

What is User Experience? Take the Quiz

- An **impression** someone gets when interacting with products, services, spaces, brands, systems, and organizations
- A **field of study** focused on how people behave in technology-enabled contexts and how to creatively address human needs
- A **profession**, with careers, occupations, and roles such as user researcher, information architect, user interface designer, and usability engineer
- A **team** that defines, designs, and delivers solutions for customers, employees, business partners, citizens, and other groups of people
- A **human-centered process** (with methods like field research, design concept exploration, prototyping, and solution evaluation) used for business and social impact
- An element of **digital transformation** in industries like manufacturing, health care, financial services, automotive, education, and retail
- A **buzzword** misunderstood in business
- All of the above
- None of the above

Agree? Disagree? Let's discuss!



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