

## Brief for Lecture #10

### Title: Understanding and Designing User Experiences

#### Literature:

[Hassenzahl] Marc Hassenzahl, Experience Design, 2010. Read Chapter 1 *Follow me*, pages 1 – 8 (Ca. 1.5 hour reading)

[Löwgren]: Jonas Löwgren: Toward an articulation of interaction esthetics, 2009. (Ca. 2 hour reading)

#### Extra:

Rosie Allabarton, 2016, Explaining UX Design To Your Team:

<http://uxmag.com/articles/explaining-ux-design-to-your-team>

#### Purpose of the day:

To understand the complexity of users and their experiences. We will look at approaches to interface design concerning UX and gain an in-depth understanding of spatial and temporal aspects of human experience.

To gain knowledge of experiential qualities and be able to analyse and interpret complex usage with distinct user experiences. This includes analysing needs of users and the effects of the user interface in the context of users.

To attain knowledge and practical skills in design interface elements to facilitate and improve UX.

#### Control questions: – (before coming to class, be able to answer the following):

- Question for the Hassenzahl text:
  - What is the relationship between technology and experience?
  - What is a *meta-experience*? And what does it consist of?
  - What is the relationship between emotions and experience?
- Question for the Löwgren text:
  - What is the difference between an appearance and interaction? Why is it important?
  - What are *experiential qualities*?
  - What is *fluency* and *pliability*?

Wrap up – (Will be updated after class with corrections or added points):