

Unit 7: Software Development Life Cycles

e-Portfolio activity

Task:

As a Project Manager, what might be your response to manage the emotional reactions of a customer? You should use at least three academic papers to support your response and write a minimum of 300 words as your response.

Answer:

Within the Components of User Experience model proposed by Van der Linden et al. (2019), emotional reactions represent a critical factor to how users perceive, evaluate and accept a software system. These emotions, that can include trust and satisfaction , or frustration and anxiety, are can definitely determine project success or failure.

From a Project Manager's perspective, managing emotional reactions should therefore be approached strategically by tying it directly to risk management, stakeholder satisfaction and value delivery.

Hassenzahl (2010) emphasises that user experience is strongly linked to users psychological needs, such as feelings of competence and control. Translating this into project means that one should make sure that emotional considerations are included within non-functional requirements and acceptance criteria, rather than being treated as subjective or secondary concerns. This approach allows emotional reactions to be evaluated explicitly during milestones and reviews, reducing the risk of negative user sentiment emerging late in the development lifecycle.

Another response could also involve managing expectations through transparent and continuous stakeholder communication, since many negative emotional reactions arise not from poor usability but from mismatches between user expectations and system behaviour (Norman, 2004). For a project, this highlights the importance of iterative delivery models, such as Agile or incremental SDLCs, where regular demonstrations, user feedback and clear communication around constraints help align expectations. By managing what users believe the system will do, this can reduce disappointment, frustration, and resistance to adoption.

Finally, monitoring emotional reactions throughout and beyond system deployment is essential, since emotional responses evolve over time, meaning initial satisfaction does not guarantee long-term acceptance. Project Managers should therefore support post-release evaluations using UX surveys, sentiment analysis, and qualitative feedback methods (Van der Linden et al., 2019).

In conclusion, managing emotional reactions is a core Project Manager responsibility rather than a purely design-focused task. Integrating emotional goals into requirements, actively managing expectations, and continuously monitoring emotional feedback, Project Managers can reduce UX-related risks, strengthen stakeholder trust and enhance long-term system success.

References

Hassenzahl, M. (2010) Experience Design: Technology for All the Right Reasons. San Rafael: Morgan & Claypool.

Norman, D.A. (2004) Emotional Design: Why We Love (or Hate) Everyday Things. New York: Basic Books.

Van der Linden, J., Amadieu, F., Vayre, E. and Van De Leemput, C. (2019) 'User experience and social influence: A new perspective for UX theory', in Marcus, A. and Wang, W. (eds.) Design, User Experience, and Usability. Cham: Springer, pp. 98–112.