Question: 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.

In order to influence the emotional reaction of a customer, one needs to alter the inputs into the human-technology interaction of the Components of User Experience (CUE) model (Minge & Thuring, 2018). Beginning with "User Characteristics", the expectations of the system can be well established through various techniques (Minge & Thuring, 2018). For instance, by using a Behaviour Driven Development (BDD) approach requirements can be well mapped out and agreed upon before any system development has begun (Scandaroli et al., 2019). Furthermore, what is practically achievable will also be discussed when implementing this approach (University of Essex Online, 2023). In this setting the Project Manager (PM) would oversee the liaison between the two parties: Customer and Supplier.

Secondly, to manage "Context Parameters" the PM can organise training on the system during project handover, where various activities which would exercise appropriate features would be planned (Senapathi, 2018; University of Essex Online, 2023b). By having an unstressed and supportive environment the initial interactions with the system will be more pleasant. Additionally, by providing the customer with clear and concise manuals they will be more confident that they are empowered to accomplish what they need to. Furthermore, if the PM establishes a good communications plan within the project's governance strategy a transparent

environment can be created where the customer already has a strong familiarity with the product before it is finally released (University of Essex Online, 2023b).

Lastly, to change the "System Properties" two factors will need to be considered: "Non-Instrumental" and "Instrumental Qualities" (Minge & Thuring, 2018). In terms of the Non-instrumental facets which comprises largely of aesthetics, presentational proposals can be developed using popular software like Figma (Minge & Thuring, 2018). Furthermore, this can be tied back into the Scenarios set up in BDD where user interactions are typically defined from a Graphical User Interface (GUI) starting point. The PM would in this case organise such activities and create appropriate interaction periods within the project so as to ensure that the periods at which this would take place are not so frequent as to be counterproductive, but also not too infrequent to lose touch with the customer direction. Again, by using BDD and the Gherkin language well established feature flows can be ascertained during requirements gathering and analysis which would allow the most accurate and direct interaction experiences to achieve set desired outcomes (Senapathi, 2018). The PM would here oversee the gathering of information and communication process involving the relevant stakeholders.

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