

# User Experience (UX) Tools

Understanding your audience is an essential part of creating your brand and setting specific goals. UX Tools help you understand your audience and inform your website design.

Not everyone will use website the same way. You will need to take into account their different needs, goals, tasks, and frustrations.

User Experience (UX) is the overall experience of a person using a website, especially in terms of how easy or pleasing it is to use. UX Design is a process designers use to create products that provide meaningful and relevant experiences to users.

User Experience tools can be help you further develop your understanding of your users and goals. especially if you are feeling stuck and unsure of what to do.

## User Personas

User personas are “characters” that you create to represent your ideal audience. Marketers and designers use User Personas as checkpoints to make sure they are on the right track.

More About User Personas:

- <https://www.usability.gov/how-to-and-tools/methods/personas.html>
- <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>
- <https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/>
- <https://www.hotjar.com/blog/user-personas/>

## User journey maps

User journeys imagine where users are coming from when they interact with you, and what they are looking for?

More About User Journey:

- <https://www.optimizely.com/optimization-glossary/user-journey-map/>

## Core Modeling

Take the user’s primary actions and needs and the businesses primary goals and find the overlap.

More About Core Modeling:

- <https://usability.yale.edu/understanding-your-user/journey-maps-personas>
- <https://medium.com/phuse/core-models-a-surprisingly-simple-solution-to-content-driven-design-932654aaea9e>
- <https://alistapart.com/article/the-core-model-designing-inside-out-for-better-results/>

