

Exercise 11 – UX Factors and Quality Assurance

Goal:

By completing this exercise, you will:

- Understand and apply UX quality factors to real-world application context.
- Develop a critical perspective on how design decisions impact user perception and experience.
- Analyze your FocusFlow application concept through the lens of UX principles.
- Reflect on the connection between early-stage requirements/quality goals and final user experience.

Exercise 11.1 (10 Points): UX Factors Overview

Task: Read the article “Faktoren der User Experience: Systematische Übersicht über produktrelevante UX-Qualitätsaspekte” (Link:

https://www.researchgate.net/publication/281784277_Faktoren_der_User_Experience_Systematische_Ubersicht_uber_produktrelevante_UX-Qualitaetsaspekte) – English version: „Applicability of User

Experience and Usability Questionnaires” (Link: <https://core.ac.uk/download/pdf/395662617.pdf>).

Afterwards create a summary table of the core UX factors described in the article. List for each factor a **short definition**, and an **example** of how it may manifest in a digital product.

Deliverables:

- Documentation of a summary table of the core UX factors (e.g., as markdown in your code repository).

Exercise 11.2 (10 Points): Emotional Response ↔ UX Factor Mapping

Task: Match the following emotional reactions to the corresponding UX quality factors, using the article and your notes:

Emotional Reactions	UX Factor
"That is exactly what I needed."	
"I can count on you."	
"It makes life easier."	
"We know each other."	
"Not being alone."	
"Wow."	
"I'm in control." or "I am the boss."	
"I've never seen anything like this before."	

Deliverables:

- Documentation results within your code repository (e.g., as markdown)

Exercise 11.3 (10 Points): UX Factor Analysis for FocusFlow

Task: Using your understanding of the FocusFlow application:

1. Select at least 5 UX factors from the literature that are most relevant to FocusFlow.
2. For each selected factor, answer the following:
 - a. Why is this factor important for FocusFlow's target users?
 - b. How could the design or features of FocusFlow support this factor?
 - c. What risks exist if this UX factor is ignored?

Deliverables:

- Document your exercise result in your repository. You may use a table format or short paragraphs.

Exercise 11.4 (10 Points): Prepare Final Team Pitch – FocusFlow Implementation & Reflection

Objective: Each team will present their FocusFlow prototype implementation and reflect on how it aligns with the requirements and quality goals defined at the beginning of the course. Presentation will take place on June 18th 2025 during the course.

Task: Create a pitch / presentation for about 12 – 15 minutes. More information about the requirements are present in the “Lab 09: FocusFlow Presentation” slides in Moodle: <https://moodle.hs-esslingen.de/moodle/course/modedit.php?update=429978>.

Deliverables:

- Submit your presentation via Moodle in PDF format.