Title of the invention: SYSTEM AND METHOD FOR BUILDING AND MANAGING USER EXPERIENCE FOR COMPUTER SOFTWARE INTERFACES

Abstract:
Several computerized tools methodologies and data structures according to embodiments of the present invention are disclosed for collecting data for UX research and development directed to a product process and system and for developing personas and scenarios from the data for designing and for measuring the effectiveness of the product process and/or systems for use by the personas or real people. The tools methodologies and data structures may be used individually or in sets.