**Temporal Dynamics of Emotion in UX: An Evolution of the CUE Model**

User Experience (UX) is an expansive field that encapsulates not only the usability and functionality of a product but also the emotional responses it elicits from users. Minge & Thüring's (2018) insightful exploration into the hedonic and pragmatic halo effects at the early stages of UX provides a foundation for understanding how visual aesthetics and usability can significantly influence user perceptions and emotions. Their Component Model of User Experience (CUE model) illustrates the interplay between user characteristics, contextual components, and system properties in shaping the UX (Minge & Thüring, 2018, p. 14).

The dynamic nature of emotions suggests that their impact on UX is not a static phenomenon but one that evolves as the user progresses from initial interaction to a more seasoned use of the product. This temporal aspect of emotion is not explicitly depicted in Figure 1 of Minge & Thüring's paper. To address this, I propose an adaptation of the CUE model that incorporates the temporal progression of emotions.

The adapted model would feature a timeline that captures the initial emotional response, the transition phase, and the stabilization phase:

**Initial Phase**: The user's first interaction with the product is governed by immediate aesthetic impressions and basic usability heuristics. This is where hedonic qualities have a pronounced influence, and the hedonic halo effect is most evident.

**Transition Phase**: As the user becomes more familiar with the product, usability starts to take precedence, and the pragmatic halo effect becomes more pronounced. The shift from aesthetics to functionality begins to shape the emotional responses.

**Stabilization Phase**: With continued use, the user's emotions begin to stabilize, reflecting a balance between the hedonic and pragmatic aspects. The product's ability to consistently meet expectations and its reliability now primarily drive user satisfaction.

Incorporating these phases into the original CUE model would enhance our understanding of UX by acknowledging the shifts in user emotion and perception over time. It aligns with the principles of Behaviour-Driven Development (BDD) and secure coding within the Software Development Life Cycle (SDLC), emphasizing the significance of evolving user feedback.

The adaptation of the CUE model also resonates with the need for effective teamwork in UX design. As team members navigate their roles, understanding the changing emotional landscape of users can guide the development process, ensuring that solutions are not only technically robust but also emotionally resonant with the user base.

By recognizing the temporal dynamics of emotion, UX professionals can tailor their strategies to not just capture users' initial approval but to sustain their satisfaction and engagement over time.

**References**:

* Minge, M., & Thüring, M. (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>