# Article information:

What is User Experience? | Liferay
<https://www.liferay.com/resources/l/user-experience>

# Article summary:

1. User experience (UX) is about how a person feels while interacting with a company's digital products or services, not just the design elements.

2. Designing for exceptional user experiences involves understanding users' needs and priorities, as well as focusing on aspects such as usability, accessibility, and credibility.

3. Uniting user experience and customer experience can create a feedback loop that balances customer needs with business goals, leading to better understanding of users, long-term customer loyalty, and consistent user experiences across all devices.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article provides a comprehensive overview of user experience (UX) and its importance in the digital age. It highlights the key aspects of UX, such as usability, desirability, accessibility, credibility, findability, and value. The article also discusses the relationship between user experience and customer experience, emphasizing the need for companies to unite these two roles to create a balanced feedback loop.

One potential bias in the article is its focus on the benefits of investing in user experience without addressing any potential drawbacks or challenges. While it is important to highlight the positive impact of UX on customer satisfaction and loyalty, it would have been beneficial to also discuss any risks or limitations associated with implementing UX strategies. For example, there could be financial constraints or resource limitations that may hinder a company's ability to prioritize user experience over other business objectives.

Additionally, the article does not delve into any potential criticisms or counterarguments against the importance of user experience. It would have been valuable to explore different perspectives on whether investing in UX always leads to measurable value for a business or if there are instances where focusing on other areas may be more beneficial.

Furthermore, the article could have provided more evidence or case studies to support its claims about the benefits of user experience. Including real-life examples of companies that have successfully implemented UX strategies and seen tangible results would have added credibility to the argument presented in the article.

Overall, while the article provides a good introduction to user experience and its significance in today's digital landscape, it could benefit from a more balanced approach that considers potential drawbacks, criticisms, and alternative viewpoints. By addressing these aspects, the article could provide a more well-rounded perspective on the topic of user experience.

# Topics for further research:

* Criticisms of user experience in digital marketing
* Challenges of implementing user experience strategies
* Alternatives to prioritizing user experience in business
* Risks of investing in user experience for companies
* Case studies of successful user experience implementations
* Different perspectives on the value of user experience in business

# Report location:

<https://www.fullpicture.app/item/0b283b72ceb6284e6b7c247a502d7cd1>