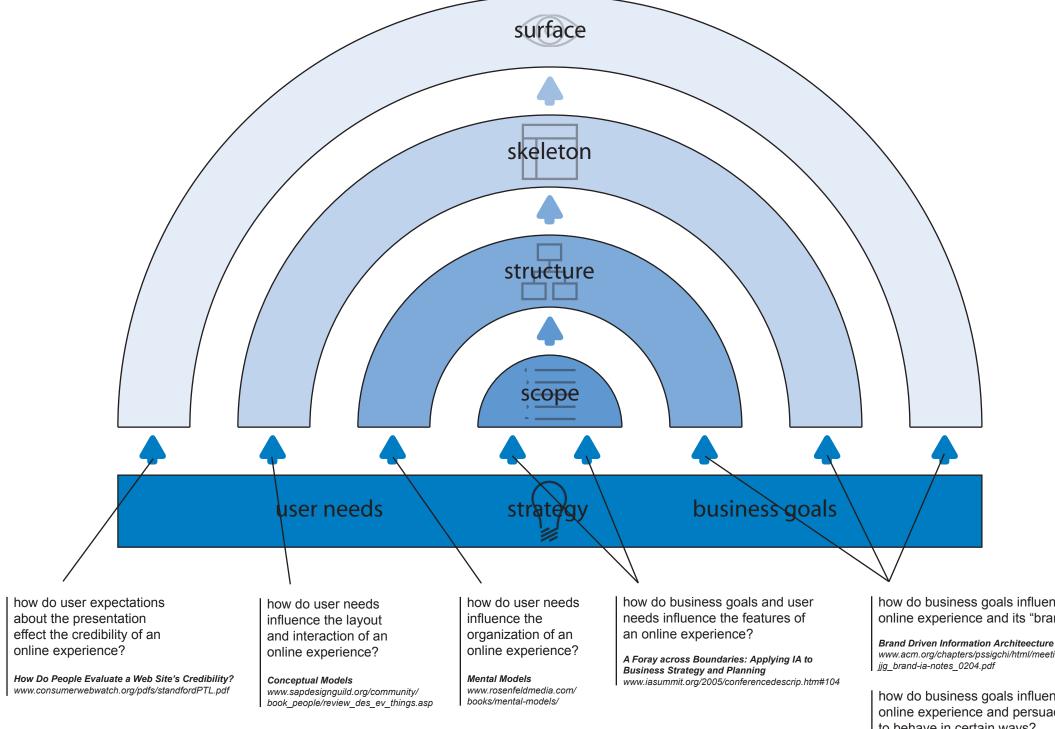# THE FORCES* OF USER EXPERIENCE

*force, noun: power to influence, affect, or control

Richard Dalton, 15th June, 2007
mauvyrusset.org

Based on Jesse James Garrett's "Elements of User Experience"

It always bothered me a little that Jesse's "planes" diagram could be interpreted to mean that only adjacent planes influenced each other. So here is my version, with some thoughts about the additional "forces" acting from the strategy plane.

surface

skeleton

structure

scope

user needs   strategy   business goals

how do user expectations about the presentation effect the credibility of an online experience?

How Do People Evaluate a Web Site's Credibility?
www.consumerwebwatch.org/pdfs/standfordPTL.pdf

how do user needs influence the layout and interaction of an online experience?

Conceptual Models
www.sapdesignguild.org/community/ book_people/review_des_ev_things.asp

how do user needs influence the organization of an online experience?

Mental Models
www.rosenfeldmedia.com/ books/mental-models/

how do business goals and user needs influence the features of an online experience?

A Foray across Boundaries: Applying IA to Business Strategy and Planning
www.iasummit.org/2005/conferencedescrip.htm#104

how do business goals influence the online experience and its "brand"?

Brand Driven Information Architeecture
www.acm.org/chapters/pssigchi/html/meetings/ jjg_brand-ia-notes_0204.pdf

how do business goals influence the online experience and persuade people to behave in certain ways?

Persuasive Technology
www.persuasivetechnology.com