Summary: The Evolution of User Experience Through Time and Expectation

This discussion has highlighted how user emotions, time, and external narratives influence the way digital interfaces are evaluated. Gu et al. (2023) show that first impressions, often driven by aesthetics or novelty, can lead to biased subjective evaluations — the "halo effect." Over time, as users gain experience, their assessments become more balanced, reflecting both usability and functional performance (Minge & Thüring, 2018; Hassenzahl, 2023). Peer discussions reinforced that capturing feedback too early may misrepresent real user experience, particularly if influencers or marketing campaigns have "primed" the user with expectations that the software cannot yet meet (Kortum and Sorber, 2021).

The discussion also emphasised practical implications for software development. In the SDLC, incorporating time-aware evaluation ensures that early excitement does not overshadow actual usability. Using Behavior-Driven Development (BDD) allows designers to track evolving expectations, ensuring that "controlled marketing" efforts align with the functional reality of the product (Wu et al., 2022). Furthermore, secure coding practices remain critical. As noted in the discussion regarding data accumulation, trust in a system often becomes a priority only after the initial novelty fades and the user has "skin in the game" (Khair, 2018).

Overall, the key takeaway is that user evaluation is dynamic, not static. Emotional responses evolve, and evaluations need to capture both early impressions and longer-term experience. By combining iterative testing, delayed feedback, and longitudinal studies, designers can reduce bias, better prioritise features, and create interfaces that are both satisfying and reliable over time (Tullis and Albert, 2023). Integrating these strategies supports user-centred, emotionally informed, and secure design outcomes, bridging UX research insights with practical software development.

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