**Response: Managing Emotional Reactions in UX as a Project Manager**

In the realm of software development, managing the emotional reactions of customers is critical. According to the 'Components of User Experience' model by Van der Linden et al. (2019), emotional reactions are a core aspect of the user experience, influenced by system properties, user characteristics, and context parameters. As a Project Manager, addressing these emotional reactions requires a strategic approach that considers various psychological and technical factors.

Firstly, fostering empathy is paramount. Understanding customer emotions can be facilitated by implementing Behaviour-Driven Development (BDD), which focuses on the development of software from the outside in, prioritizing user behaviour and experience (Singh, 2020). BDD encourages collaboration between stakeholders and developers, ensuring that the software development lifecycle (SDLC) is aligned with user expectations and emotional needs.

Secondly, it is essential to integrate a robust feedback mechanism within the SDLC. Saravanan et al. (2020) highlights the importance of iterative models, such as Agile, which can adapt to change and incorporate user feedback effectively. Regular customer feedback during development stages can ensure that emotional concerns are addressed promptly, reducing frustration, and increasing satisfaction.

Thirdly, considering the security and ethical implications is critical for maintaining trust and positive emotional engagement with the product. Mohammed et al. (2017) emphasize that security approaches integrated into the SDLC can prevent breaches that could lead to negative user emotions. Similarly, Karim et al. (2017) advocate for the integration of ethical considerations into the SDLC, which can foster a sense of safety and respect towards the user, ultimately contributing to a more positive emotional reaction.

As project managers navigate these emotional landscapes, they must be adept at risk assessment and management. Wyngaard et al. (2012) discusses the 'Theory of the triple constraint', which can guide project managers in balancing scope, time, and cost, factors that can directly impact user emotions through product quality and delivery.

In managing emotional reactions, it is also beneficial to acknowledge the interplay between perceived instrumental and non-instrumental qualities. A system's usability (an instrumental quality) and its aesthetics (a non-instrumental quality) can elicit strong emotional responses (Minge & Thüring, 2018). Therefore, maintaining a high standard in both is vital for a positive user experience.

In conclusion, managing emotional reactions in UX is a multifaceted endeavour requiring project managers to exercise empathy, incorporate regular user feedback, prioritize security and ethics, and balance project constraints. By doing so, they can effectively navigate and positively influence the emotional journey of their customers throughout the product development lifecycle.

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