

# How “User Experience” Shapes Your Everyday Life



**ExLibris**  
Part of **Clarivate**



# What is design?



# I'm Yael Beller

Product owner for **Leganto**



- UX expert
- M.Sc. Industrial psychology – Human factors & cognitive psychology

# Everything is designed





# Everything is designed



# What is UX?



<https://slidesgo.com>

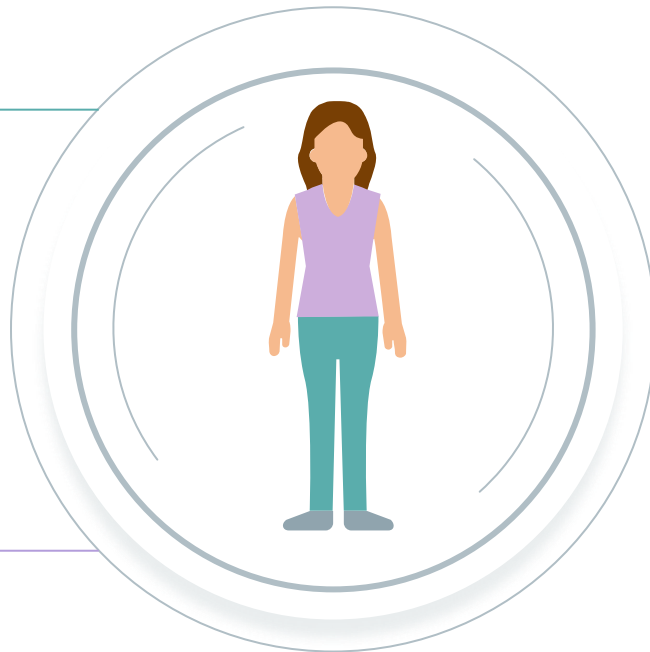


# What is UX?

**User capabilities**



**Goals**



**environment**

<https://slidesgo.com>



# Imagine scissors









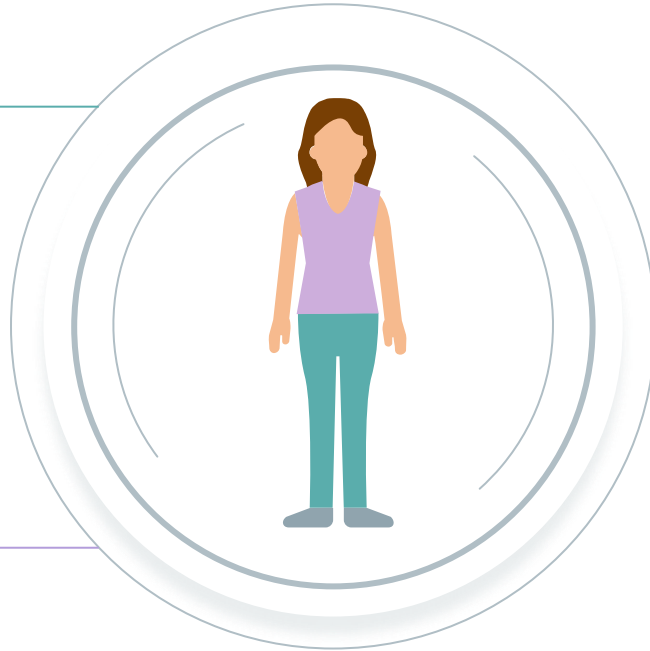




**User capabilities**



**Goals**



**environment**

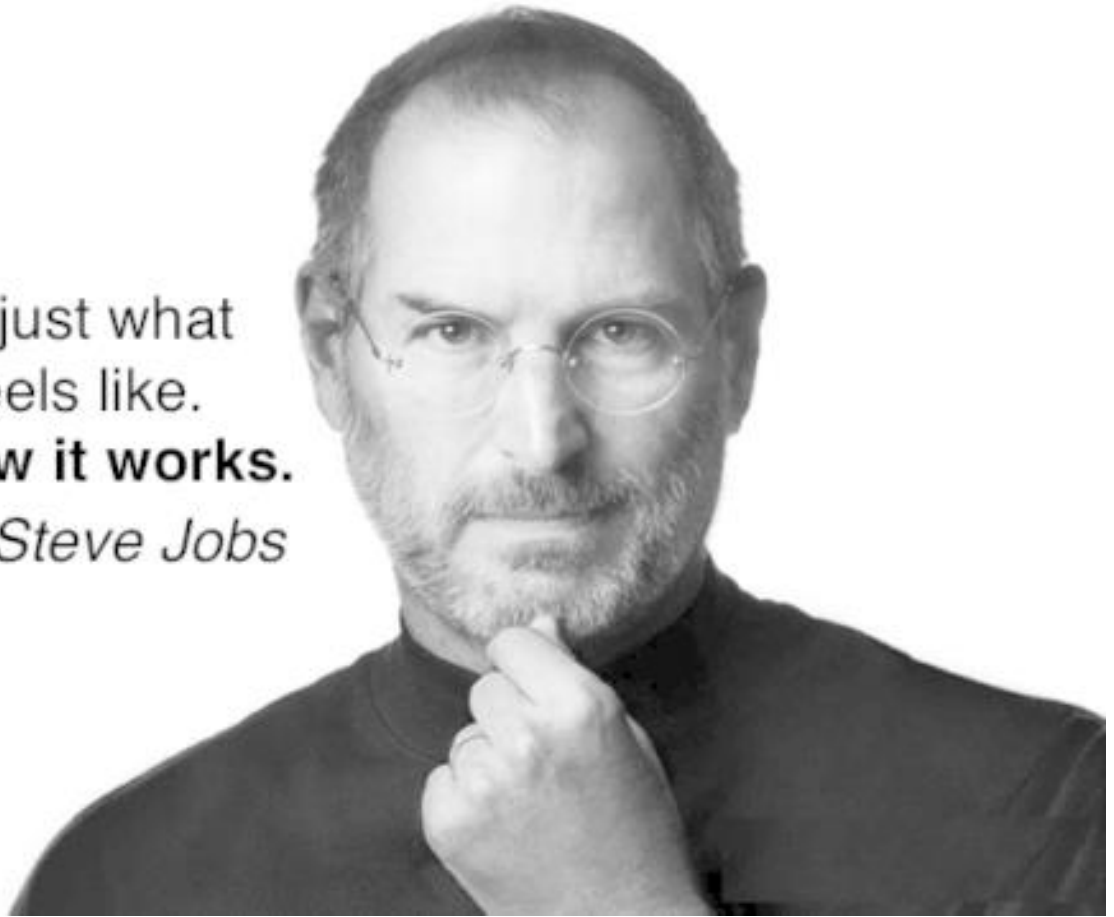
<https://slidesgo.com>





Design is not just what  
it looks and feels like.  
**Design is how it works.**

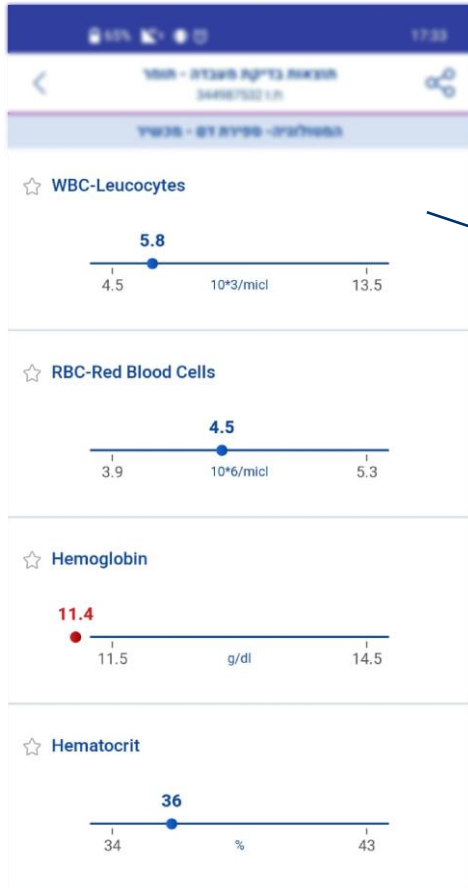
—*Steve Jobs*





# The Digital World





The screenshot shows the UCSF Health website. The header includes the UCSF Health logo and a search icon. Below the header is a banner image with the text "MEDICAL TESTS" and "WBC count". Below the banner are icons for a printer and a share button. The main content area is titled "Definition" and contains a paragraph explaining what a WBC count is, followed by another paragraph explaining that WBCs are also called leukocytes and listing five major types. Below this is a list of the five types. The section is followed by "Alternative Names" and "How the Test is Performed".

### Definition

A WBC count is a blood test to measure the number of white blood cells (WBCs) in the blood.

WBCs are also called leukocytes. They help fight infections. There are five major types of white blood cells:

- Basophils
- Eosinophils
- Lymphocytes (T cells, B cells, and Natural Killer cells)
- Monocytes
- Neutrophils

### Alternative Names

Leukocyte count; White blood cell count; White blood cell differential; WBC differential; Infection - WBC count; Cancer - WBC count

### How the Test is Performed



<https://datos-health.com>

# Complex systems – multiple users

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. A curved orange arrow is positioned below the letters, starting under the 'a' and ending under the 'z', pointing to the right.The Airbnb logo features a red, stylized icon of three interlocking loops on the left. To the right of the icon, the word "airbnb" is written in a bold, red, lowercase sans-serif font.





# Thank you!

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