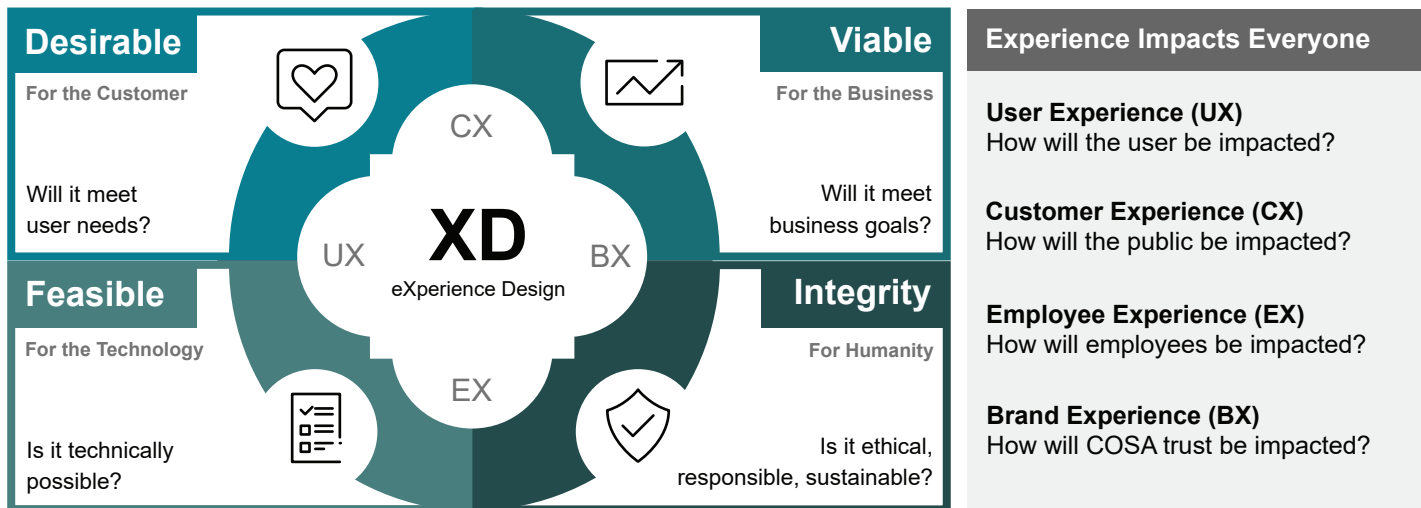


Build a Better Experience with COSA eXperience Design (XD)

Trust, Quality, and Effective Access through Human-Centered Design and Data Informed Decisions.



Common XD Terms

Customer experience (CX) design

CX design explores the customer's journey, what they are doing and how they intersect with other services. This often includes the front of house and how it intersects with the back of house, or 'agency'.

Design thinking

Design thinking is about the act of applying design methodology and tools to problem solving. It doesn't dictate the medium or focus of design, whether it be tangible or intangible. It has been applied to a wide range of contexts, from the design of products through to organizational strategy. Design thinking is another way to describe the HCD approach.

Interaction design (IXD)

Interaction design (IXD) is concerned with the structure and behavior of interactive systems. While originally focused on the interaction between people and digital interfaces, it has evolved to include the interactions between people and their environment - including products and services.

Service design

Service design is specifically about the process and act of designing end-to-end services, rather than a specific touchpoint or interaction, thing, organization, or systems.

Usability testing

Usability testing refers to evaluating a product or service by testing it with representative users. Representative users interact with a product or system to identify any usability problems and provide feedback on their level of satisfaction with the product against the intended purpose.

User centered design (UCD)

User-centered design (UCD) is a variation on human-centered design having a premise that the users of the product or services' are at the center of the design process. UCD is a term that has largely been applied in industrial, product and technology design domains.

User experience design (UX)

User experience (UX) encompasses all aspects of the end-user's interaction with the company, its services, and its products. In contrast to CX, UX is often referred to in relation to the design of digital experiences; the process ensuring user satisfaction of an experience by improving the usability and accessibility of the digital interaction with the experience.