

User EXperience

By Paul Turner

You think of an experience,
Another's experience.

Interactions,
Human-factored,
Machine-assisted

But users experience it.
And you tap out U dot X dot, then U sans X—what?
Your ex, without you—a diversion.

Measure it, compare it, slice it,
Shrug at the shrill edge cases.
Tap on the new sweet spots, record all the predictable stuff.

For a change, for a lift,
Online tracking, A/B and multivariate testing:
This and that new that.

After the test, think of a revised experience to deliver on,
Turning the grain-grinding stone toward sense and better practices,
And begin again.