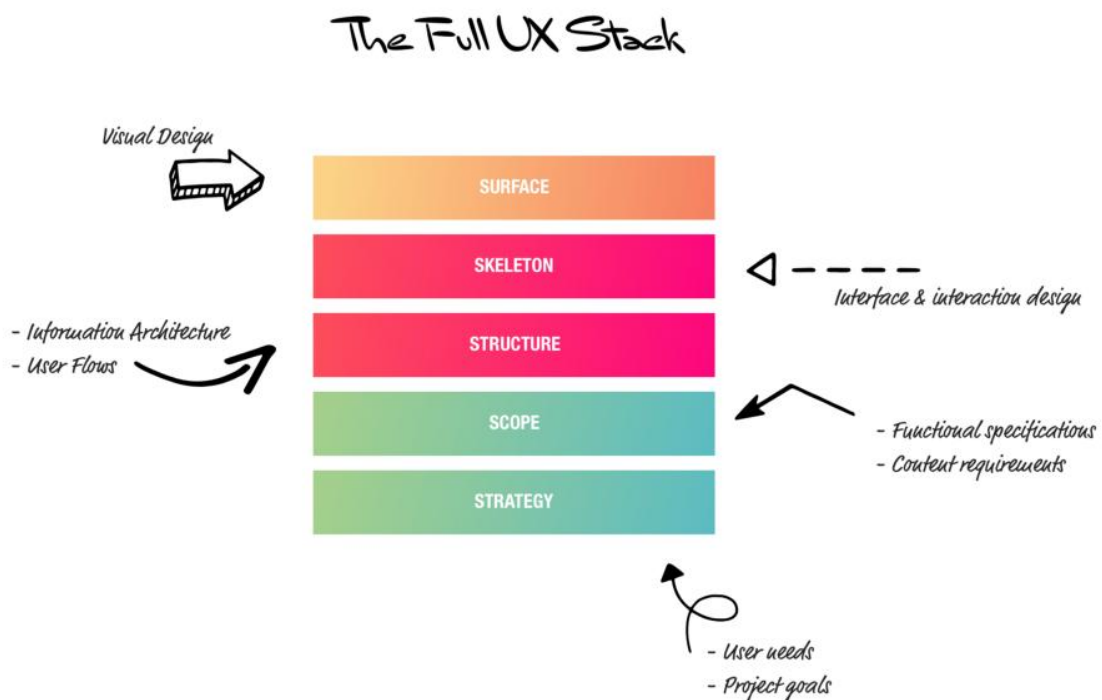# UX Full Stack and UX Pyramid

UX is a mindset that should be shared by the whole team. It is the team's way of empathizing with your users and being inquisitive about what they want. In this way UX isn't a single step in a process but a skill that must be applied at each stage.

UX Full Stack

Let's walk through the full UX Stack to see what questions UX can help the team answer, starting with the initial strategy and scope phases where the concept is taking shape. UXD can answer some fundamental business questions:

1. Do users need the product you are making?
2. Do they want it enough that they will either pay for it or if it is free, spend time looking for it and learning to use it?
3. Are you missing a key feature they will need?
4. Are you spending time building features they will never use?

Next, once we have decided *what* to build we need to decide *how*. It is in the structure and skeleton phases where the project really takes shape and a good UXD can help answer some critical implementation questions:

1. How should the content be organized so that users can easily find it?
2. Will users find your App easy to use? Where do they get confused or lost?
3. What content is needed and how should it be written to be most engaging?

Lastly we need to focus on the surface of the product. What is the product going to look like visually? This is an important step because a user's first impression is critical. UXD can help with the following:

1. What should the visual tone of the product be?
2. How do users feel when they see your product? Do they trust it?
3. It the product visually appealing and does it spark joy?
4. Is the visual design usable and accessible?

The UX Pyramid

With such a broad and varied definition it can be difficult to find ways to benchmark or measure User Experience. The UX Pyramid is an excellent framework for categorizing UX effort and tracking progress.

- Levels 1 to 3 of the Pyramid concentrate on a user's ability to achieve a desired task. Can they use the system to achieve a beneficial outcome?
- Levels 4 to 6 go on to focus on the user's experiences while using the product or service. Do they enjoy using it? Does it make their life better?

Many budget-focused businesses only see value in achieving up to level 3, thereby missing out on improved customer loyalty, customer advocacy, customer spend and many other incredibly beneficial outcomes that stem from an engaged customer.

The UX Pyramid
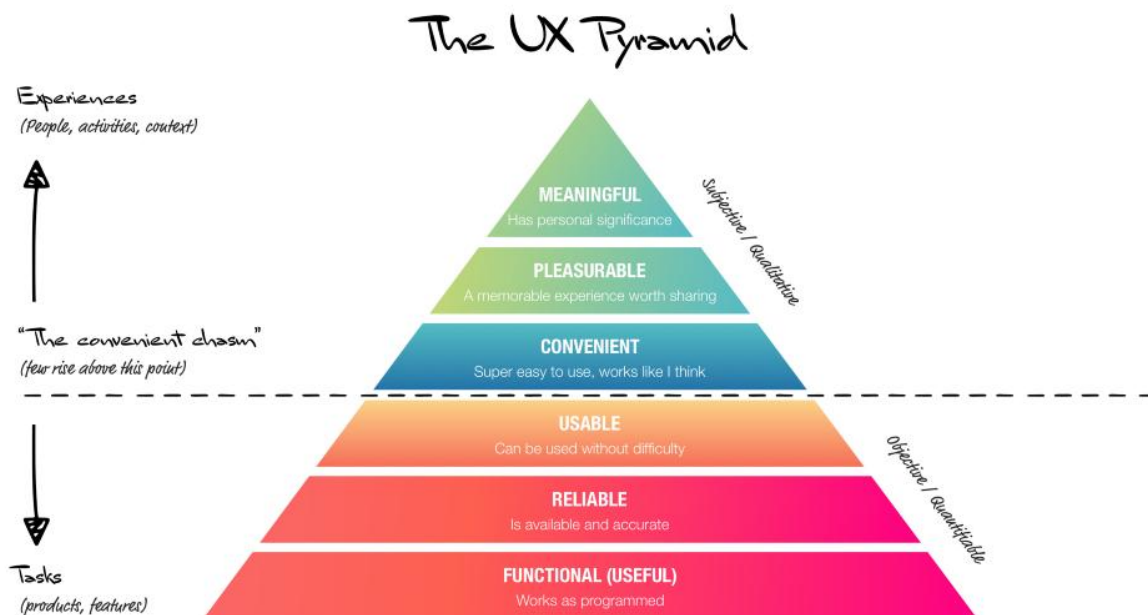
Level 1: Functional

Does it work?

Characteristics:

- No bugs, errors and outages

- Uses current technologies (doesn't rely on old technologies like Flash that don't work on phones or tablets)

- It has some purpose; someone has a need for it

- Includes all key features

- Works in all modern browsers

- Passes basic accessibility

Level 2: Reliable

Is it available and accurate?

Characteristics:

- Loads in reasonable time, even in peak periods

- Content is current and accurate

- Data is clean and reliable

- Password resets are sent/received promptly

- It can be used effectively on mobile devices and standard device types

Level 3: Usable

Can it be used without difficulty?

Characteristics

- Users don't get lost or confused

- Users can easily find the content or products they are interested in

- The site doesn't rely on constant help messages or long instruction manuals

- It has a short learning curve

- Users don't rely on 'hacks' or workarounds to use it

- Call centers aren't swamped with basic enquiries

- Meets basic UX heuristics and best practice

Level 4: Convenient

Does it fit in with my life and work the way I want?

Characteristics

- Users want to use it

- Users actively find situations and reasons to use it more

- Users recommended, up-vote and rate it

Level 5: Pleasurable

Is it an enjoyable experience that's worth sharing?

Characteristics

- Users invest themselves into it

- Users promote, share and evangelize it

- It becomes part of the user's regular routine

Level 6: Meaningful

Does it have personal or social significance?

Characteristics

- Users love it; it brings meaning to their life

Source: