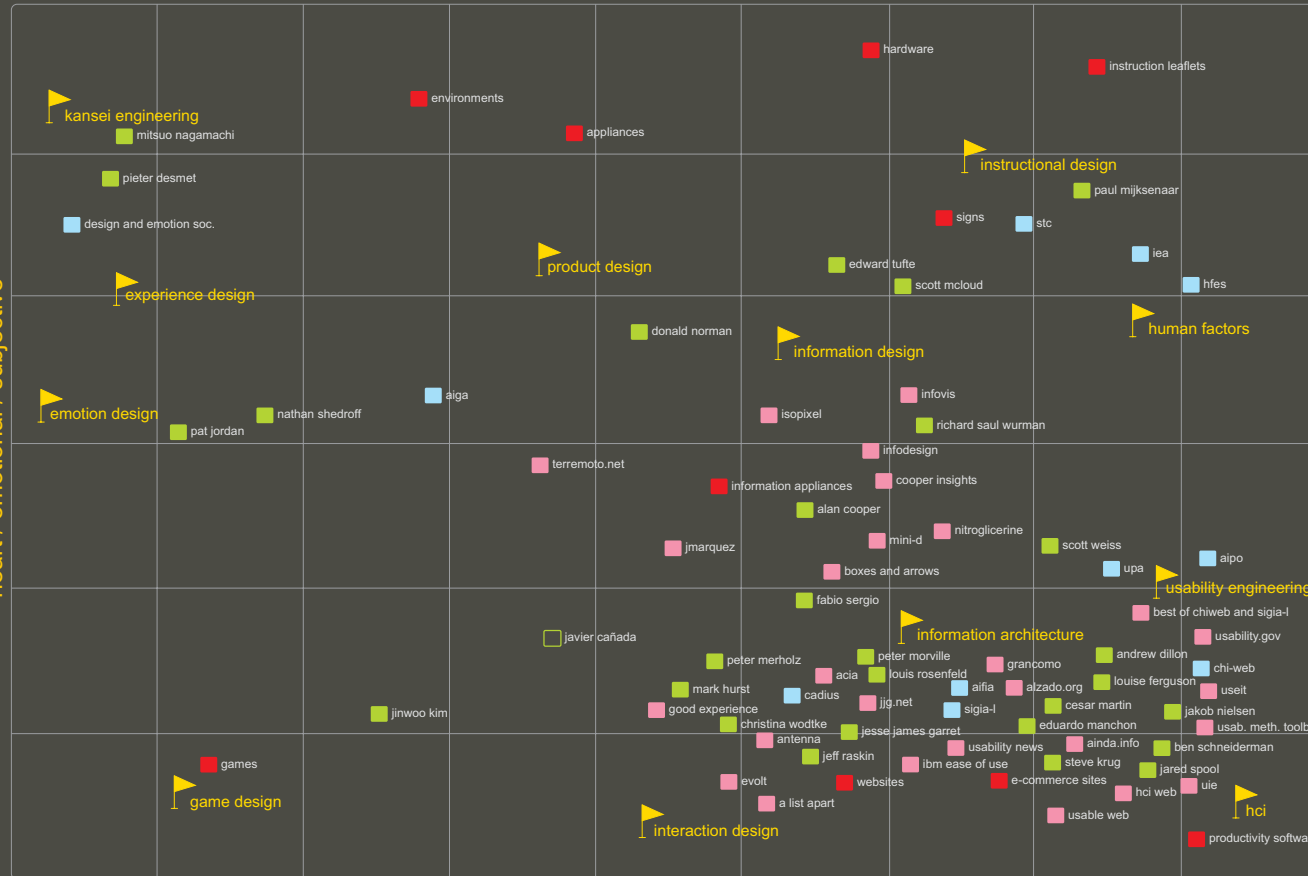


The User Experience Cosmos (v1.1)

A personal representation of our space



atoms / analog / mechanic



brain / rational / objective



heart / emotional / subjective



- key to this diagram:
- activities and disciplines
 - people
 - professional groups
 - products
 - online resources

bits / digital / electronic



- a list apart
- acia
- aifia
- aiga
- aindia.info
- aipo
- alan cooper
- alzado.org
- andrew dillon
- antenna
- appliances
- ben schneiderman
- best of chiweb and sigia-l
- eduardo manchon
- boxes and arrows
- edward tufte
- emotion design
- cadius
- cesar martin
- chi-web
- christina wotlike
- cooper insights
- design and emotion soc.
- game design
- donald norman
- e-commerce sites
- grancomo
- eduardo manchon
- edward tufte
- emotion design
- environments
- evolt
- experience design
- fabio sergio
- games
- good experience
- grancomo
- hardware
- hci
- hci web
- hfes
- human factors
- ibm ease of use
- iea
- infodesign
- information appliances
- information architecture
- information design
- instructional design
- instruction leaflets
- interaction design
- isopixel
- jakob nielsen
- jared spool
- javier cañada
- jeff raskin
- jesse james garret
- jinwoo kim
- jig.net
- jmarquez
- kansei engineering
- louis rosenfeld
- louise ferguson
- mark hurst
- mini-d
- mitsuo nagamachi
- nathan shedroff
- pieter desmet
- peter morville
- peter merholz
- product design
- productivity software
- richard saul wurman
- scott mcloud
- scott weiss
- sigia-l
- signs
- stc
- steve krug
- terremoto.net
- uie
- upa
- usability engineering
- usab. meth. toolbox
- usability news
- usability gov
- usable web
- useit
- websites

cosmos: n. the universe regarded as an orderly, harmonious whole.

This image is a graphical representation of the user experience field based on my own coordinates, references and perceptions. It is not a precise work, but neither were those first maps made by Mediterranean cartographers.

This diagram is based on one assumption: everything in the User Experience field ranges between bits and atoms, and points predominantly to the brain or the heart.

The map displays five different types of elements: people, web resources, professional groups, products and disciplines, and two axis: emotional-rational and analog-digital. Every element has been placed somewhere in the territory based on its nature.

Yellow is used for practices and disciplines. Their coordinates are assigned based both on the methods used and their outcomes.

Green is used for people known in the field for their contributions, new ideas or original viewpoints.

Blue is used for professional groups: associations, foundations, communities, etc.

Pink is used for online resources that offer original content and are relevant for user experience practitioners.

Red is used for products, which are the outcomes of the disciplines involved in user experience.

It is assumed that there are many elements missing in this representation. Further versions could include a different axis, categories or an increased number of points displayed. This work is open for revisions and reformulations.

For comments, questions or cries about the User Experience Cosmos, send an email message to:

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