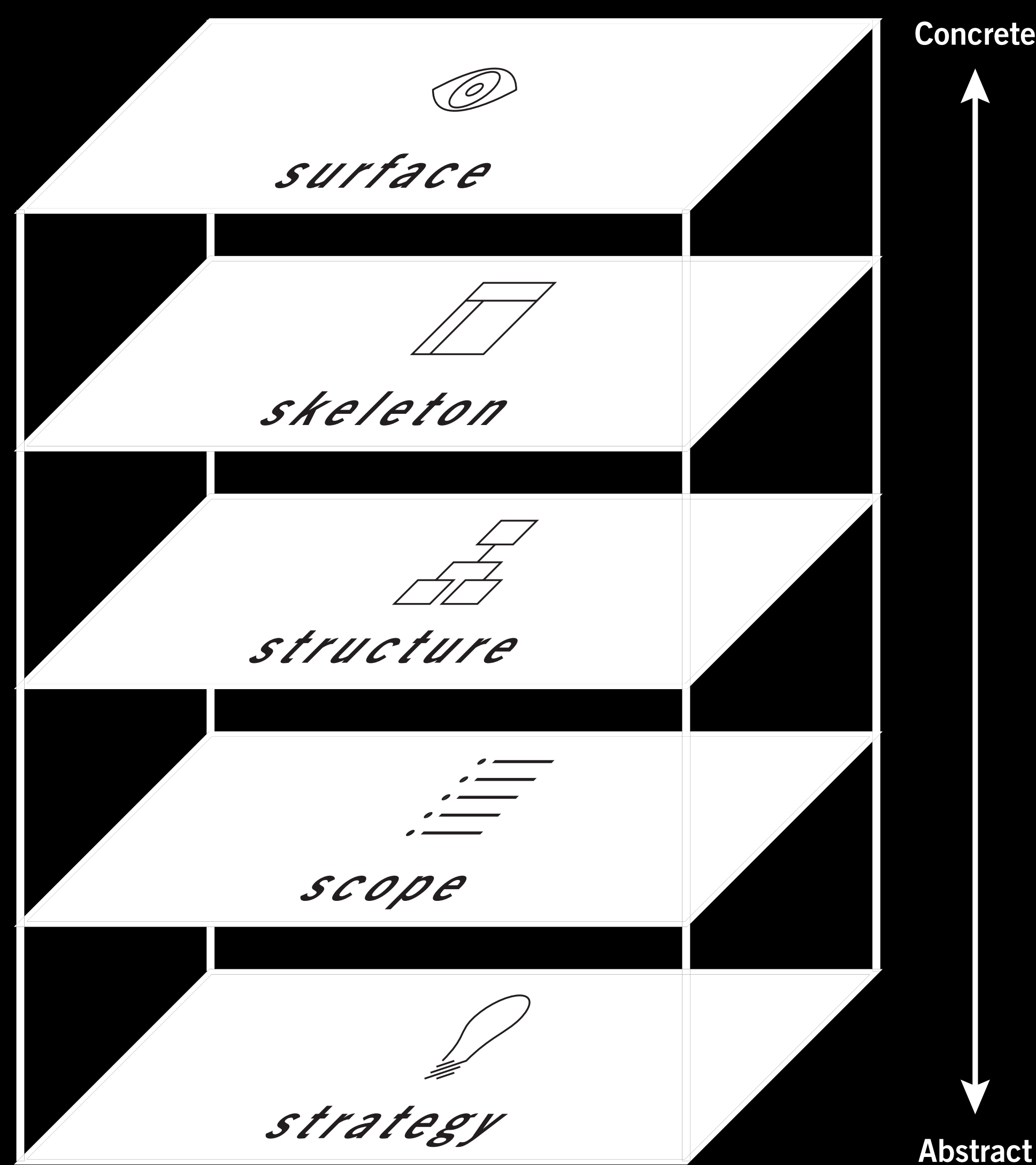# The **Elements** of User Experience
User-Centered Design for the Web
Jesse James Garrett (2002)

User Experience, Why it matters ?

We have a double-edged relationship with the products and services we use. They empower us and frustrate us; they simplify and complicate our lives; they separate us and bring us closer together. But even though we interact with countless products and services every day, we easily forget that they are made by people, and that someone, somewhere should get the credit when they work well for us—or get the blame when they don't. Arguing about his point, J.J. Garrett proposes his designed model for **Elements of User Experience** to help plan and design website and digital interface projects efficiently.
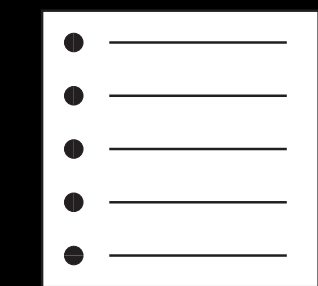

## Designing a Chair with the Elements Model

Following the elements model from bottom to top, we can design meaningful physical products that result in better user experience scenarios while using the products.
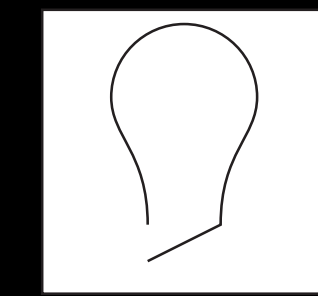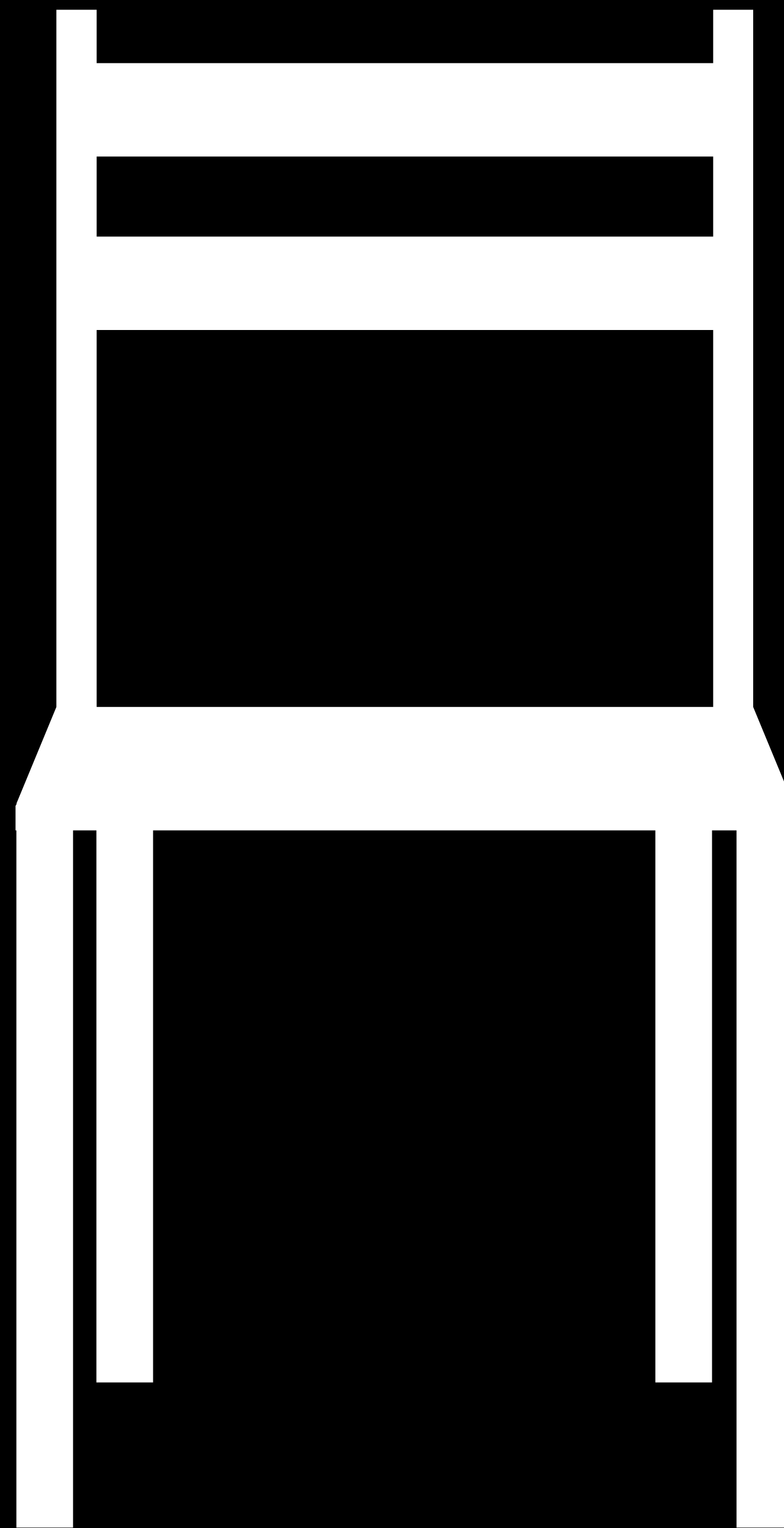

The Strategy Plane:
Here we decide, what kind of chair we want to make and why, we define the USPs of our chair idea and set demographics of users.

The Scope Plane:
Based upon our Strategy, now we plan our project and define core features of our Chair and do a feasibility study of our propositions. Decisions like material, form and production methods are made here.
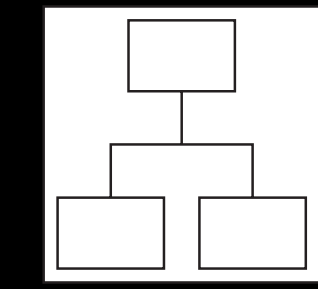
The Structure Plane:
Based upon the results from Scope Plane, now we plan the structure of our project Chair, what will be components needed for Chair, how they will fit in together, how the users will use them and get benefited.
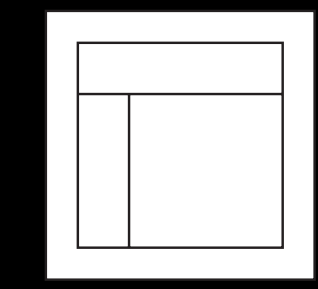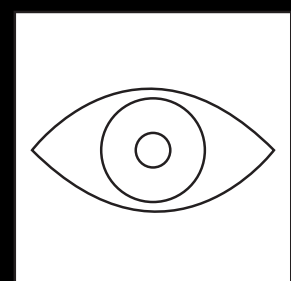
The Skeleton Plane:
At this stage we decide the form, design and drawings of the Chair. By the end of this Plane, we will have the whole Chair designed and ready to be prototyped.
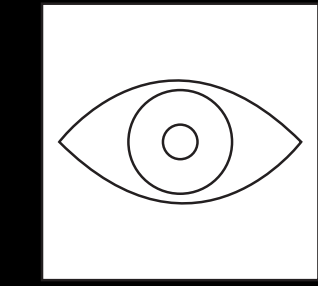
The Surface Plane:
The final Plane suggests to decide appearance of the Chair, like colour of paint, prints motif, design of fabric upholstery, packaging, branding. This Plane concludes the Design process by finalising the aesthetic elements of the projects.

The Five Planes

The user experience development process is all about ensuring that no aspect of the user's experience with your site happens without your conscious, explicit intent. This means taking into account every possibility of every action the user is likely to take and understanding the user's expectations at every step of the way through that process. It sounds like a big job, and in some ways it is. But by breaking the job of crafting user experience down into its component elements, we can better understand the problem as a whole.
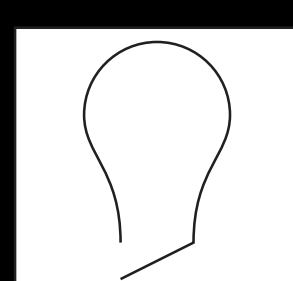
The Surface Plane:
brings everything together visually: What will the finished product look like?
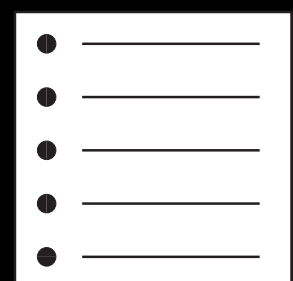
The Scope Plane:
transforms strategy into requirements: What features will the site need to include?
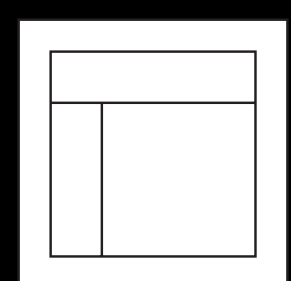
The Skeleton Plane:
makes structure concrete: What components will enable people to use the site?

The Strategy Plane:
is where it all begins: What do we want to get out of the site? What do our users want?
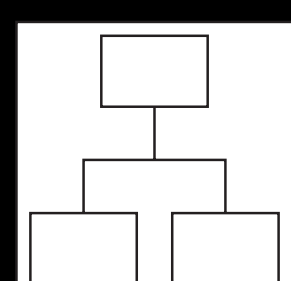
The Structure Plane:
gives shape to scope: How will the pieces of the site fit together and behave?

Conclusion

User experience is not about the inner workings of a product or service. User experience is about how it works on the outside, where a person comes into contact with it. Jesse James Garrett, is one of the leading fellows from user experience and interaction design field, who first coined several terms for standarising methods and principles for this field. His book became the most saught after literature in digital interface design discipline.

Today, with a lot of advancement in technology, the way we consume information has changed, there are various different kinds of devices that have been introduced to market since 2002. Though the principles remain the same at core for designing a good user experience, but somehow there are many other several factors that have been introduced to address the demands from different kinds of digital interface design projects. User experience today is not what it was in 2002, still this book remains relevant as a starter point for someone who wants to understand user experience design for digital interfaces.