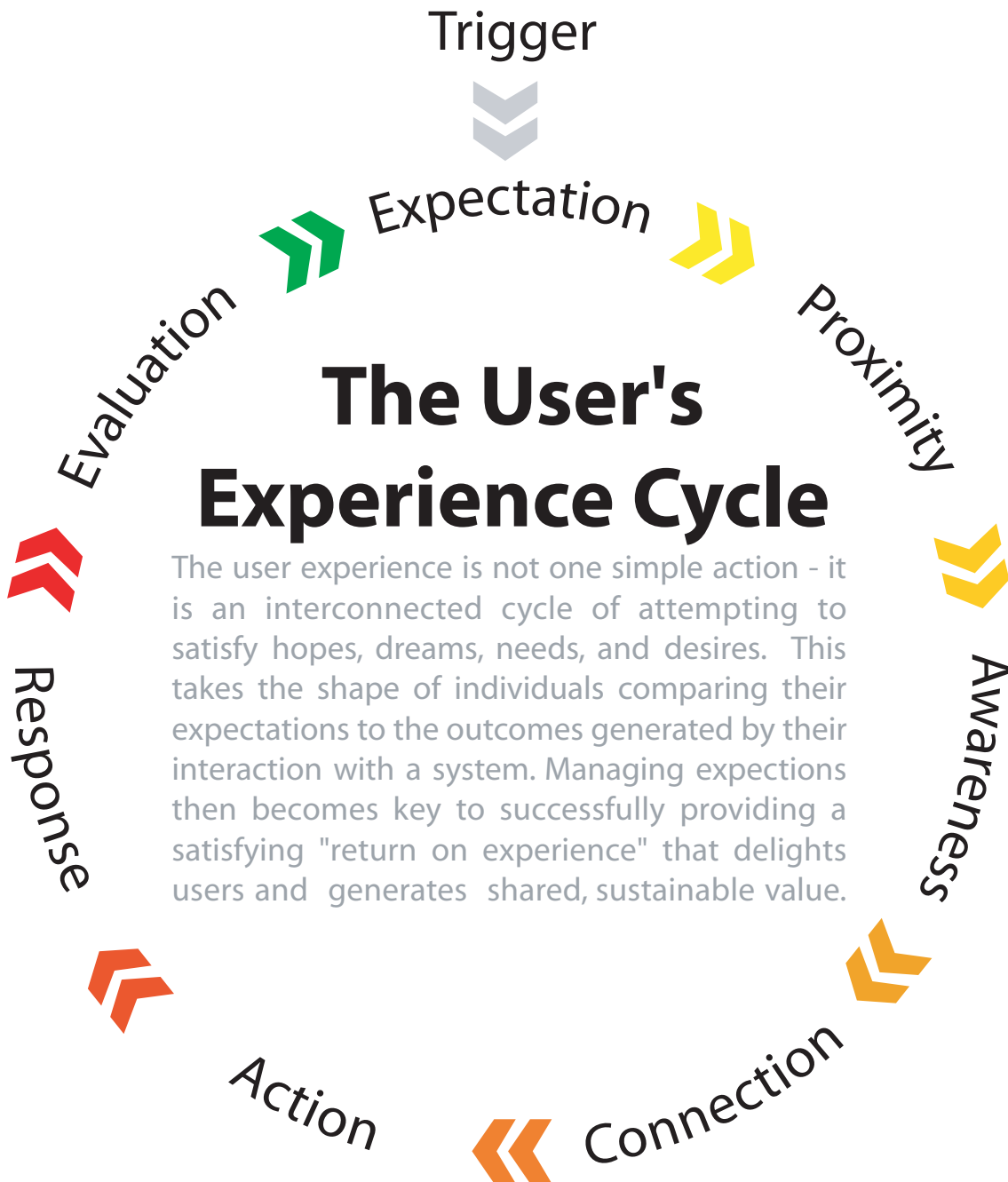


# The Elements of the User's Experience



### » **Trigger**

Some circumstance triggers a need and a corresponding expectation of satisfaction.

### » **Expectation**

What does the user expect to do, how do they expect to do it, what do they expect to get out of it in the end?

### » **Proximity**

How close is the user to the necessary part of the system? Are they on the right webpage, near the instore kiosk, or next to the information desk at the airport?

### » **Awareness**

Does the user notice the necessary part of the system - the link, the kiosk, or the information desk? Or are they distracted by something else, like a spinning logo?

### » **Connection**

Does the user make the connection between their need and the necessary part of the system? Do the system cues match their expectation so that they can make this connection and then act on it?

### » **Action**

Can the user take action, or is there a mismatch with how they expected to act and the actual action required?

### » **Response**

The system provides a response to the user's action - is it the expected response? Does it meet the need?

### » **Evaluation**

The user compares the response with the expectation. Based on this comparison, the user will adjust their expectations.

- If expectations are managed well, and are met consistently, the user will continue the cycle until their initial need is satisfied.
- If expectations are not met, the user will stop using the system and try other channels or abandon the goal for the time being.