

Collaborative Discussion 2: Factors Affecting User Experience

User Experience (UX) has increasingly been used as a comprehensive approach for interactive system interface design (Michael et al, 2018).

The user experience is based on the current feeling and human emotion that the user perceives. The emotions arising from the judgment or choice at hand are a type of emotion that strongly and routinely shapes decision-making (Jennifer et al. 2015). Therefore, it is necessary to investigate and develop a user interface that appeals to the user, meanwhile, with all the features included.

User Experience is a complicated concept as it involves human behavior, social trend, system functionality, and interface design. One way to meet the user's expectation is to note down each variable of the UX and its corresponding outcome. With all the data that is gathered, it is possible to analyze the user's preference and find the pattern.

The figure (CUE model) from Minge & Thuring (2018) provides a clear outline that covered some significant components of User Experience:

- Instrumental qualities
- Emotional reactions
- Non-instrumental qualities

It does not list all the variables in the model; however, it sets each topic in different categories and provides a clear layout to start the UX study. As far as I am concerned, I might adapt this approach to my UX investigation and estimation of my interface development if needed.

Reference

Michael, M., & Manfred, T. (2018). Hedonic and pragmatic halo effects at early stages of User Experience. *International Journal of Human-Computer Studies*, 109, 13–25. <https://doi.org/10.1016/J.IJHCS.2017.07.007>

Jennifer S, L., Ye, L., Piercarlo, V., & Karim S, K. (2015). Emotion and Decision Making. *Annu. Rev. Psychol*, 66, 799–823. <https://doi.org/10.1146/annurev-psych-010213-115043>