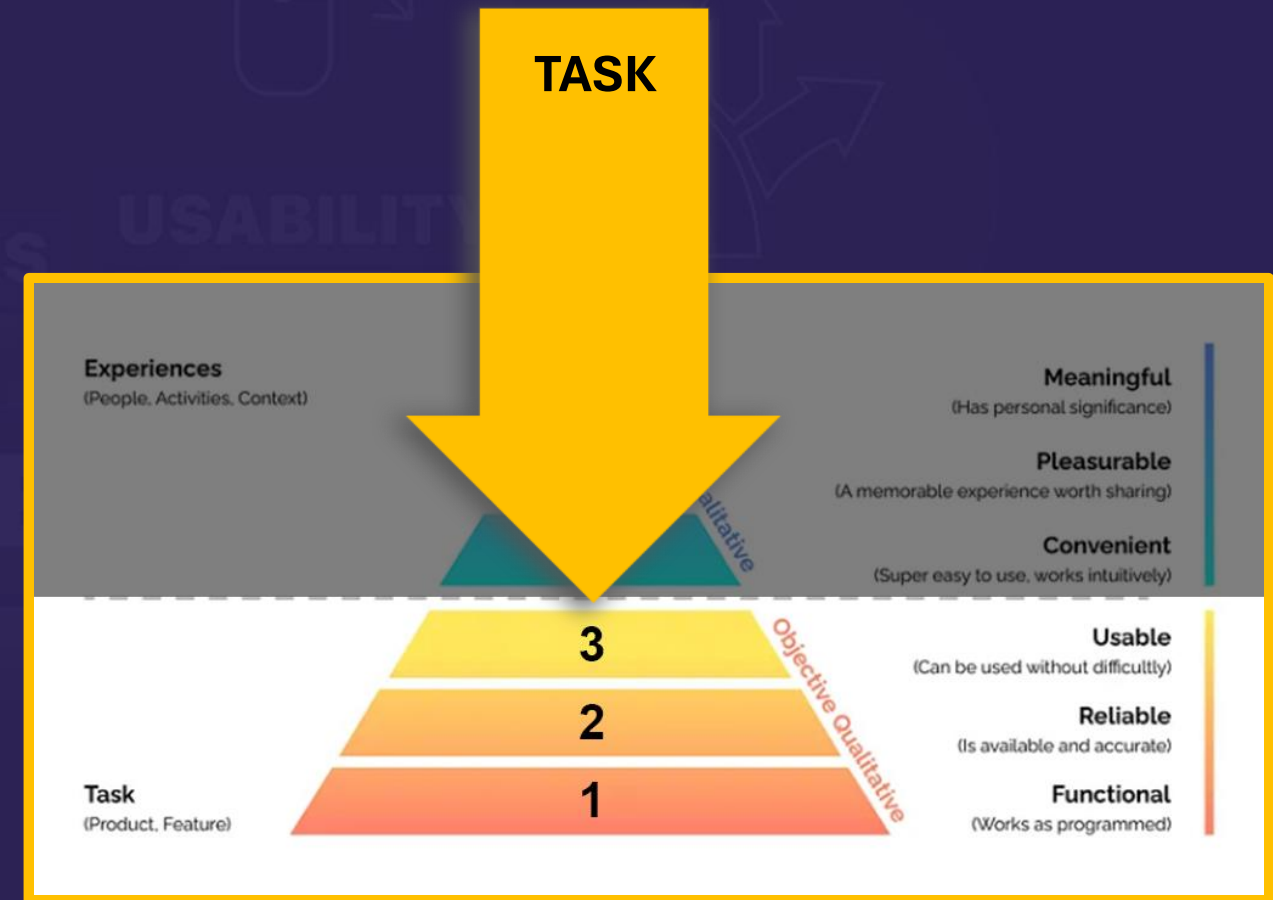


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THE UX PYRAMID: Breakdown

While these aspects are crucial for a basic level of user satisfaction, they represent **only a part** of what contributes to a truly engaging and **successful user experience**. [1]





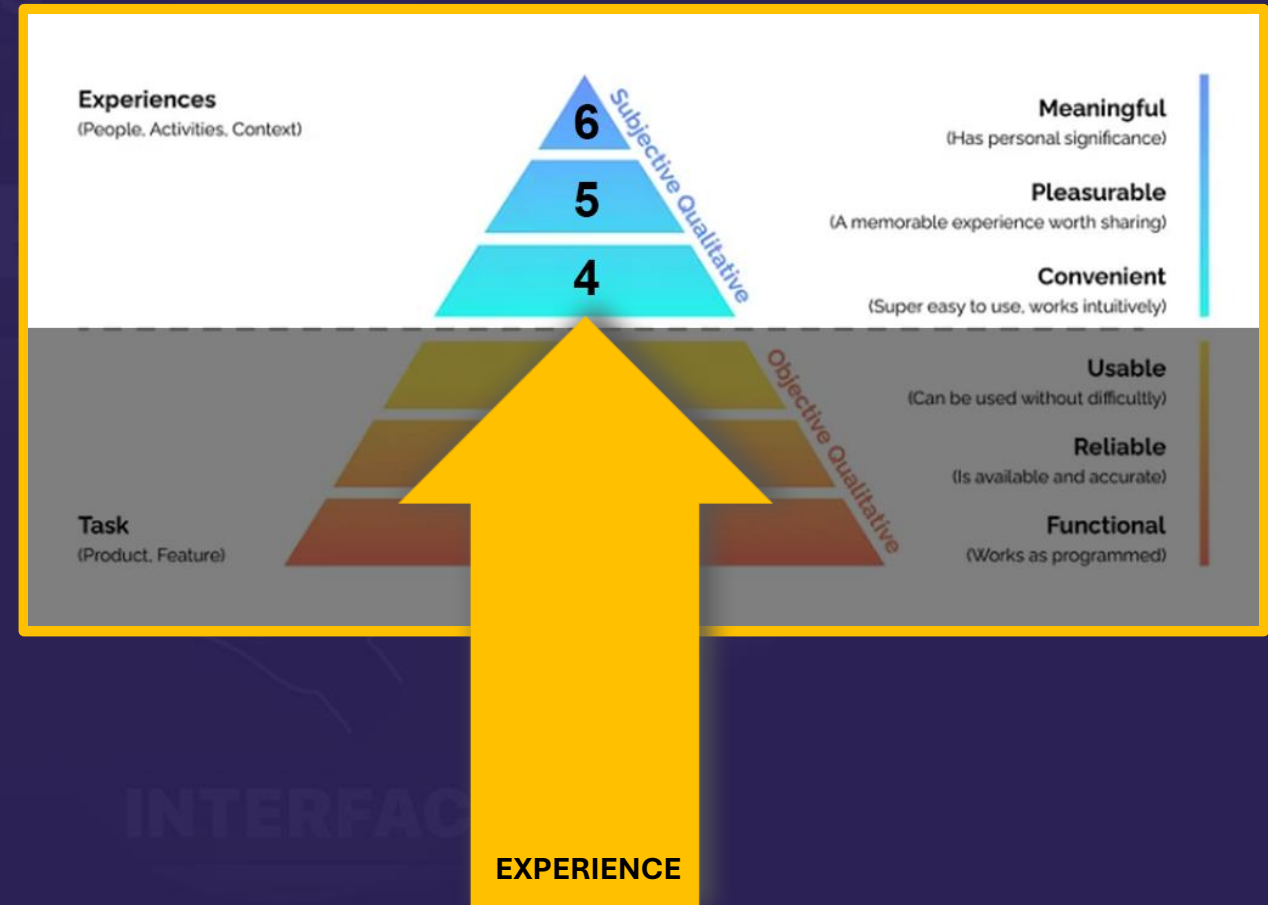
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The UX Pyramid

THE UX PYRAMID: Overview

Unfortunately by focusing solely on the functional and usability aspects, businesses might **miss the opportunity** to address the **higher levels** of the UX pyramid, such as [1]:

- Is it Convenient?
- Is it Pleasurable?
- Is it Meaningful?





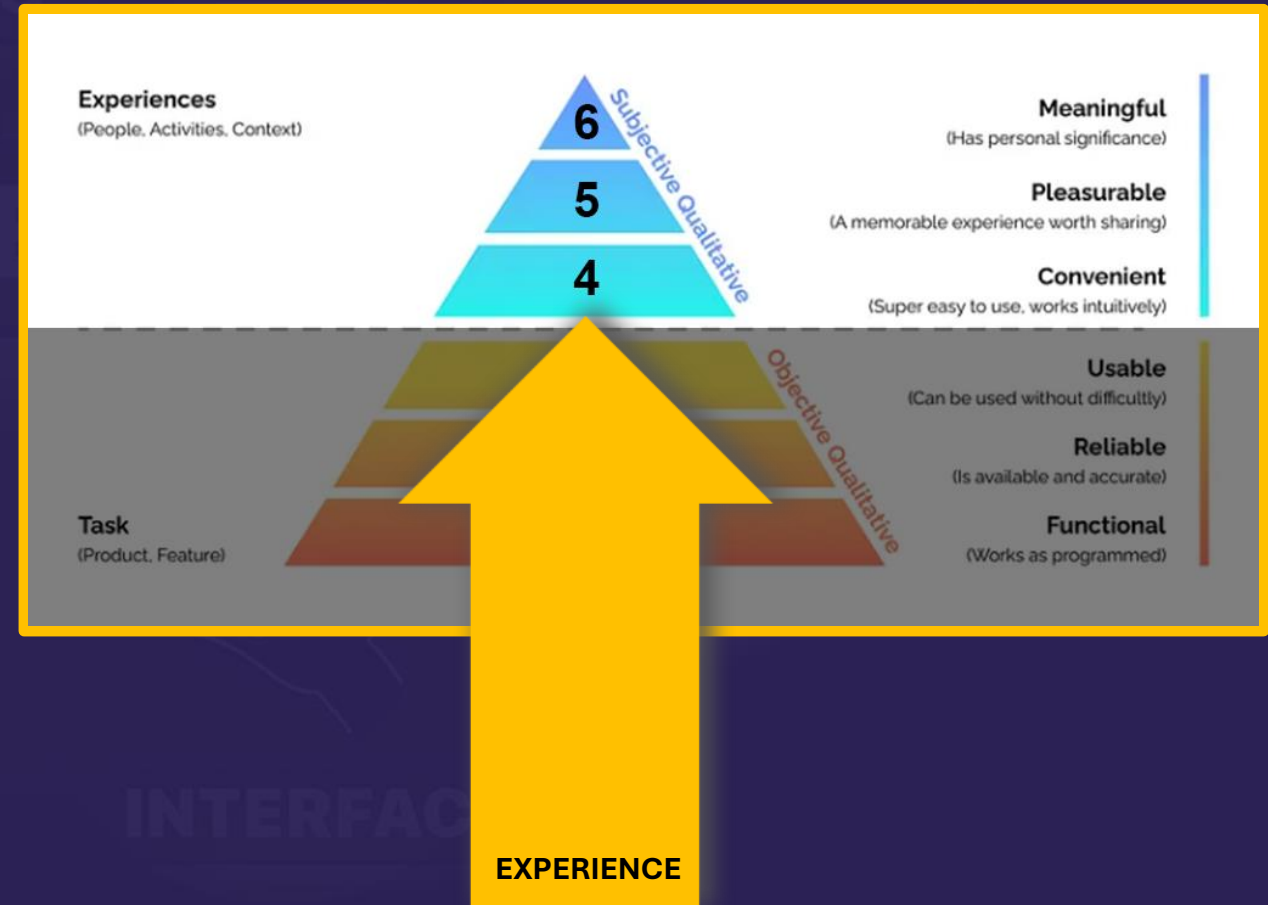
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Levels **4 to 6** of the Pyramid focuses on towards the **user's experiences during product or service use** [1]:

- Are they enjoying its use?
- Does it enhance their quality of life?





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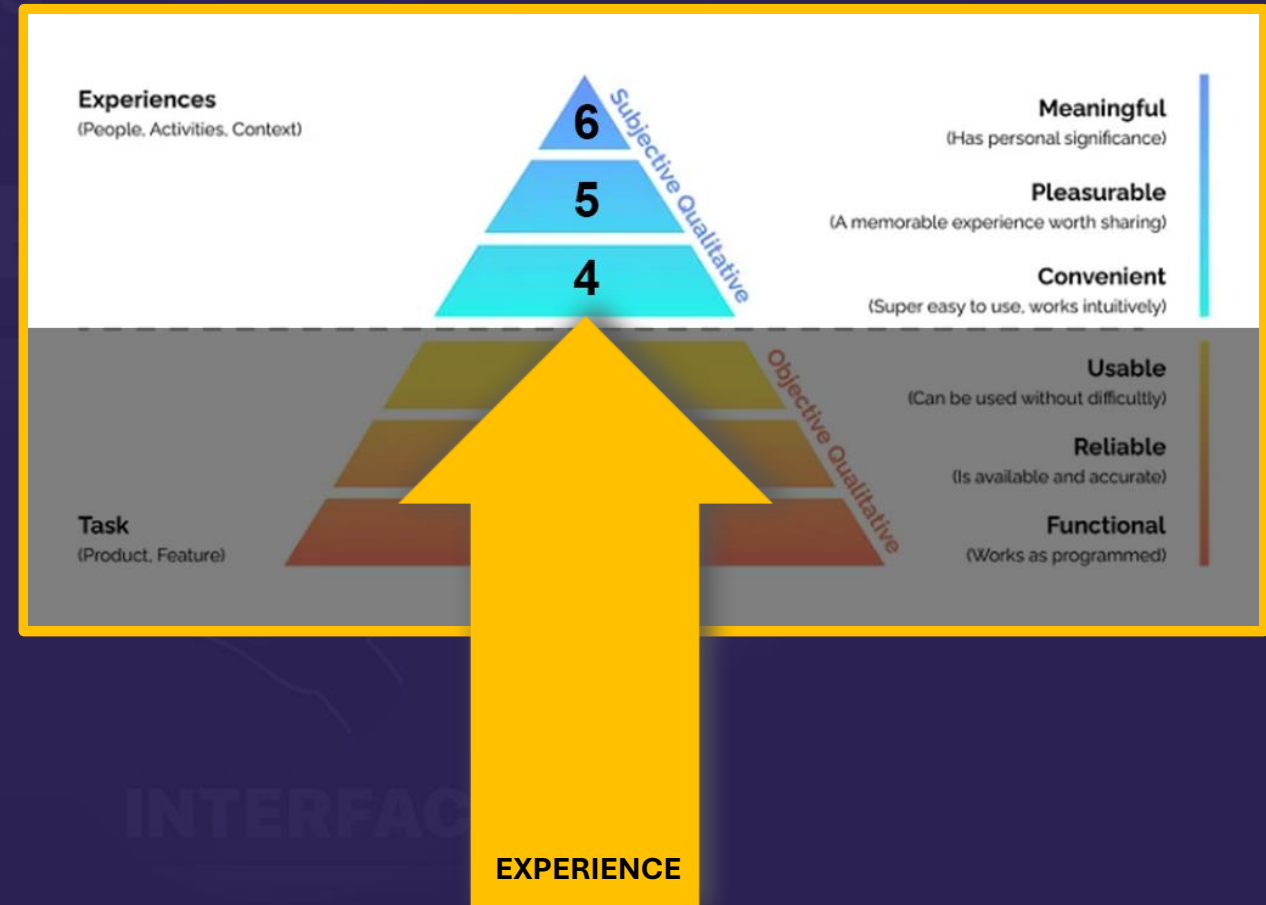
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THE UX PYRAMID

Higher levels of user experience **profoundly influence customer loyalty, advocacy, and spending.**

Engaging, enjoyable experiences can lead to **increased spending** and **positive brand engagement.**

Users might even **support** the brand or product, **recommending it to others.** [1]



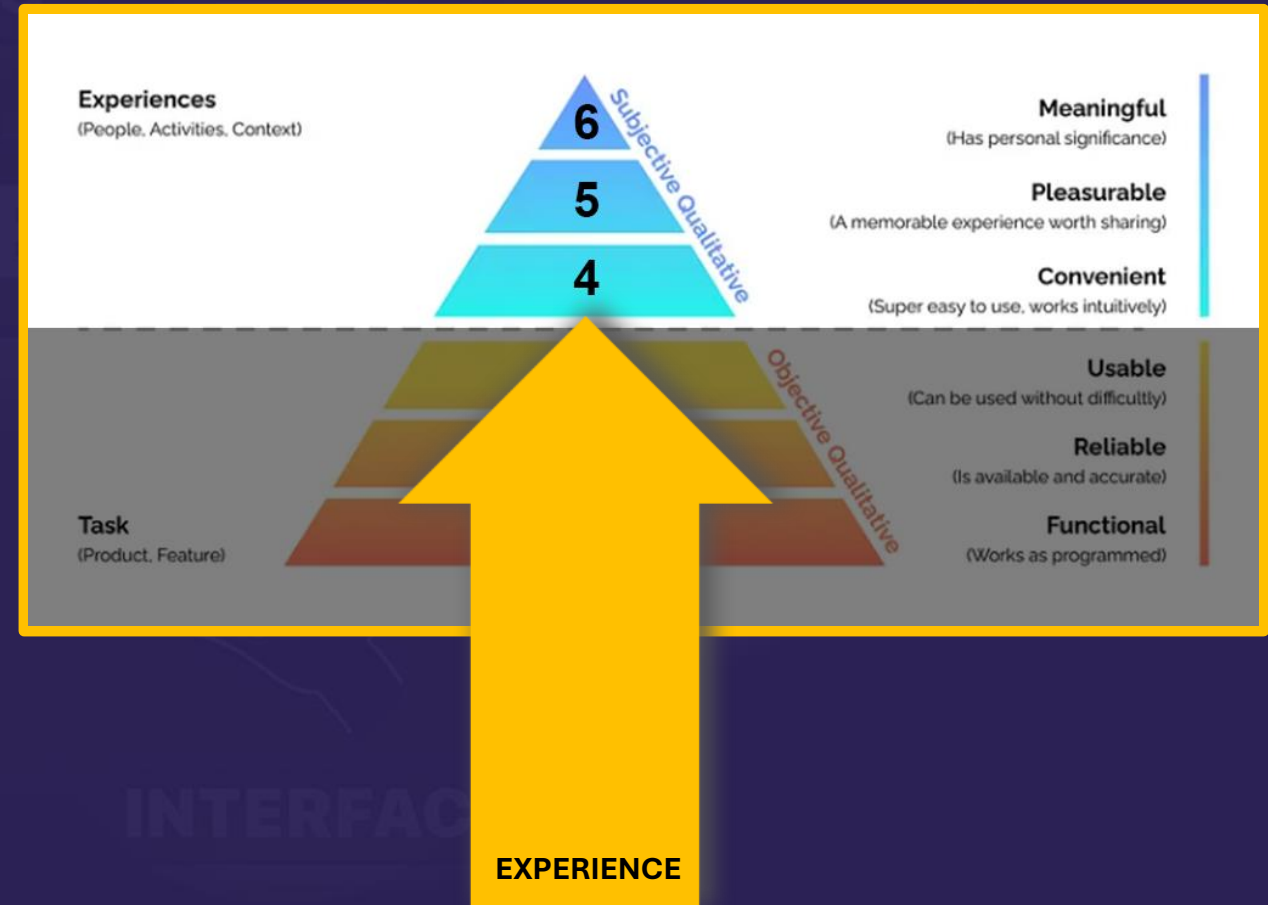


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THE UX PYRAMID

Additionally, when a product or service **creates a pleasurable and meaningful connection with users**, it can **influence their spending habits** and overall engagement with the brand.
[1]





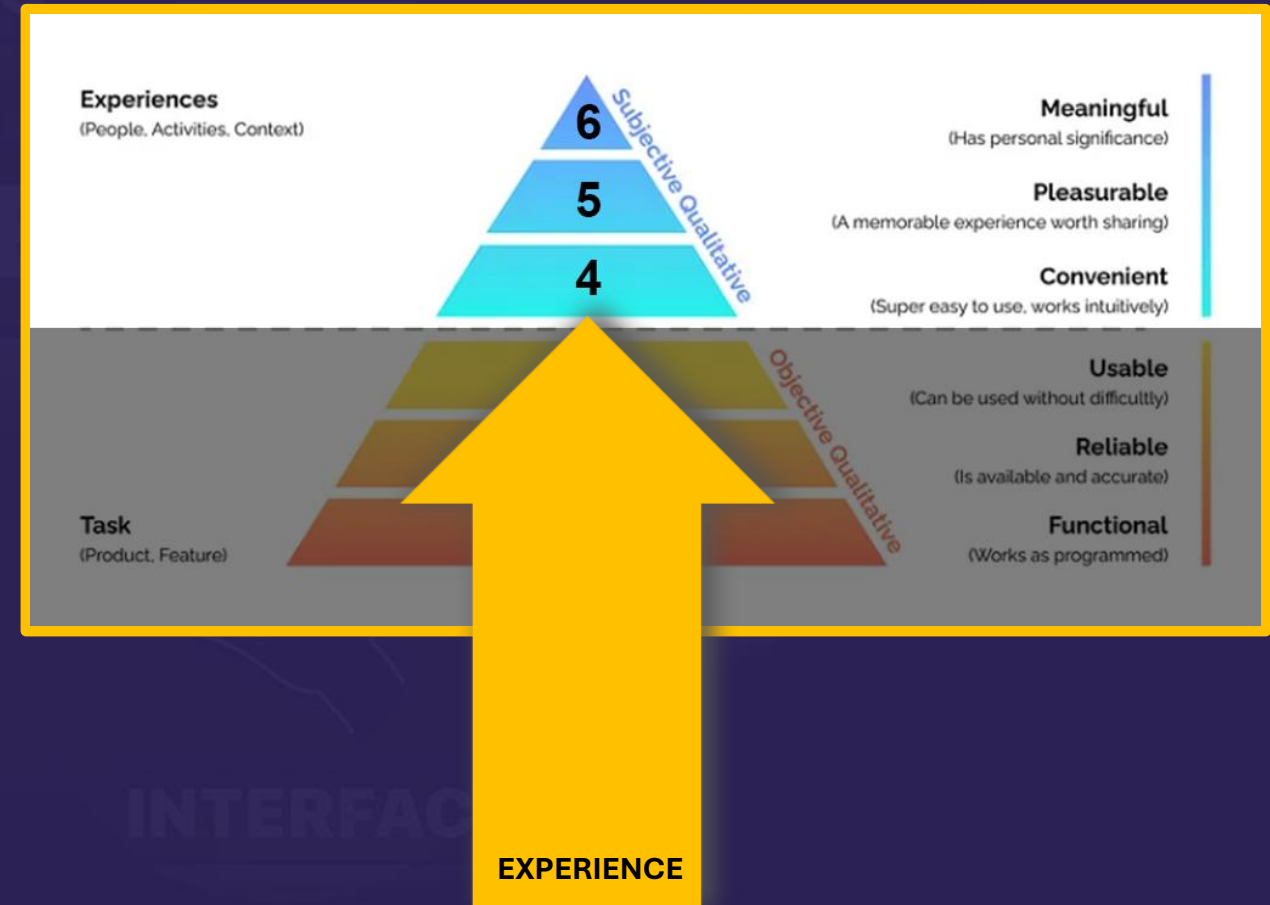
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Businesses that **overlook these higher levels of the UX pyramid** might miss out on tapping into the **emotional connections** and deeper engagements that lead to **long-term customer relationships** and positive brand perceptions.

Engaged customers are more likely to **stick with a brand, promote it among their networks**, and contribute more to its **growth and success**. [1]





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Evaluating UX using the UX Pyramid



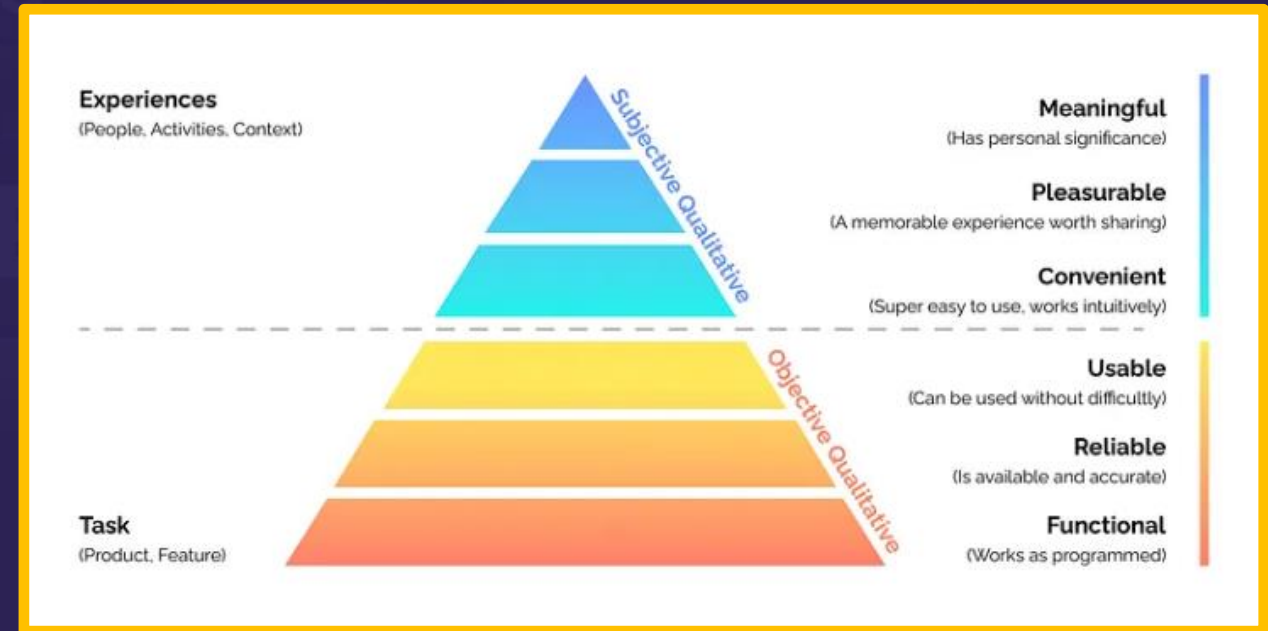
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The UX Pyramid

EVALUATING UX USING THE UX PYRAMID

This framework can be used to **analyse and evaluate** a UX experience.

Take each **sub-category** of the Pyramid and consider **applying the following questions** in this section of the presentation to a case study / example of your choice.





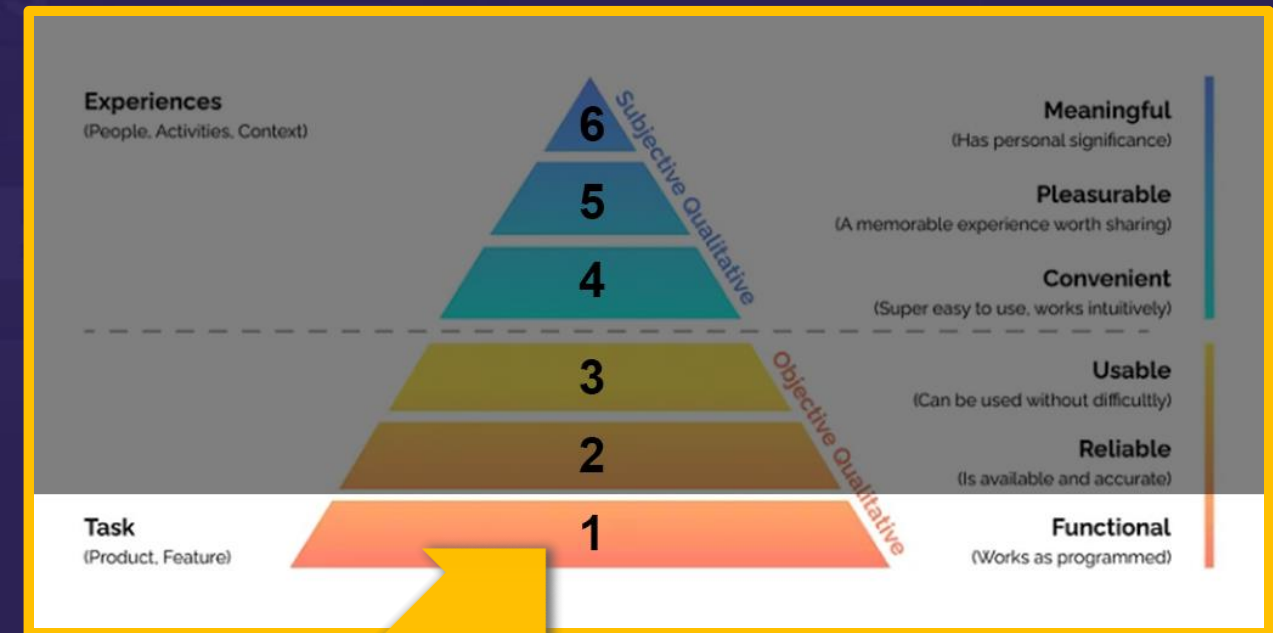
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The UX Pyramid

EVALUATING UX USING THE UX PYRAMID [1]

1 Functional (meaning Useful)

- Does it **serve a clear purpose** or **solve a problem**?
- Is it **meeting the user's needs** or fulfilling their **goals**?





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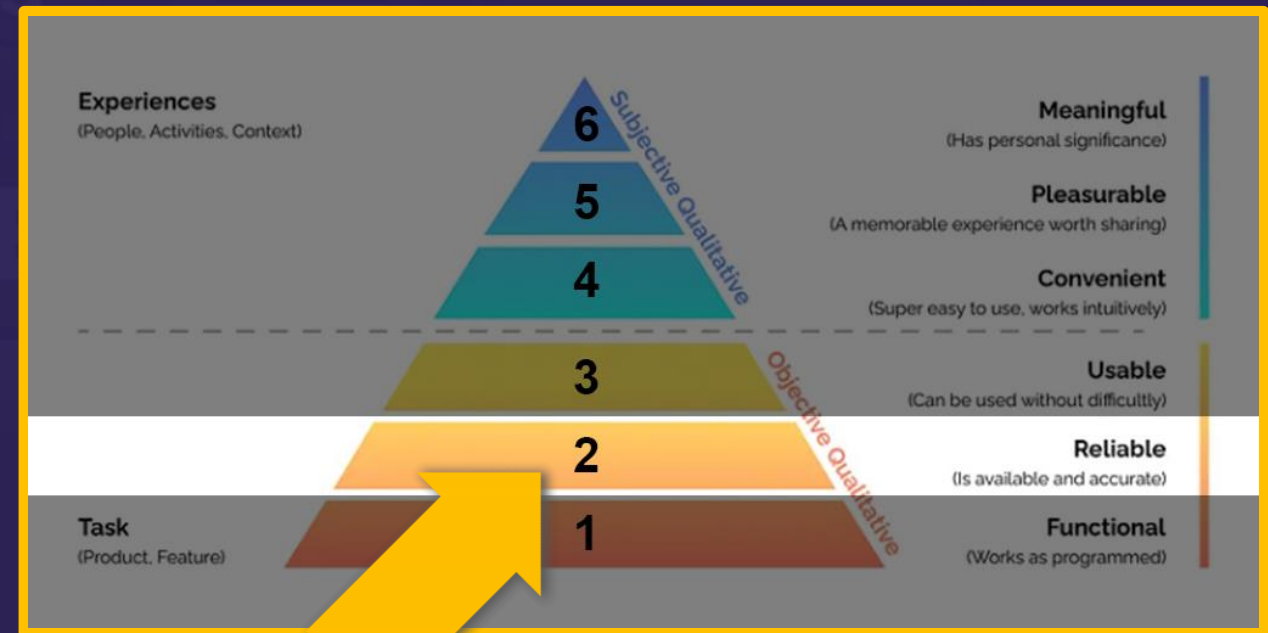
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EVALUATING UX USING THE UX PYRAMID [1]

2 Reliable

- Does it **work consistently and predictably**?
- Can users **trust it to perform as expected** in various situations?
- Can you **trust the data or content** used?

TASK





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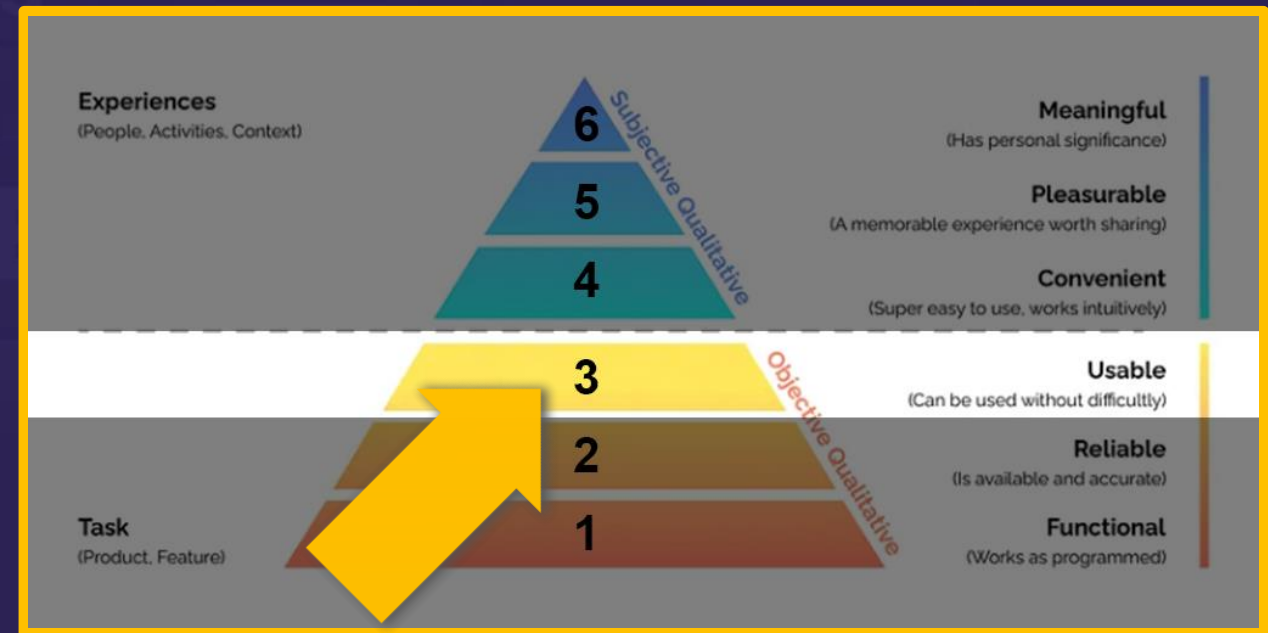
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EVALUATING UX USING THE UX PYRAMID [1]

3 Usable

- Is the interface **intuitive** and **easy to understand**?
- Can users **accomplish tasks efficiently** and **effectively**?
- Are there any **pain points** or **obstacles** hindering **smooth interaction**?

TASK





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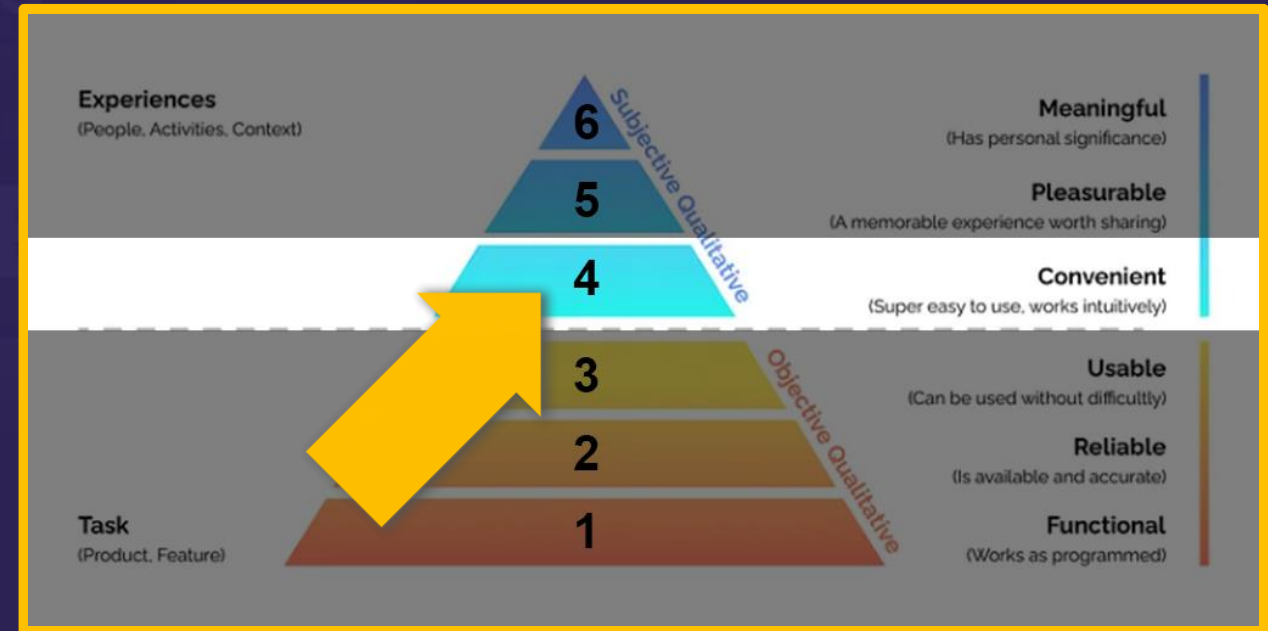
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EVALUATING UX USING THE UX PYRAMID [1]

4 Convenient

- Does it accommodate **users' preferences** and **habits**?
- Is it **accessible** across **different devices** or **platforms**?
- Does it **minimize user effort** without sacrificing **functionality**?

EXPERIENCES





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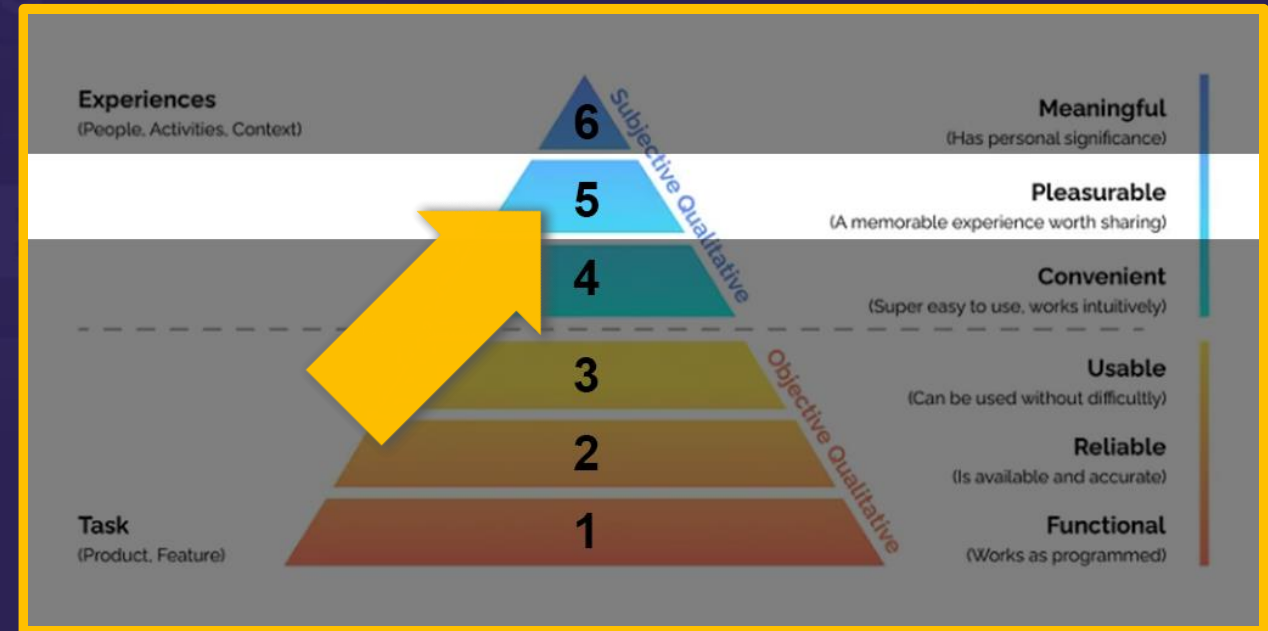
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EVALUATING UX USING THE UX PYRAMID [1]

5 Pleasurable

- Does it evoke **positive emotions** or **satisfaction** in users?
- Is the design **aesthetically appealing** and **engaging**?
- Does it create an **enjoyable** user experience?

EXPERIENCES





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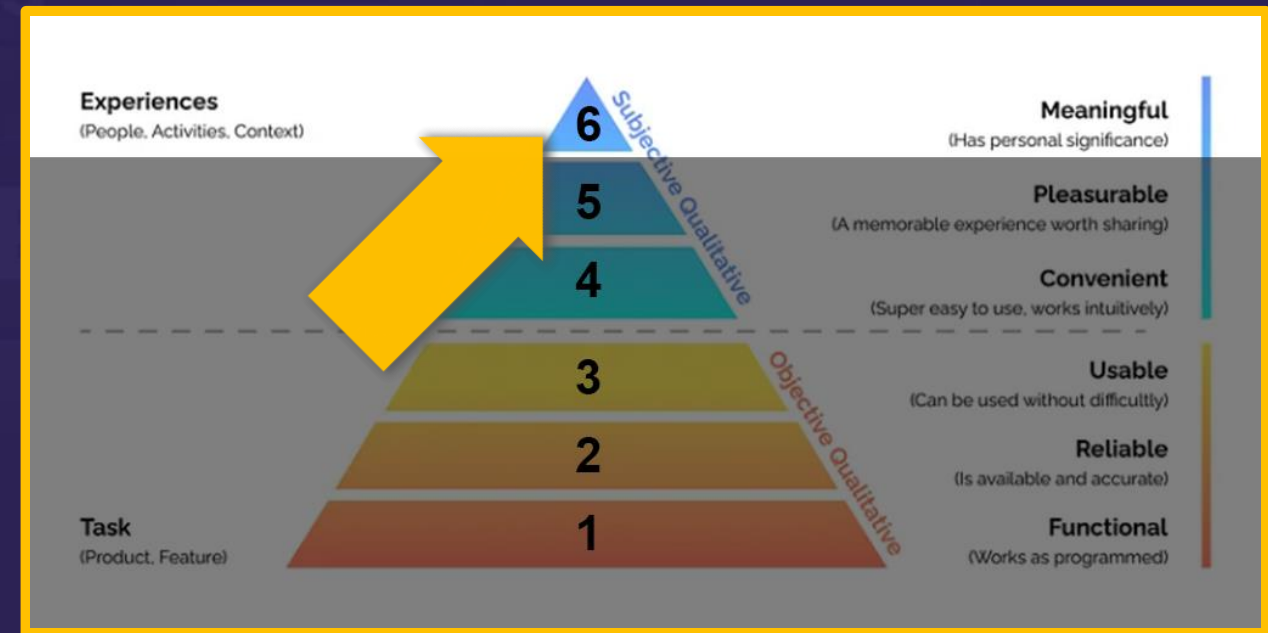
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EVALUATING UX USING THE UX PYRAMID [1]

6 Meaningful

- Does it resonate with the **user's values** or **beliefs**?
- Does it create a **connection** or **emotional engagement**?
- Does it contribute to a deeper sense of **purpose or fulfillment**?

EXPERIENCES



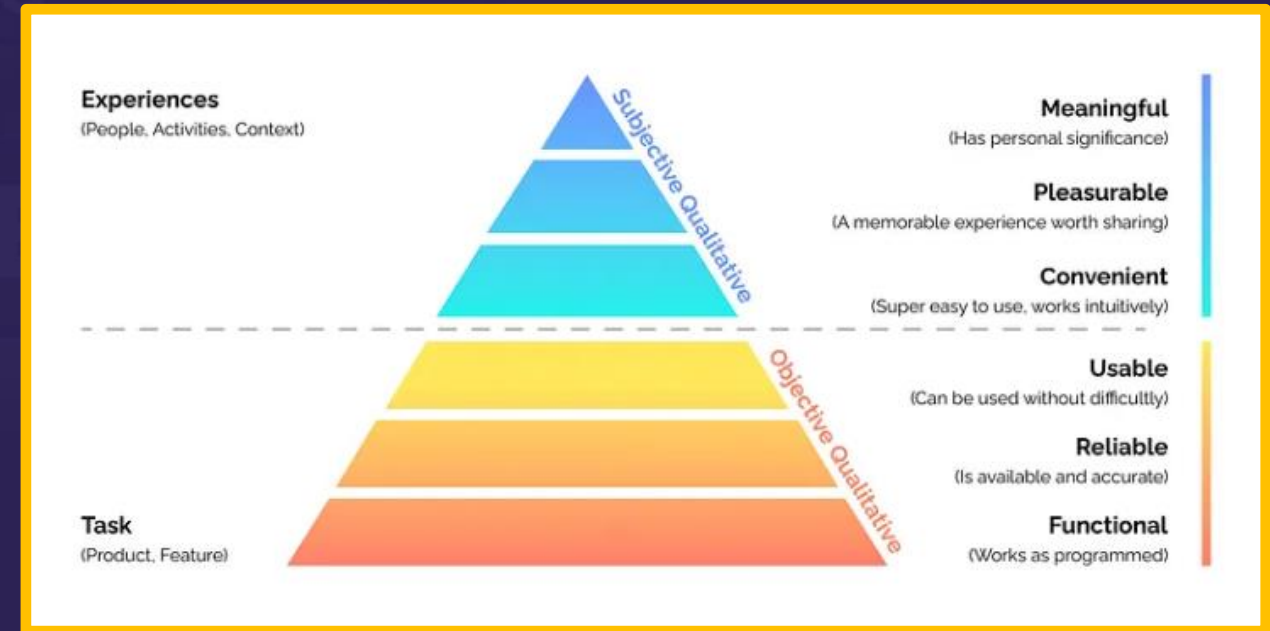


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EVALUATING UX USING THE UX PYRAMID

By **considering the questions at each level** of the UX pyramid, you can **thoroughly evaluate a design** to ensure it meets the various criteria for a **successful user experience**. [1]





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The UX Pyramid Exercise



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EXERCISE

- Take the concept of the **UX Pyramid** covered in this presentation and try to **apply this to your case study for ASSESSMENT 1**.
- See if breaking the experience down into the **two main areas** (Experiences and Tasks) and **six sub-categories** (Meaningful, Pleasurable, Convenient, Useable, Reliable,) allows you to make progress with your **analysis**.
- Don't forget to **mention using the UX Pyramid as part of your analysis** in your report - and include references if you use imagery or sources related to this!



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The UX Pyramid

BIBLIOGRAPHY

- [1] Sakai, W. (2023). Medium.com. UX Pyramid: How To Evaluate the Design [online]
<https://medium.com/@design.wkn/ux-pyramid-how-to-evaluate-the-design-aa2304df7fb6>
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