Human-Computer Interaction

COMS30029

aka **#HCI_Theory**

Oussama Metatla and Dan Bennett

Week 3: 3rd Wave

Chunk 2: Hedonism & FUN

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Chunk 2: Hedonism & FUN

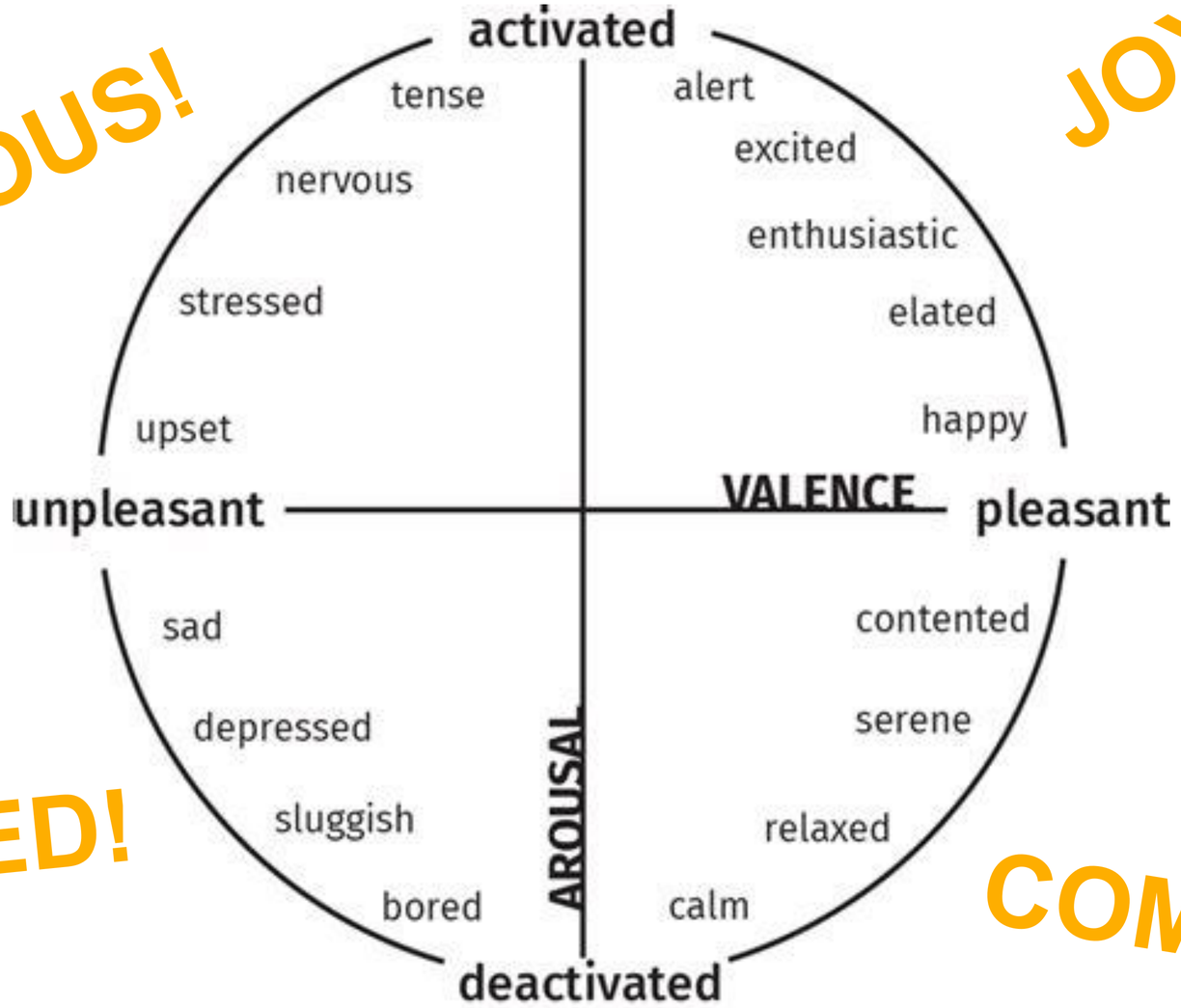
Understanding the non-useful aspects of user experience – pleasure, and play

Beyond Usefulness

Pragmatic

Hedonic

Affect

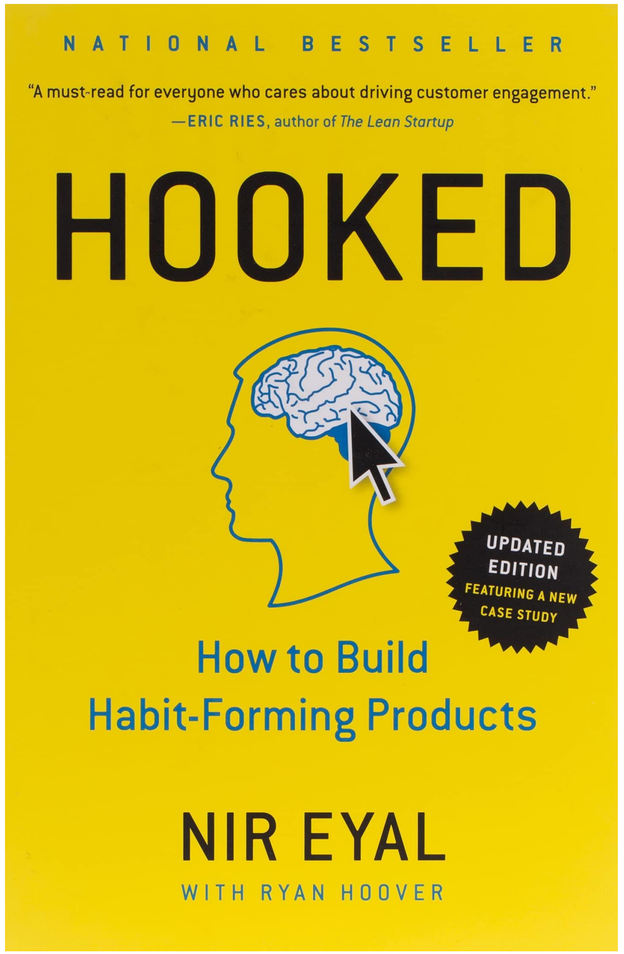


ANXIOUS!

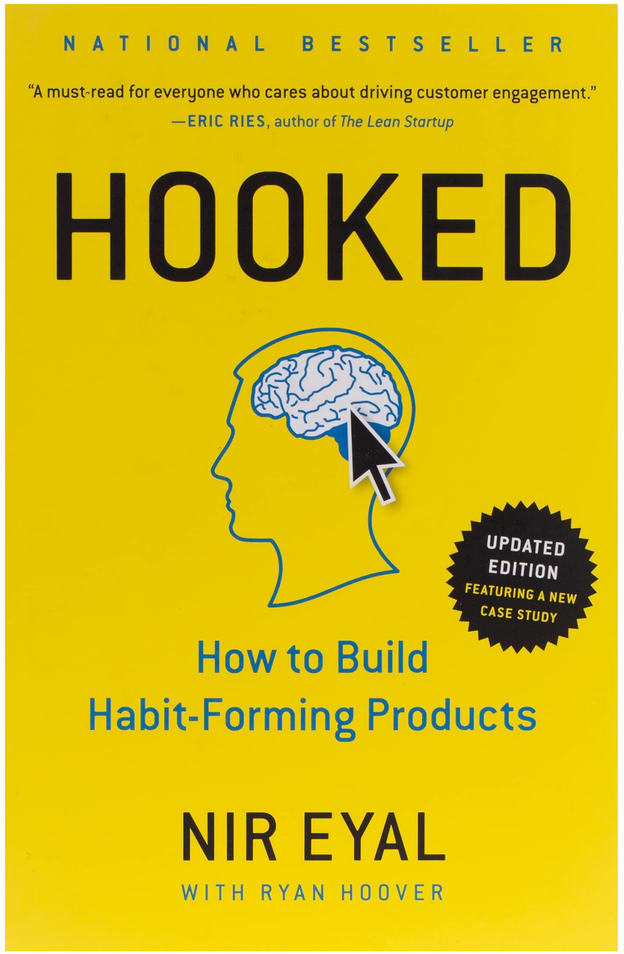
JOY!

DEPRESSED!

COMFY!



- **TRIGGER**
- **ACTION**
- **VARIABLE REWARD**
- **INVESTMENT**



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Flow States

- In the Moment
- Awareness merges with action
- A loss of reflective self-consciousness
- Feeling of control or agency
- Losing track of time
- Intrinsically rewarding

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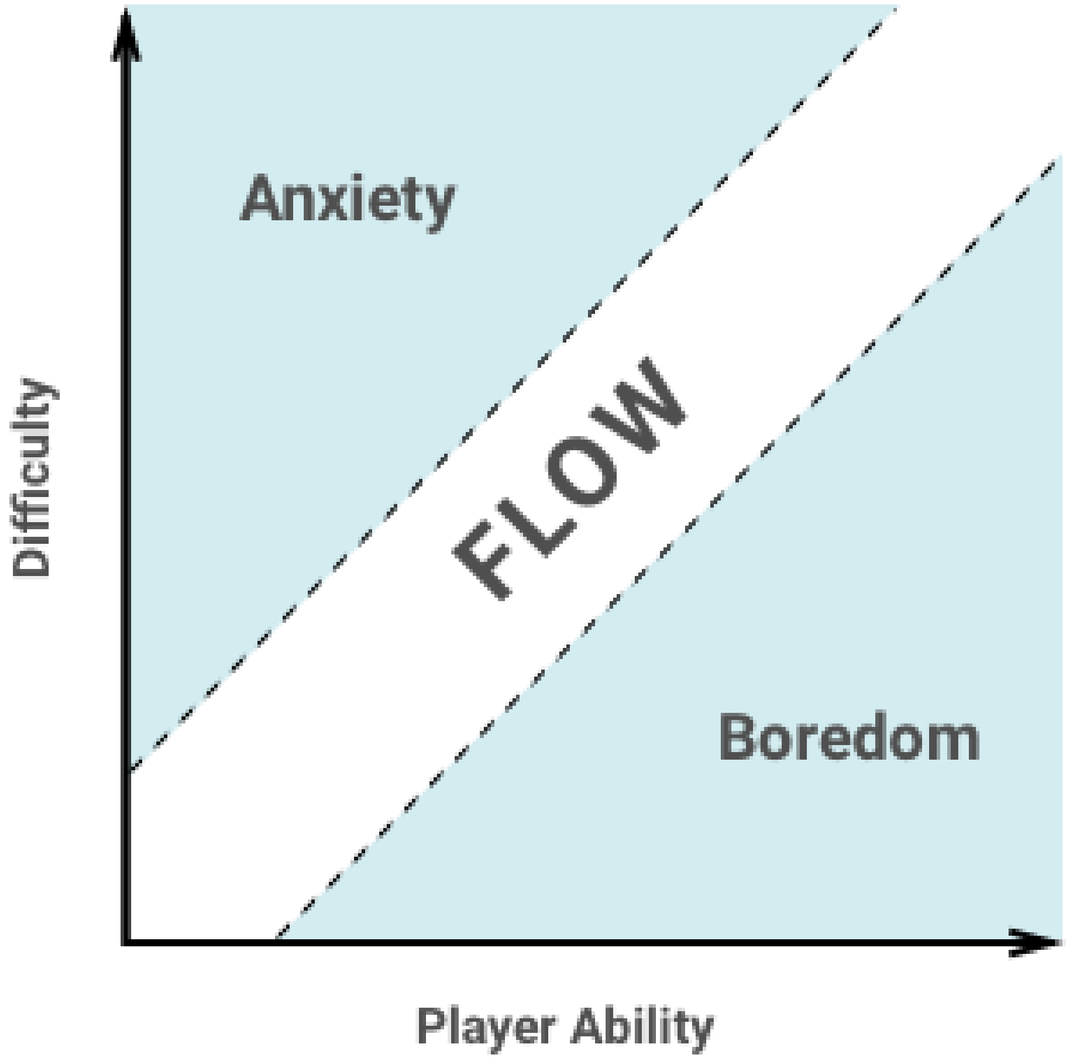
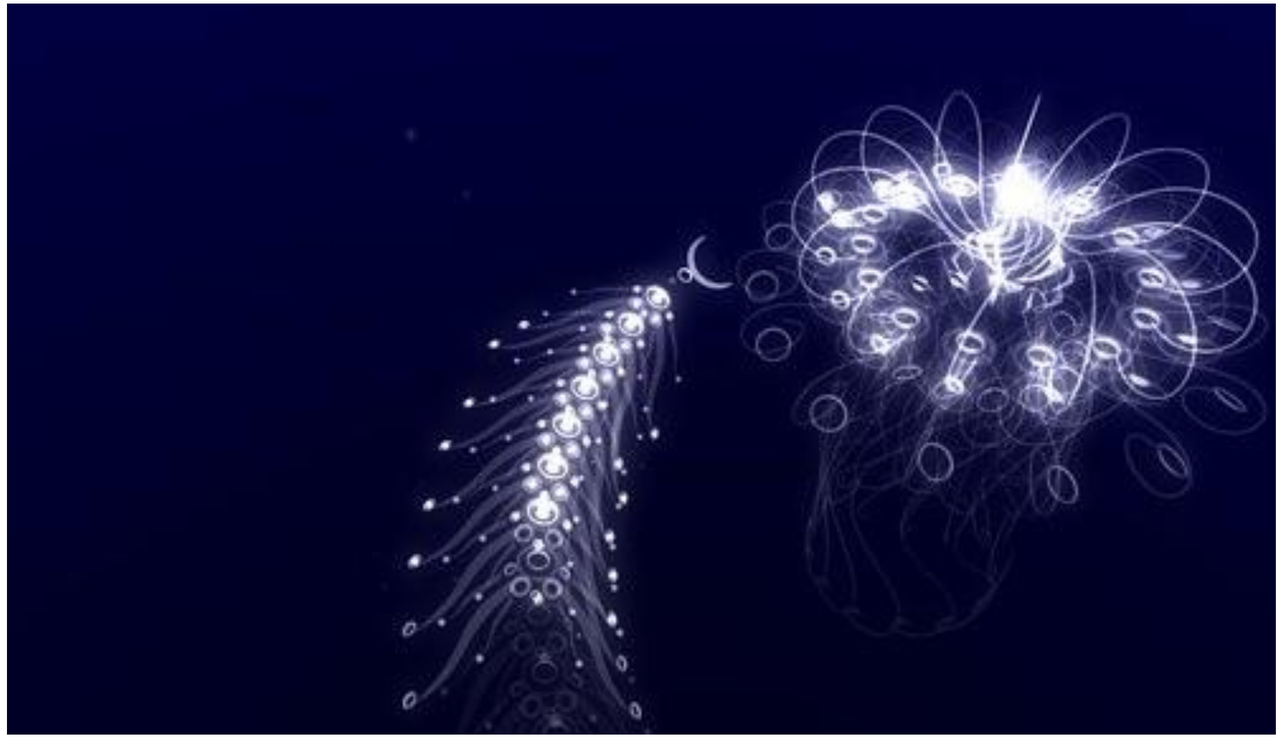
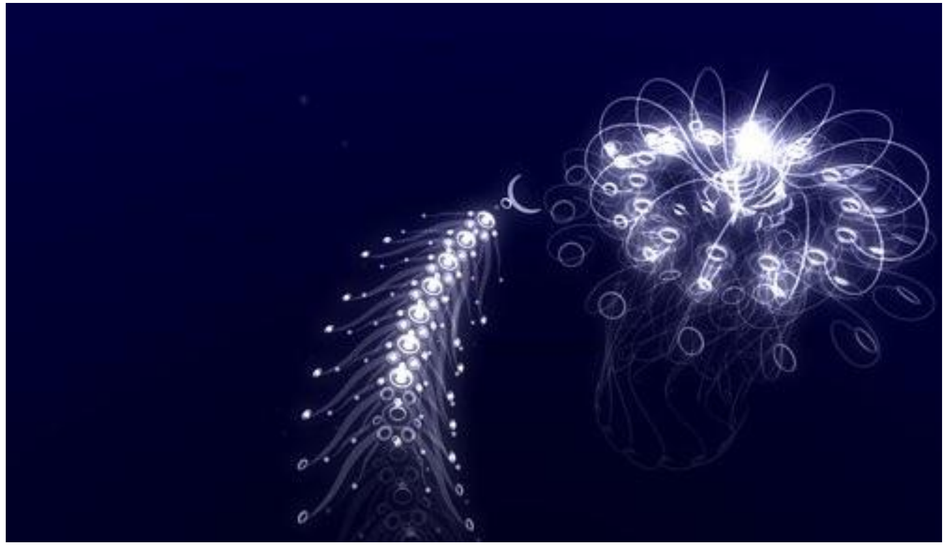


Supporting Flow States

- **minimising distractions**
- **providing informational feedback**
- **calibrating task to the user’s ability**
- **…?**



Flow States



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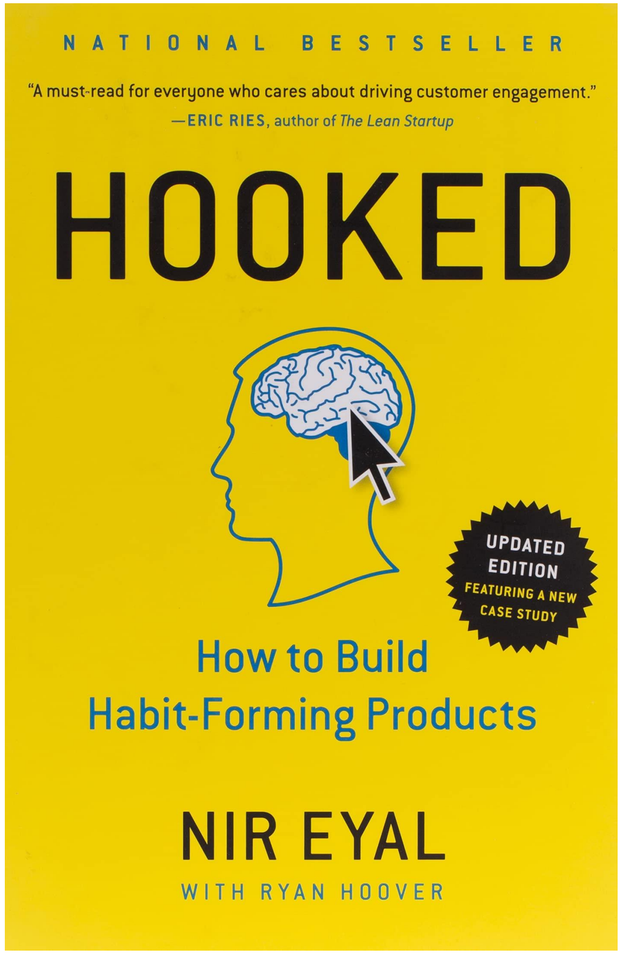

?

Pragmatic and Hedonic user experience

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- **Hedonic Stimulation**
- **Hedonic Identification**
- **Hedonic Evocation**

Pragmatic and Hedonic user experience

- **Hedonic Stimulation**
- **Hedonic Identification**
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Fairly Passive?

Narrow conception of happiness?

Ludic Design?

ludic

(adj.) full of fun and high spirits

Ludic Design?

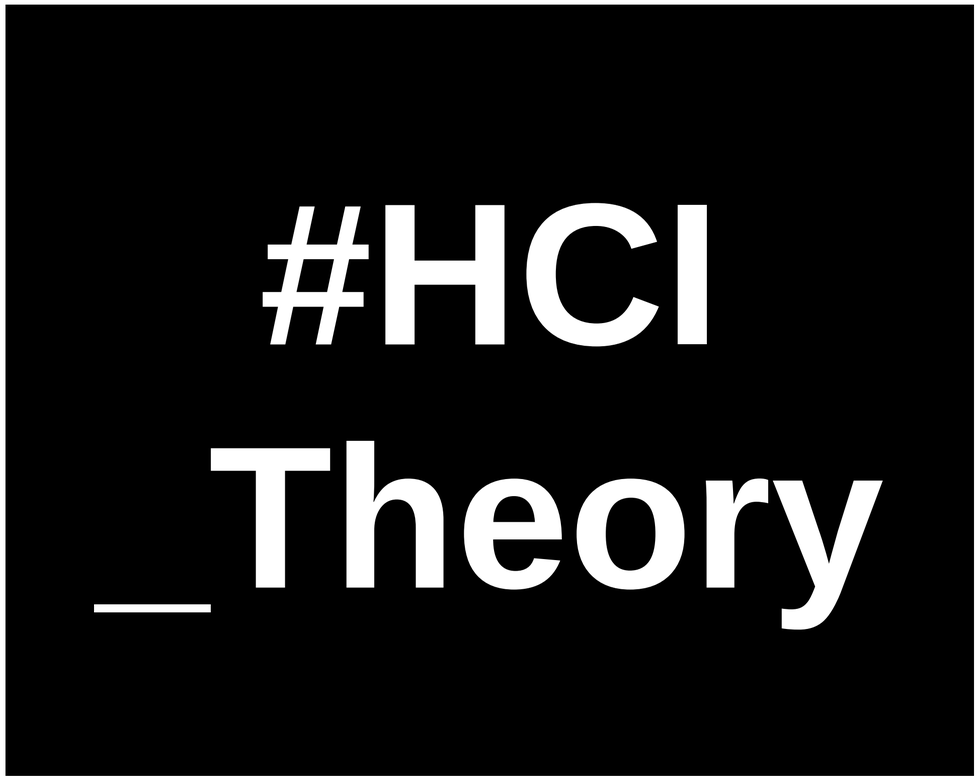
“more and more technology and design in general is conceived of in terms of promoting task performance and that means that it conveys a view that all our lives is about doing work basically” – Bill Gaver

Ludic Design?

Next…

Week 5: The 3rd Wave

Chunk 3: Self Determination Theory


#HCI
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