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by [Ruben Marques](#) - Sunday, 25 January 2026, 6:57 PM

Victor makes a really strong point about the dangers of formally integrating marketing into the SDLC. I agree that we risk "polluting" our data if we start treating social metrics as if they were quality metrics (usability, stability).

However, I would argue that even if we keep marketing operationally outside the SDLC, we can't ignore that it is experientially linked for the user. Marketing has the capacity to set anticipated user acceptance. If we treat the SDLC as a closed loop that ignores external narratives, we are testing our software in a vacuum. But users don't live in a vacuum, they live in the context created by that marketing.

This is where I think "controlled marketing" becomes a vital part of the conversation. If a company is actively hiring influencers or running social campaigns, there is a responsibility to ensure those efforts stay "in scope" regarding the reality of the software.

If we allow marketing to sell a fantasy, like implying a complex workflow is instant, we are essentially priming the user for disappointment before they even log in. The code might work perfectly, but the user will perceive it as a failure because the expectation was broken.

So perhaps the SDLC doesn't need to be expanded to include marketing, but there needs to be a tighter feedback loop where the product reality constrains the marketing promise.

Maximum rating: -

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by [Lauren Pechey](#) - Tuesday, 16 December 2025, 6:16 PM

Hi Ruben! :)

Your post offers a clear and persuasive interpretation of Gu et al.'s (2023) findings on the halo effect and the role of time in subjective evaluation. I agree that early impressions, often driven by visual aesthetics or marketing, can inflate perceptions of usability, a phenomenon also observed by Minge and Thüring (2018) in their work on hedonic and pragmatic halo effects. This reinforces the risk of relying solely on first-use feedback when evaluating digital interfaces.

Your discussion of emotional trajectories across pre-use and post-use phases aligns well with broader interaction design research, which emphasises that user satisfaction evolves as novelty fades and functional utility becomes more salient (Rogers, 2023; Hassenzahl, 2023). As you note, this has important implications for the SDLC, as premature evaluations may prioritise appeal over long-term usability and system effectiveness (Gu et al., 2023).

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I also found your integration of BDD particularly compelling. Time-phased user stories, as suggested