

USER EXPERIENCE

DEFINING EXPERIENCE



User satisfaction depends not only on efficiency



Aesthetics influence usability



Perceived usability influence technology adoption



Valuable experiences are defined by a Quality Without a Name that involves many factors

QWAN
The Quality
Without A Name

Rational and non
rational criteria

Ill-defined and vague
problems

Empathy for users
and problems

User centered design

HOLISTIC DESIGN

Software
Engineering



Design
Thinking

Affective
Inquiry

DESIGNING FOR EXPERIENCE

Kansei
Engineering

Design Thinking
Techniques