

**What in the world is
UX PSYCHOLOGY?**



tdagux.com

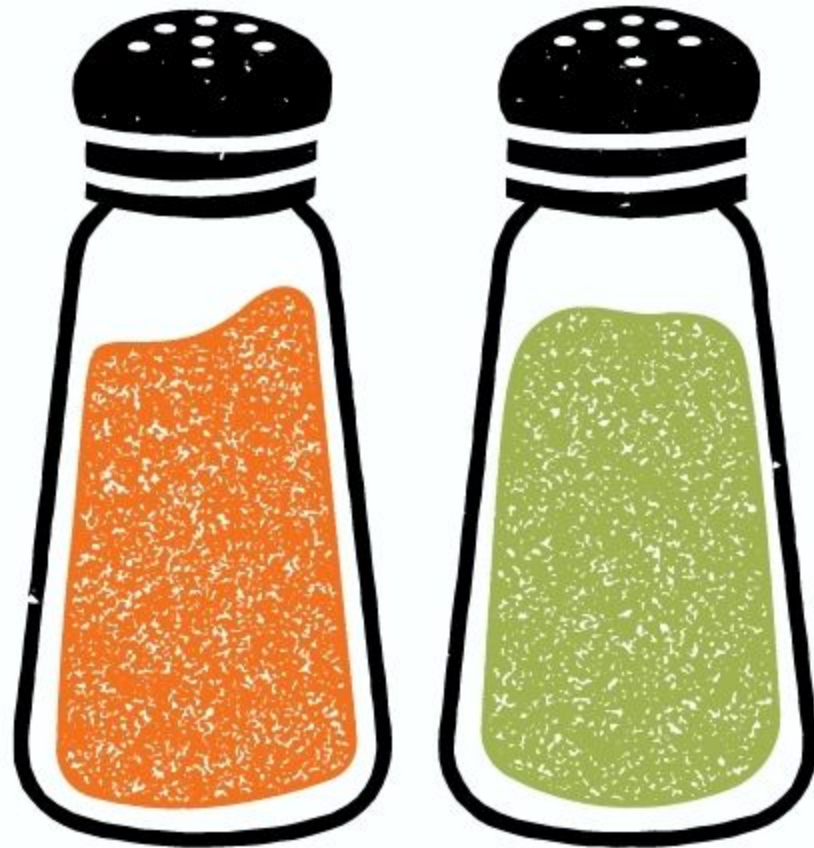


**The happy marriage
of psychology,
design and UX**



In other words, it applies principles of psychology to digital product design, for optimal UX

The recipe is simple



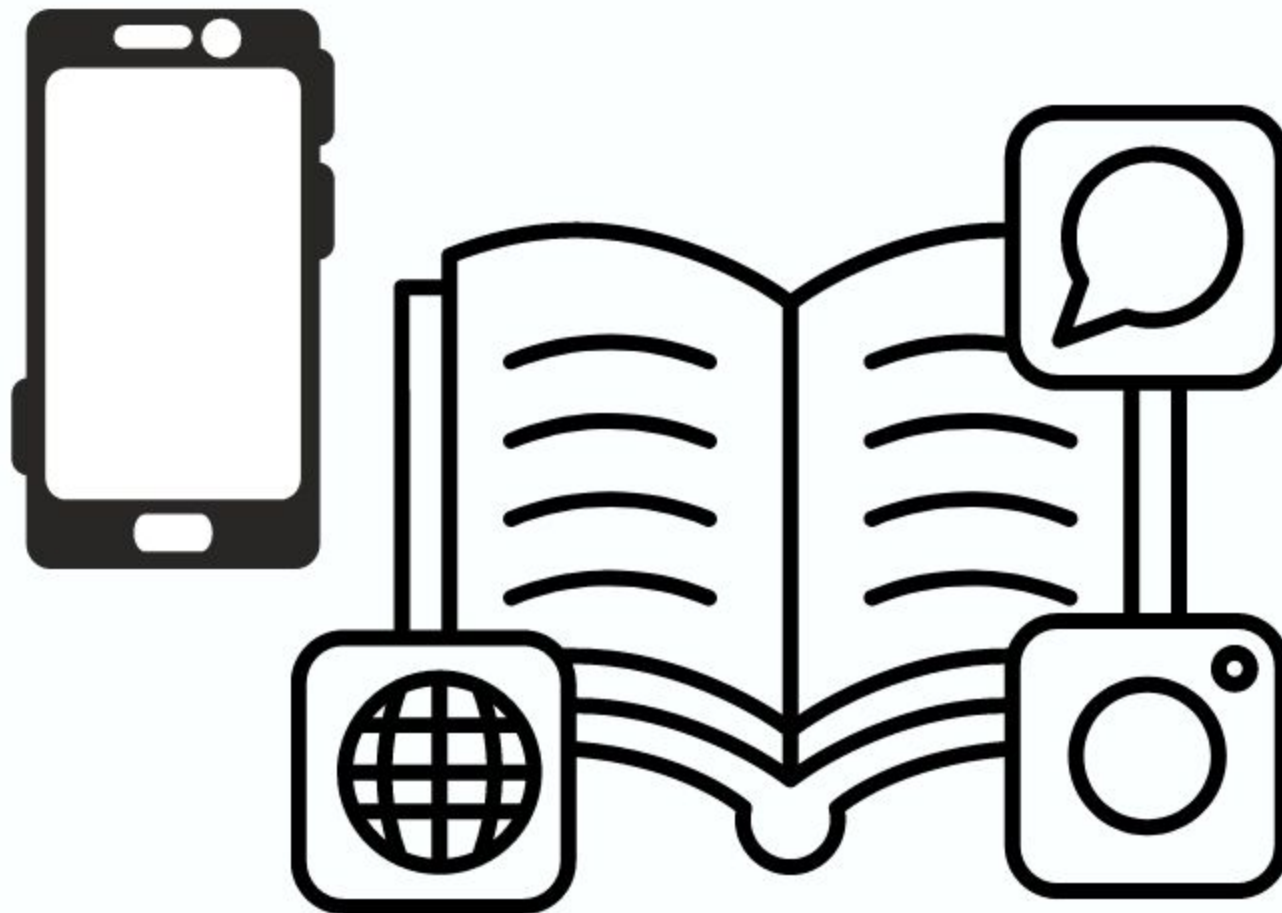


**Take some knowledge
of Cognitive Psychology**
(science of how we think)

**Add knowledge of
Behavioral Psychology**
(science of how we behave)



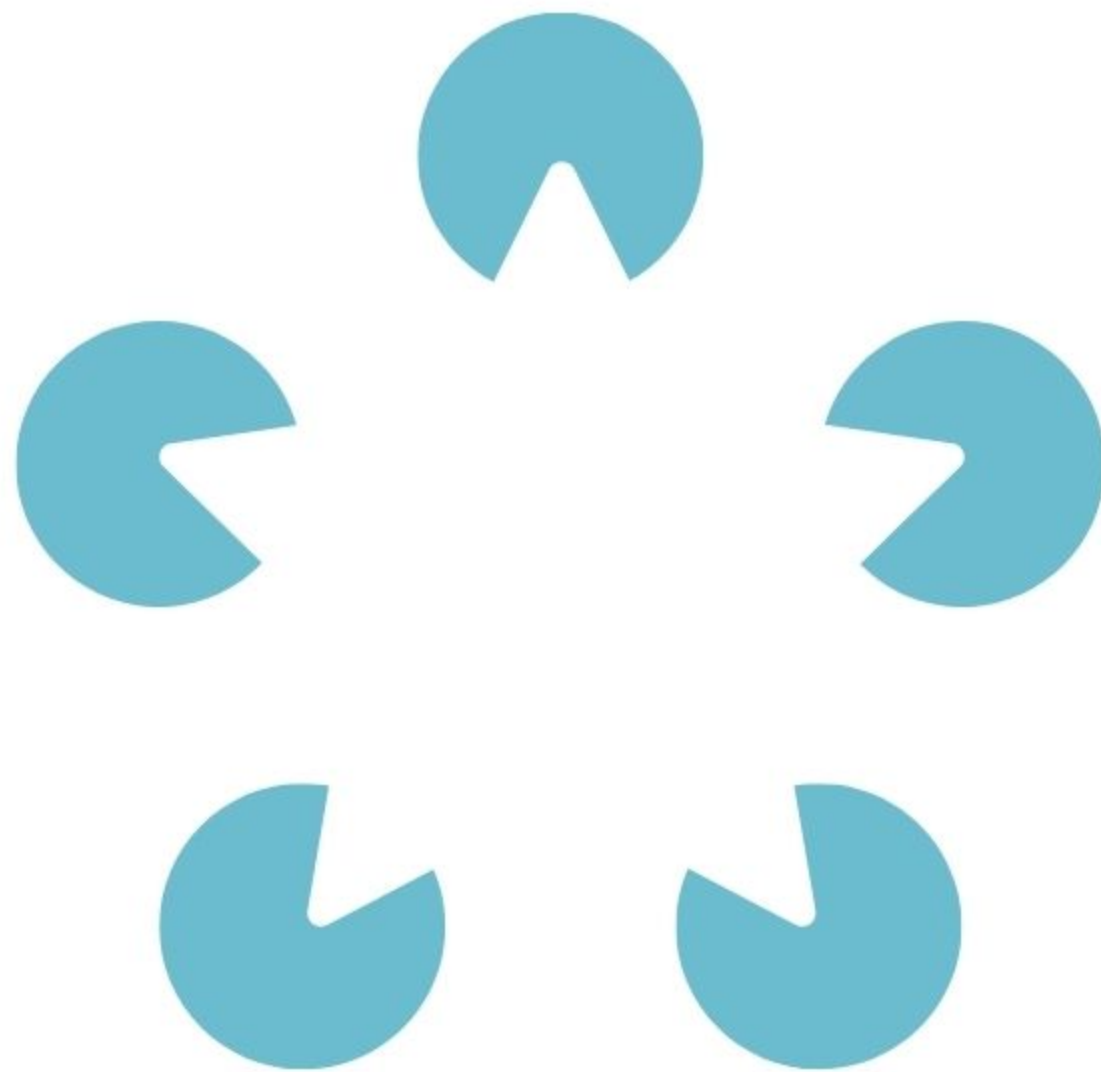
**Include some
Media Psychology**
*(how media affects
behavior & emotions)*



**Sprinkle on some
Social Psychology**
*(how social influences
affect behavior)*



Mix in good design principles



**Finish it off with
user empathy**



...and voilà!
The perfect product

FINDABLE

USABLE

DESIRABLE

FEASIBLE

**YOUR
PRODUCT**

VIABLE

ETHICAL

TRUSTWORTHY

ACCESSIBLE