

5 Great UX Infographics

A lot happened in the world of user experience this past year. Key trends ranged from micro-interactions, wearable technology, further expansion of gestures, to responsive design, augmented reality and an increase in personalization strategies. It's a lot to swallow, and obviously, all of these are still evolve and will continue to well into next year.

With that said, here are 5 infographics that are great in conveying some of the key trends shaping user experience this year.

1. How do Colors Affect Purchases?

Sometimes it's the simplest things that can make the biggest difference. One small factor in UX that can make a huge difference is color. In fact, 85% of shoppers rate color as a primary reason for why they buy a product. It's important to use the right colors to get the most out of your UX.

This infographic by Kissmetrics will guide your through making the right color choices for your design. The infographic describes the emotions associated with each color so that you can choose the one that best fits with your overall design. It also talks about which colors best appeal to which type of consumer so that you can tailor your design to appeal to your customer base.

<http://ux.walkme.com/infographic-colors-affect-purchases/>

2. Making a Strong Business Case for the ROI of UX

Experienced Dynamics released this great infographic, which focuses on the strategy of strengthening user experience in order to establish an equally strong business case.

Supported by statistics to show the effectiveness of improving user experience, the infographic shows how it can help and what it can help with. For instance, UX activities can reduce development efficiencies by 33-50%. Furthermore, it touches on the benefits gained from UX, proven results, and uses examples of other companies that have utilized UX as well. The infographic has listed its sources as well to verify its facts and allow others to research more in-depth independently.

<http://ux.walkme.com/infographic-making-strong-business-case-roi-ux/>

3. The Psychologist's View of UX Design

This infographic is from the viewpoint of Susan Weinschenk, a psychologist who "[takes] research and knowledge about the brain, the visual system, memory, and motivation and extrapolate UX design principles from that."

Weinschenk touches on seven tips for businesses to utilize to improve the user experience based on the human psychology. For example, she mentions how human memory is complex, with most users being able to remember only 3-4 things at a time. From this infographic, valuable information on how to tailor

and improve user experience for consumers can be attained. Her points are supported in a clear, concise matter with images to clarify her point for a better understanding.

<http://ux.walkme.com/infographic-psychologists-view-ux-design/>

4. How to Become a UX Designer

Maybe you're interested in a career in UXD, but where should you start? This infographic from Schools.com looks at how to go about becoming a user experience designer.

It does a great job of offering some examples of the kind of projects UXD works on, while also exploring the education and necessary skills to be successful in UXD. The infographic is also a great tool for UX professionals as it outlines key tools and skills you can use to design better UX.

<http://ux.walkme.com/uxd-infographic-become-ux-designer/>

5. UX Designer vs. UI Designer

UX and UI designers work in a pretty similar environment. But their roles are quite different from each other. For instance, while a UX designer will focus more on task flows and scenarios, a UI designer will tend to think more about colors and typography. While a UI designer will tend to focus more on visual design, a UX designer will be more interested in human centered designs. Well, there are quite a few similarities and differences between these two professional occupations. Be sure to check out this high quality infographic created by Ana Harris.

<http://ux.walkme.com/great-infographic-ux-designer-vs-ui-designer/>