

Software Engineering Project Management May 2023

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Collaborative Discussion 2: Factors Affecting User Experience

Summary Post

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Summary Post

by [Michael Botha](#) - Saturday, 24 June 2023, 5:41 AM

Summarising the 'Initial Post' discussion yields the following points:

- As a user interacts more with a system the less the aesthetics impact the overall impression of the application (Minge & Thuring, 2018).
- Whilst aesthetics decrease in importance the system's functionality increases in influence on the user's perspectives (Minge & Thuring, 2018).
- The effect of the initial interaction is dependent on the target market for which it was developed (Minge & Thuring, 2016). Some applications will inherently have a much higher commitment level than others (@kyecass, 2016).
- The interaction with the system has a cyclical aspect with feedback from the previous iteration (Minge & Thuring, 2018).



· It is difficult to capture all the aspects related to a system of such complexity within a simple diagram (Sanker, 2023). The original diagram may need to represent a high-level interaction and use supplementary diagrams to further explain concepts in more detail.

References:

@kyecass. (2016) Why First Impressions Online Matter & How To Test Them. Available from: <https://kyecass.medium.com/why-first-impressions-online-matter-how-to-test-first-impressions-2f4e4f86bf25> [Accessed 18 June 2023].

Minge, M. & Thuring, M. (2018) Hedonic and Pragmatic Effects at Early Stages of User Experience. International Journal of Human-Computer Studies 109: 13-25.

Sanker, E. (2023) What is a Conceptual Diagram? Available from: <https://www.allthescience.org/what-is-a-conceptual-diagram.htm> [Accessed 23 June 2023].

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Re: Summary Post

by [Doug Millward](#) - Tuesday, 4 July 2023, 5:34 PM

Hi Michael

you make some very good points in this post. Why do you think that many studies and theories about UI and UX are heuristics as opposed to actual studies? Do you think it is difficult to measure some of these parameters/metrics? Can you think of any ways to make objective measurements?

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Re: Summary Post

by [Michael Botha](#) - Sunday, 9 July 2023, 7:28 AM

Hi Doug,

There are certainly various factors which would incline a heuristics approach to UI/UX design. For instance, modern web development has only really been around since the late 90's when JavaScript appeared on the scene (Mozilla, N.D). Additionally, there continues to be many advances within frontend design. However, I think one of the biggest reasons must certainly be that UI/UX development borders psychology and human behaviour sciences (Khomich, 2022). Therefore, the measurement techniques used would need to follow a different approach to any rigid formulaic approach.



References:

Khomich, A. (2022) How to Create a Stunning UX/UI Design Using Gestalt Principles. Available from: <https://productcoalition.com/gestalt-principles-in-ux-ui-design-50aa031f4129> [Accessed 9 July 2023].

Mozilla. (N.D) What is JavaScript. Available from:

[https://developer.mozilla.org/en-](https://developer.mozilla.org/en-US/docs/Learn/JavaScript/First_steps/What_is_JavaScript)

[US/docs/Learn/JavaScript/First_steps/What_is_JavaScript](https://developer.mozilla.org/en-US/docs/Learn/JavaScript/First_steps/What_is_JavaScript) [Accessed 9 July 2023].

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