

## Discovery – UX goals

This example is on choosing UX goals in the Discovery phase. This is an example from running a UCD Sprint for making the ucdsprint.com website.

v	Experience Goal Examples	
	<b>Sympathy</b>	To experience an urge to identify with someone's feeling of misfortune or distress
	<b>Kindness</b>	To experience a tendency to protect or contribute to the well-being of someone
	<b>Nurture</b>	Taking care of oneself or others
	<b>Respect</b>	To experience a tendency to regard someone as worthy, good or valuable
	<b>Admiration</b>	To experience an urge to prize and estimate someone for their worth or achievement
	<b>Worship</b>	To experience an urge to idolize, honor, and be devoted to someone
	<b>Love</b>	To experience an urge to be affectionate and care for someone
	<b>Relatedness</b>	To experience you have regular intimate contact with people who care about you rather than feeling lonely and uncared of
	<b>Fellowship</b>	Friendship, communality or intimacy
	<b>Popularity</b>	To experience that you are liked, respected, and have influence over others rather than feeling like a person whose advice or opinion nobody is interested in
	<b>Submission</b>	Being part of a larger structure
	<b>Self-actualizing</b>	To experience you are developing your best potentials and making life meaningful rather than feeling stagnant and that life does not have much meaning
	<b>Self-esteem</b>	To experience you are a worthy person who is as good as anyone else rather than feeling like a "loser"
	<b>Autonomy</b>	To experience you are the cause of your own actions rather than feeling that external forces or pressure are the cause of your action
	<b>Expression</b>	Manifesting oneself creatively
	<b>Dreaminess</b>	To enjoy a calm state of introspection and thoughtfulness
	<b>Desire</b>	To experience a strong attraction to enjoy or own something
	<b>Euphoria</b>	To be carried away by an overwhelming experience of intense joy
✗	<b>Joy</b>	To be pleased about (or taking pleasure in) something or some desirable event
	<b>Amusement</b>	To enjoy a playful state of humor or entertainment
	<b>Humor</b>	Fun, joy, amusement, jokes, gags
	<b>Enchantment</b>	To be carried away by something that is experienced as overwhelmingly pleasant
	<b>Fascination</b>	To experience an urge to explore, investigate, or to understand something
✗	<b>Discovery</b>	To find something new or unknown
	<b>Exploration</b>	To investigating an object or situation
	<b>Hope</b>	To experience the belief that something good or wished for can possible happen
	<b>Anticipation</b>	To eagerly await an anticipated desirable event that is expected to happen
	<b>Surprise</b>	To be pleased by something that happened suddenly, and was unexpected or unusual
	<b>Inspiration</b>	To experience a sudden and overwhelming feeling of creative impulse
	<b>Thrill</b>	Excitement derived from risk, danger
	<b>Sensation</b>	Excitement by stimulating senses
	<b>Stimulation</b>	To experience you get plenty of enjoyment and pleasure rather than feeling bored and understimulated by life
	<b>Energetic</b>	To enjoy a high-spirited state of being energized or vitalized
	<b>Courage</b>	To experience mental or moral strength to persevere and withstand danger or difficulties
	<b>Pride</b>	To experience an enjoyable sense of self-worth or achievement
	<b>Confidence</b>	To experience mental or moral strength to withstand or cope with the situation
✗	<b>Competence</b>	To experience that you are very capable and effective in your actions rather than feeling incompetent or ineffective
	<b>Challenge</b>	Testing abilities in a demanding task
	<b>Competition</b>	Contest with oneself or an opponent
	<b>Completion</b>	Finishing a major task, closure
	<b>Control</b>	Dominating, commanding, regulating
	<b>Relief</b>	To enjoy a calm state of being free from mental or physical tension or concern
	<b>Relaxation</b>	To enjoy the recent removal of stress or discomfort
	<b>Satisfaction</b>	To enjoy the recent fulfillment of a need or desire
	<b>Suffering</b>	Experience of loss, frustration, anger
	<b>Simulation</b>	An imitation of everyday life
	<b>Captivation</b>	Forgetting one's surroundings
	<b>Fantasy</b>	An imagined experience
	<b>Security</b>	To experience safe and in control of your life rather than feeling uncertain and threatened by your circumstances
	<b>Physical thriving</b>	To experience that your body is healthy and well-taken care of rather than feeling out of shape and unhealthy
	<b>Luxury</b>	To experience that you have plenty of money to buy most of what you want rather than feeling like a poor person who has no nice possessions