**Key factors of UX**

When analysing user experience, it is imperative to figure out the context behind the use of a product, as well as the anticipated use of the product. The article (Old Wine in New Bottles) doesn’t make that clear. In fact, I think I misunderstood. Testing of the use of the product is in and of itself not well-researched, whereas emotions and enjoyment is.

**Which UX related things are often tested?**

Visual aesthetics, beauty, joy of use, stimulation, personal growth, and surprises. Idfk about that last one, but the rest I can easily see being tested with games and such.

Also, you might want to check on the testers anticipation *before* they begin testing, as their initial expectations can impact their later decisions. Like, if someone tells them some shitty ass pudding is absolutely great and they go and buy it, it might not meet their initial expectations, but they will still think it’s somewhat decent because of what they were told. Or if a new game is released, and all the reviews by game journalists (fukkin lol) say it was shit, but it was actually pretty great, the player could still just feel the game as being mediocre.

**Read from the paragraph numbered 4 on the second page of the wine article thing**