

# **Ux in digital products: a literature review of the usability, and the personal and social acceptance**

## **ABSTRACT**

Digital technology is one of the technologies that has contributed to enhancing the user's daily life. It has transformed the nature of works in many ways since the beginning of the digital age. The study of UX in a product has been one way to improve the product to achieve better user satisfaction. The study aims to study UX in digital products in usability, personal acceptance, and social acceptance. The prior studies found that researchers agreed that the usability of the product could affect the user's adoption of the product. Functionality is also found to play a big role in the user's personal acceptance. Moreover, we relate the user's social acceptance to promoting users' responsibility to the online community. The literature review was done using a comprehensive search of Science Direct, Mendeley, Springer Link, and Google Scholar using the "snowball" search and Boolean search strategies. Digital product industrialists were suggested to observe UX for product improvement to reach the user's satisfaction.