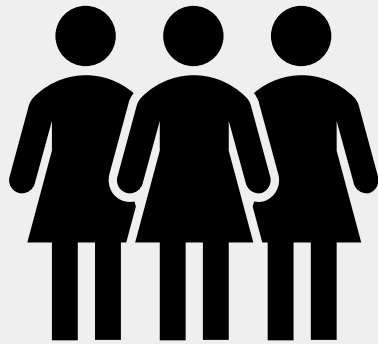
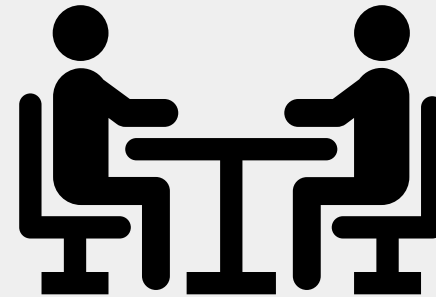




UXU



User eXperience



Usability

Agenda

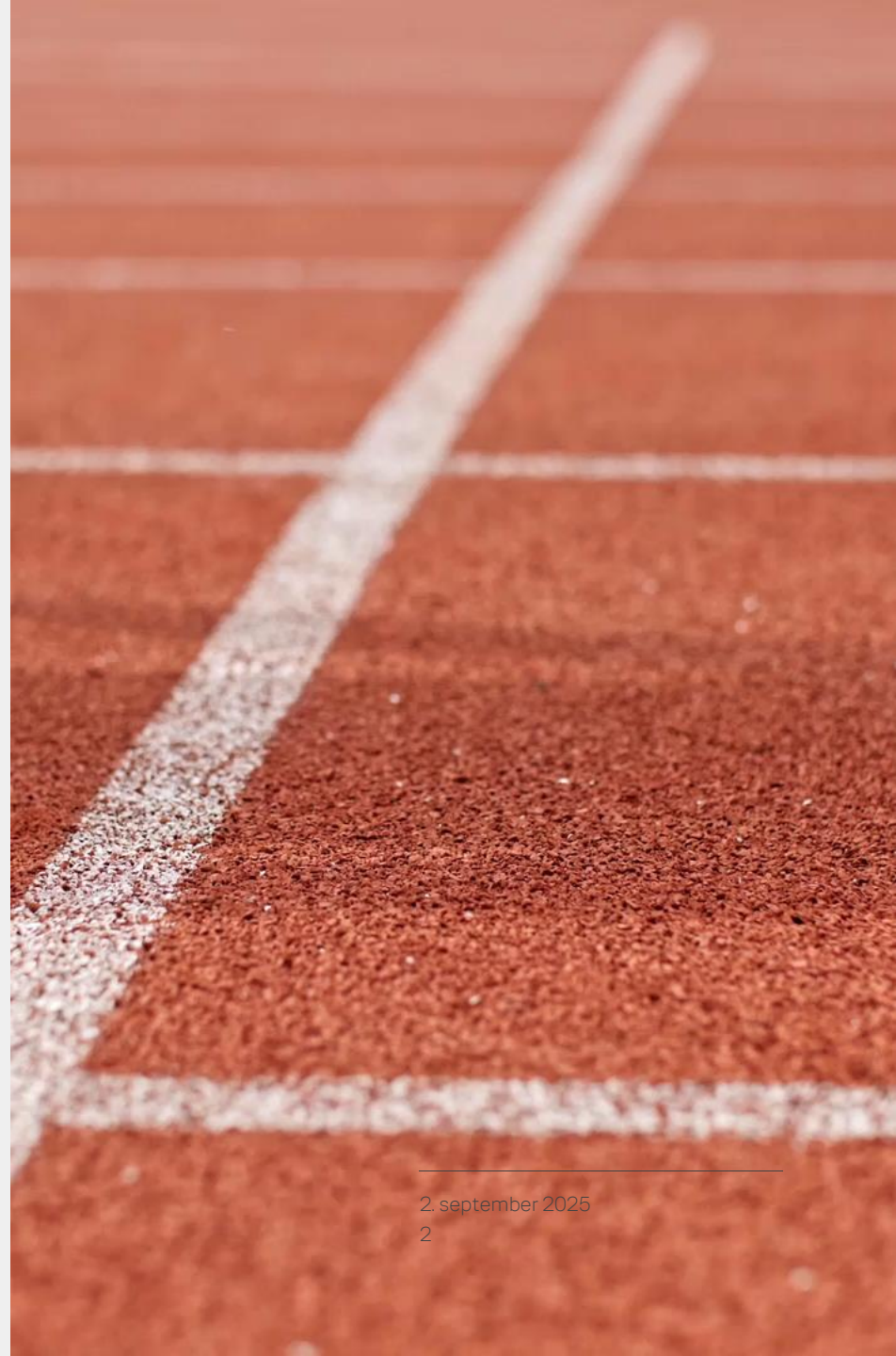
me

What is UX + trending tech

Topics in the course

How this course is taught

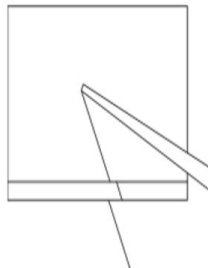
Some small exercises



Me, shortly....



Henrik Kronborg



Henrik Kronborg Pedersen
Associate Professor, Engineer and Master of IT
Software Engineering Programme
VIA University College

My own journey into this

- Vehicle Log Book, 2011
- Abson Steel Carport, 2012

Mobil Applikation til elektronisk kørselsbog







DKK 559
kr. 24,95



interaction

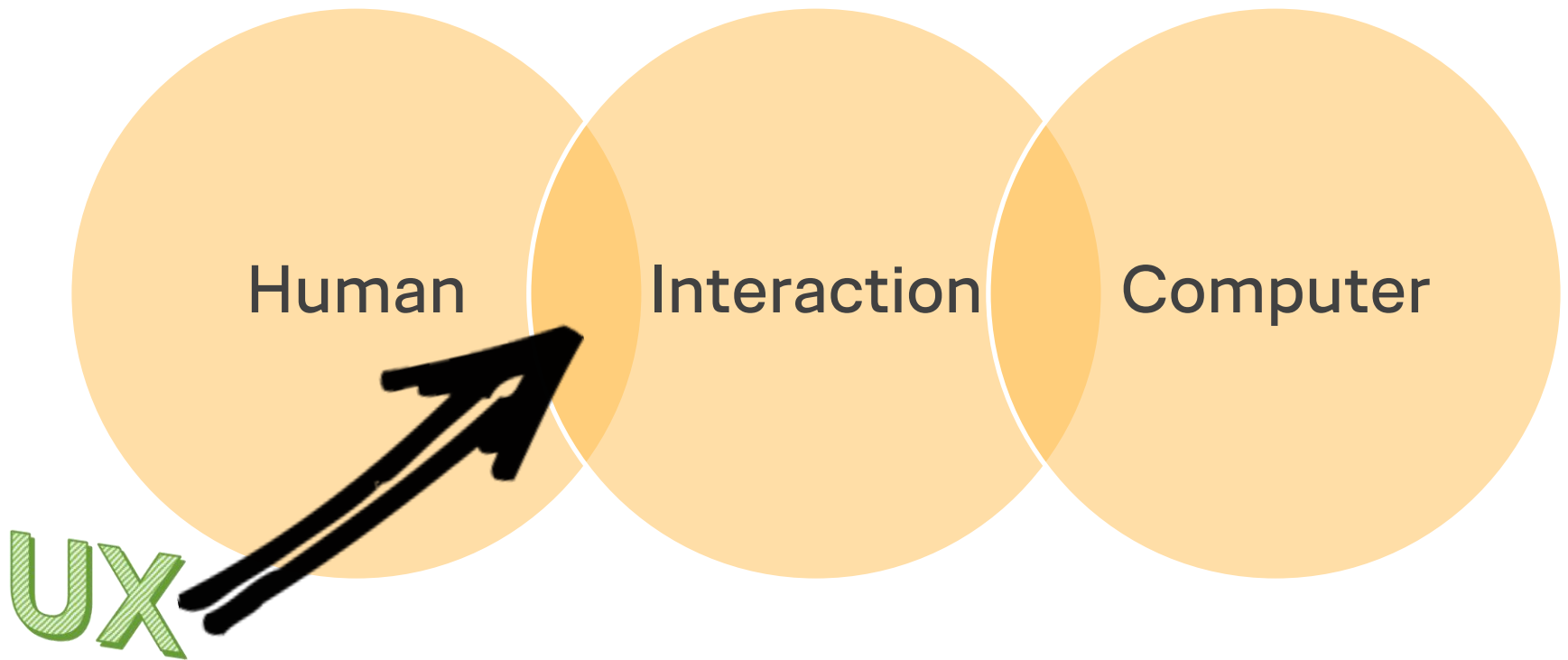
noun [C or U] • **UK**  /,ɪn.təˈræk.ʃən/ **US**  /,ɪn.t̬əˈræk.ʃən/

★ **C1** an occasion when two or more people or things communicate with or react to each other:

*There's not enough interaction **between** the management and the workers.*

Language games are usually intended to encourage student interaction.

The play follows the interactions of three very different characters.



ex·pe·ri·ence  (ĭk-spîr'ē-əns)

n.

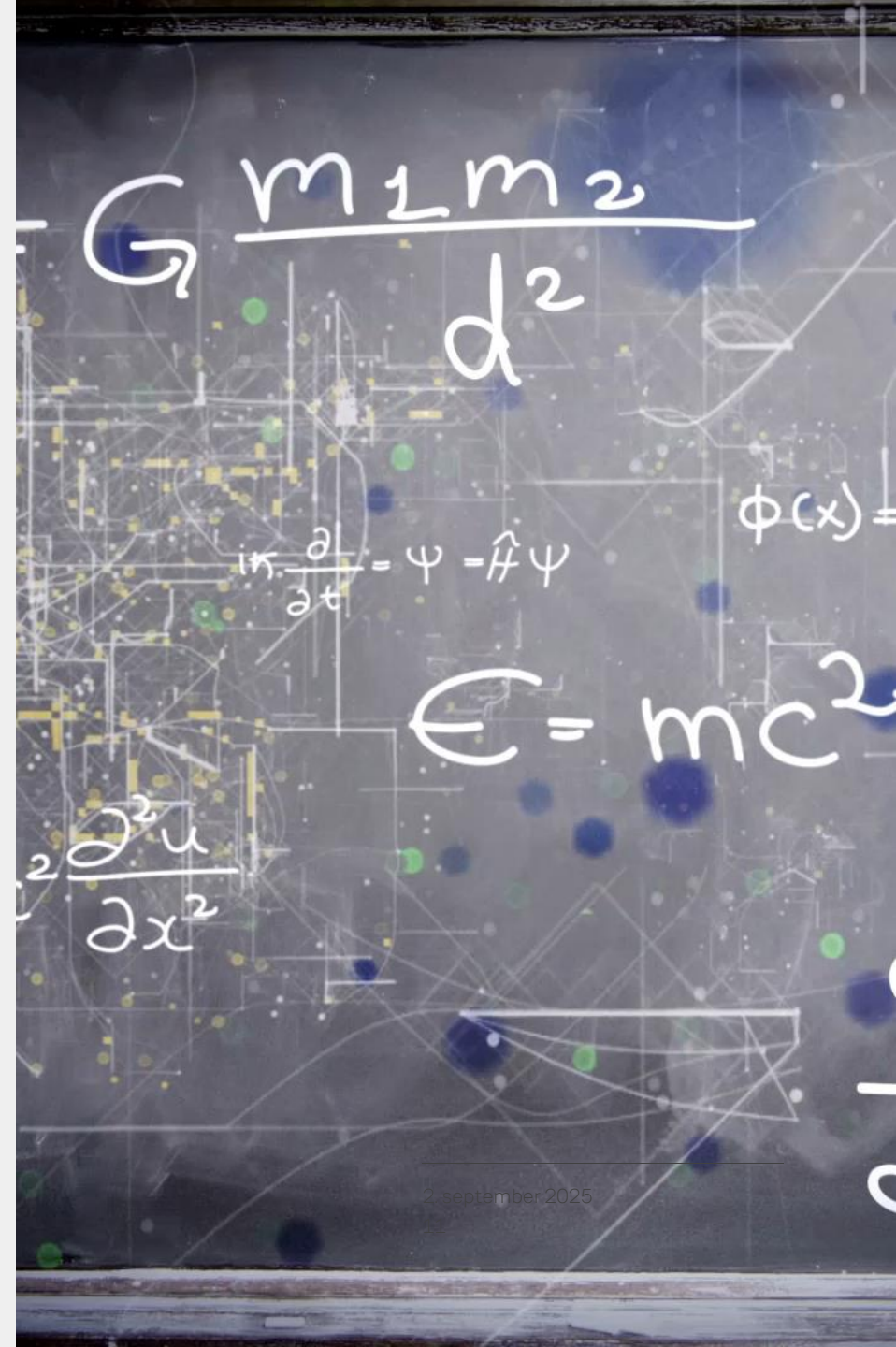
1. The apprehension of an object, thought, or emotion through the senses or mind: *a child's first experience of snow.*

What is UX?



UX equation

Usefulness = utility + usability



Old wine in new bottles

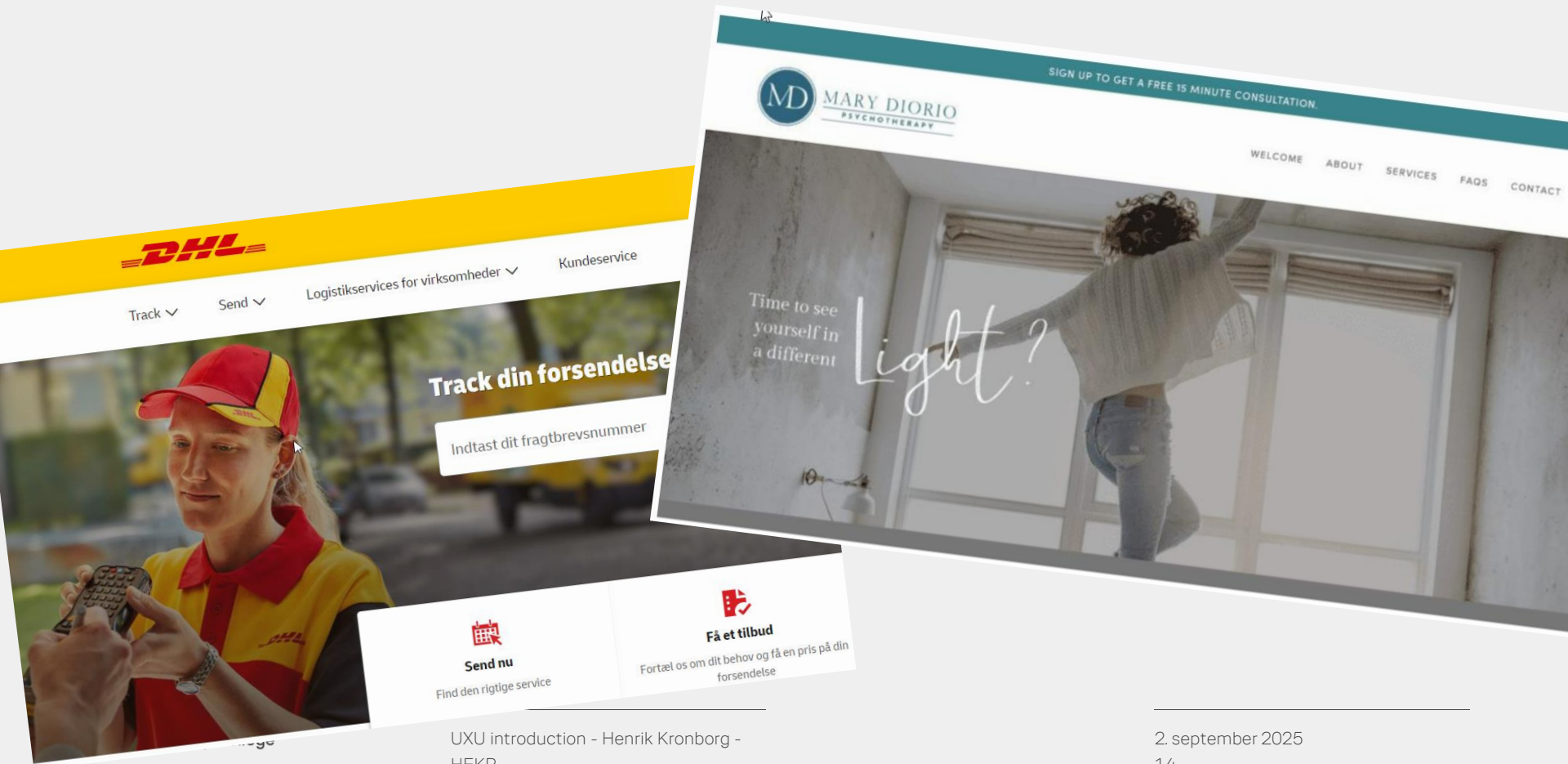
- Man Machine interface
- User friendly systems
- Human factors
- Human Computer Interaction
- User centered design
- Usability
- User eXperience
- Customer eXperience
- Product Design
- (source: The Immutable Rules of UX, Jakob Nielsen, 2018)
- <https://www.youtube.com/watch?v=OtBeg5eyEHU>

Exercise

- Go to: x.com
- Click about (bottom left corner)
- Click about the company (bottom 2nd column)
- What do you find here? / What did you expect?
- Click Imprint (aftryk)
- Again: what did you find / expect?

Examples of eXperience design

First few seconds.....



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2. september 2025
14

A Story

- My family trip to Djurs Sommerland August 2024



2. september 2025

15

What is included in the eXperience?

- Looking forward to the trip
- Searching, finding and deciding online
- Transportation
- Buying tickets + trolley
- Enjoying the park and spending time with my family
- Using the Djurs Sommerland App
- Amusement rides
- Lunch
- Etc.



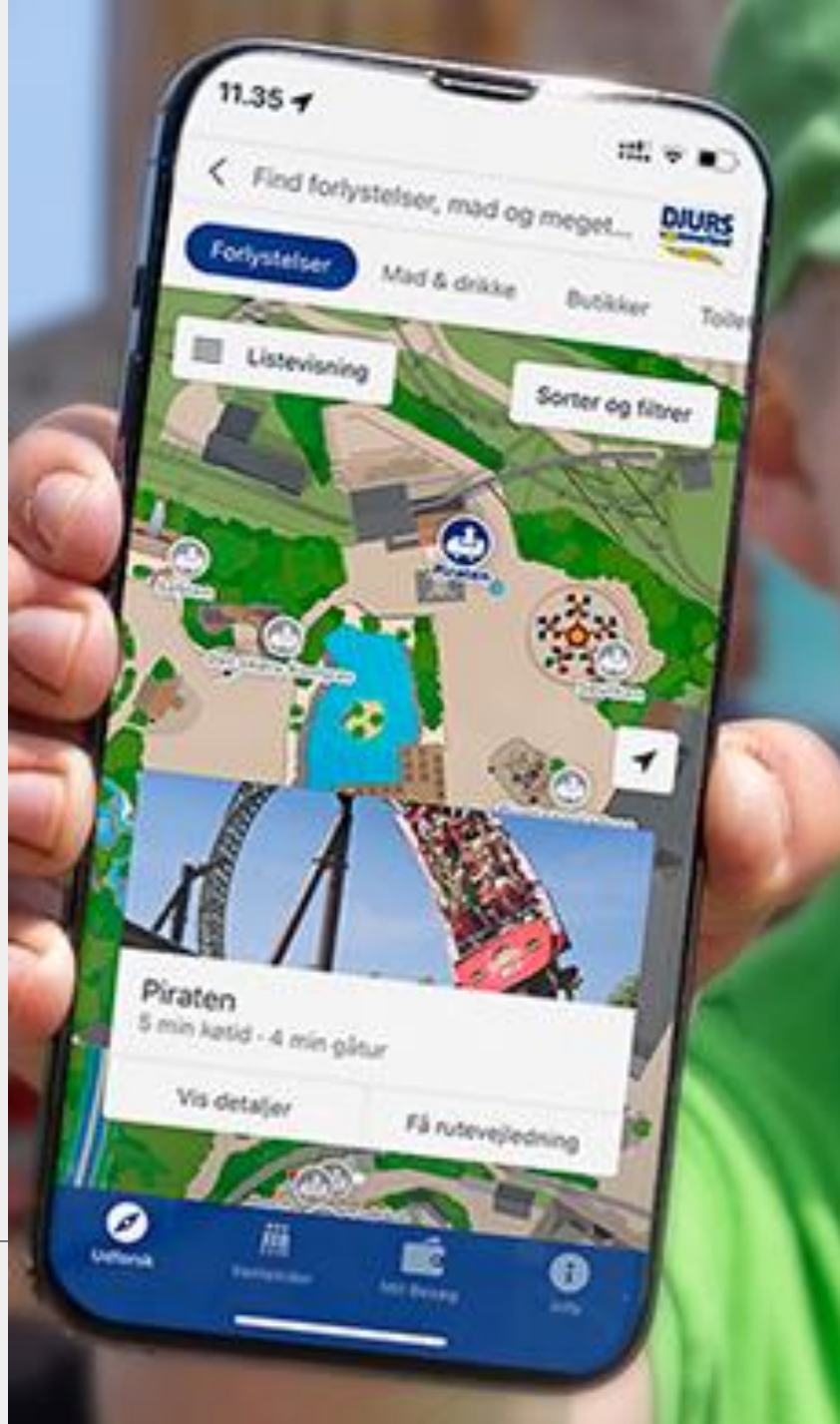
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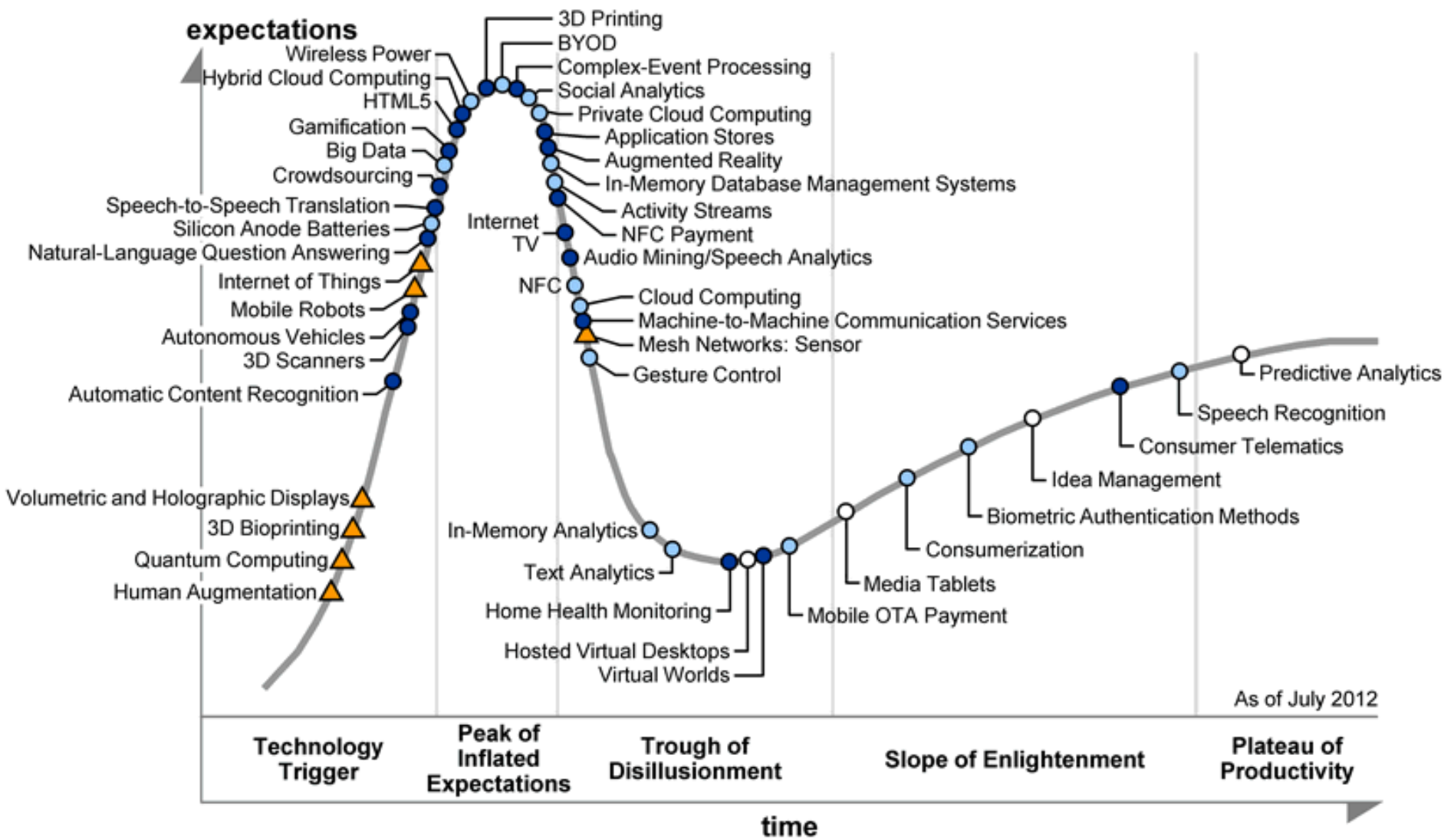
2. september 2025
17





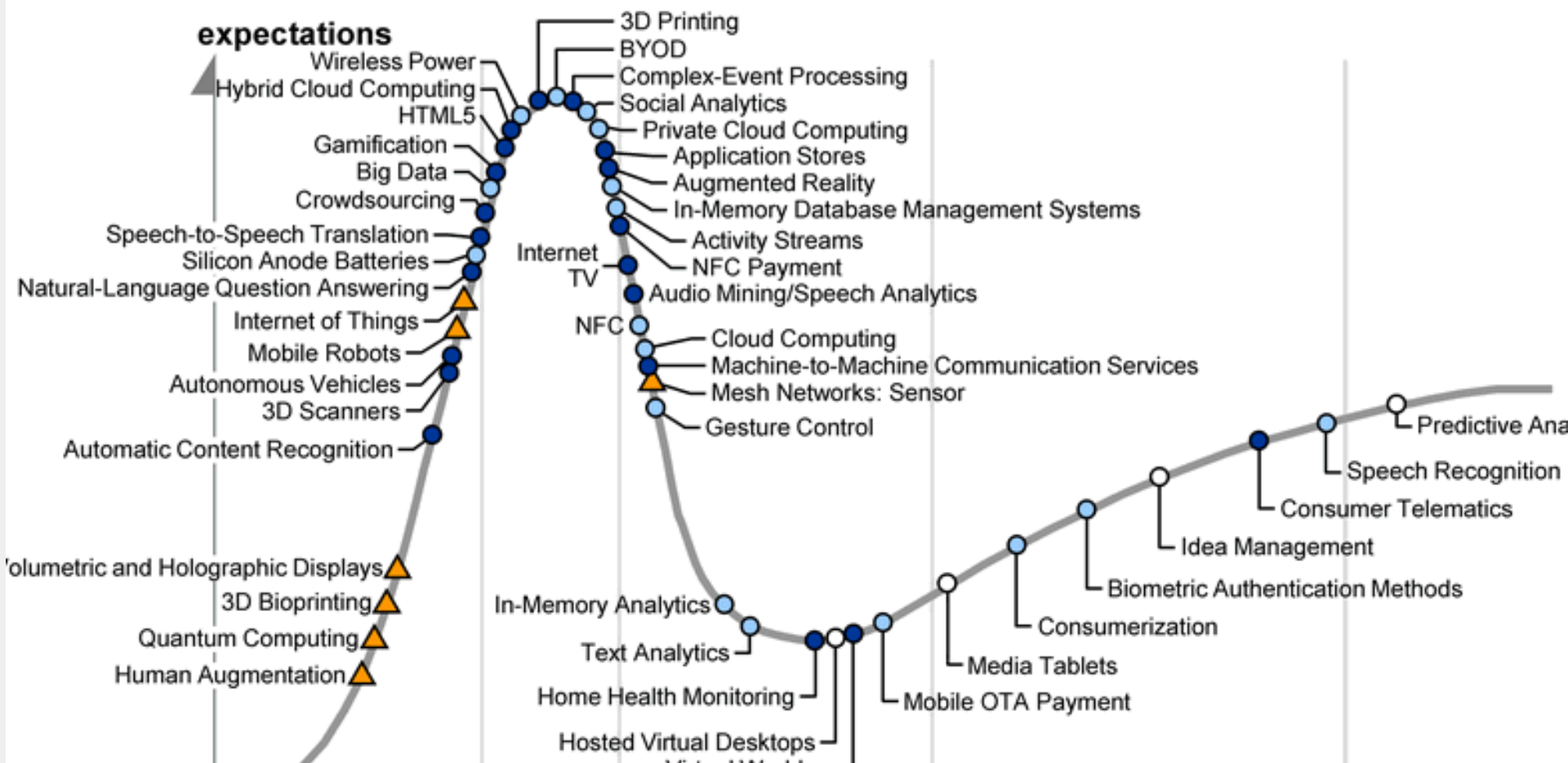
Exercise 10 minutes

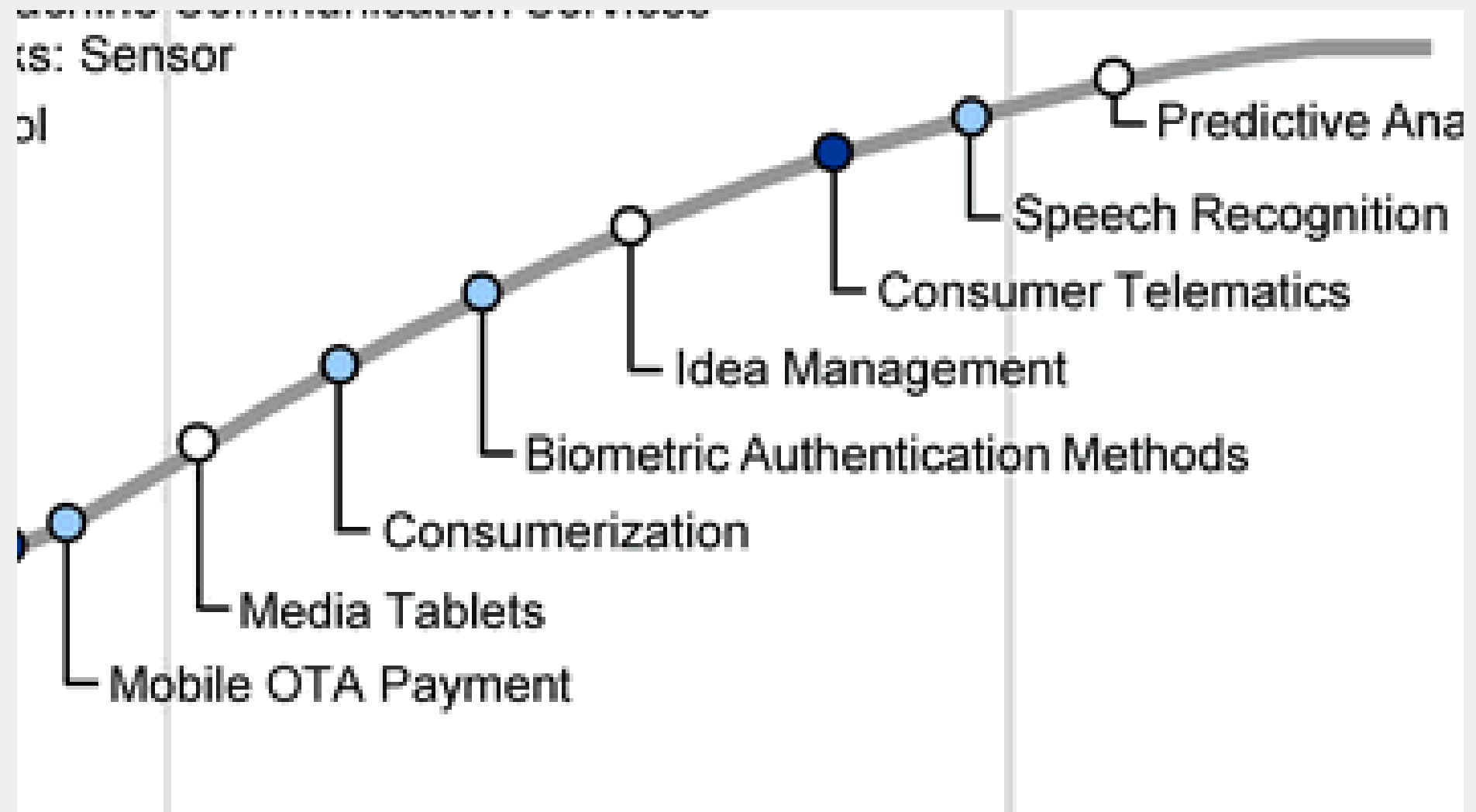
- Think of something you bought (maybe) resently
- Tell the story to your neighbour
 - Include why and how you wanted to buy it
 - And how you found the best place to buy it
 - And the actual buying situation
 - Friendly service, clear path, etc....
 - Receiving or delivery
 - use



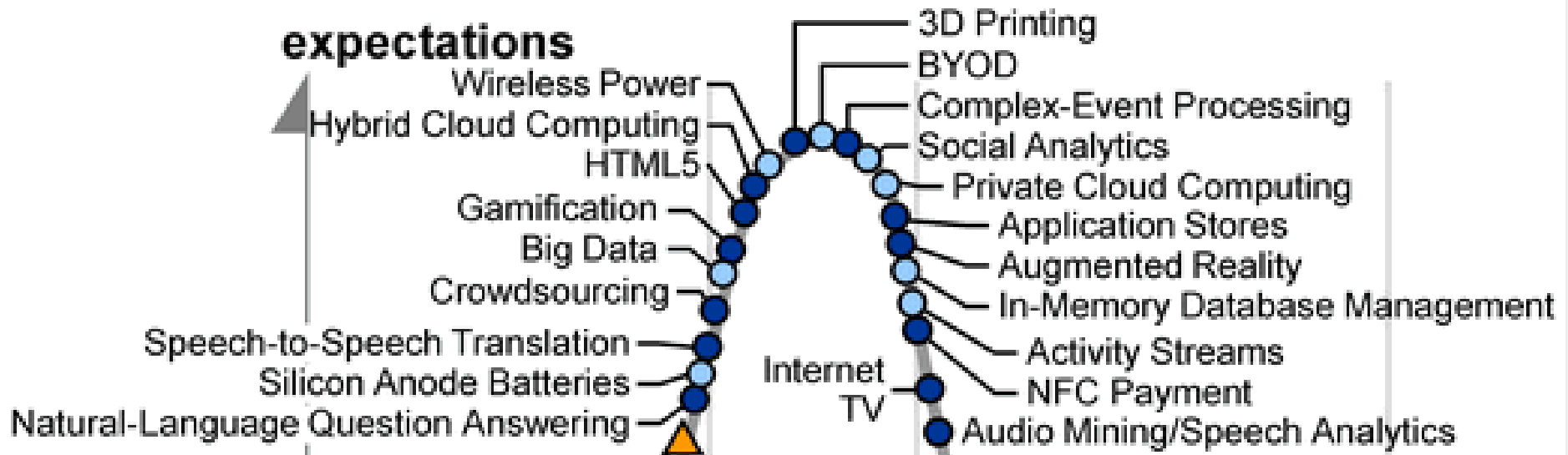
Plateau will be reached in:

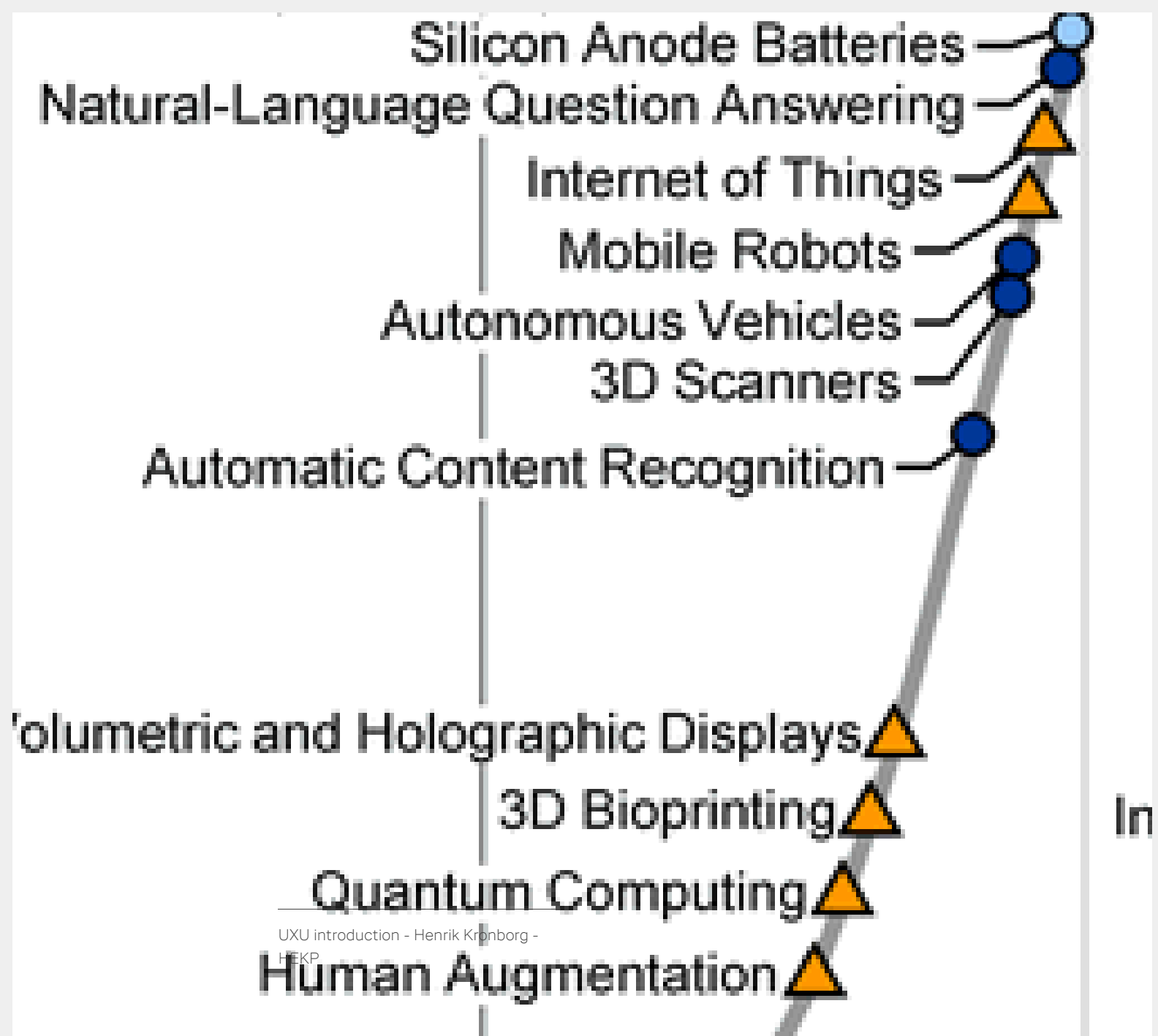
○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ✗ obsolete before plateau





expectations





Hype Cycle for Emerging Technologies, 2021



Plateau will be reached:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

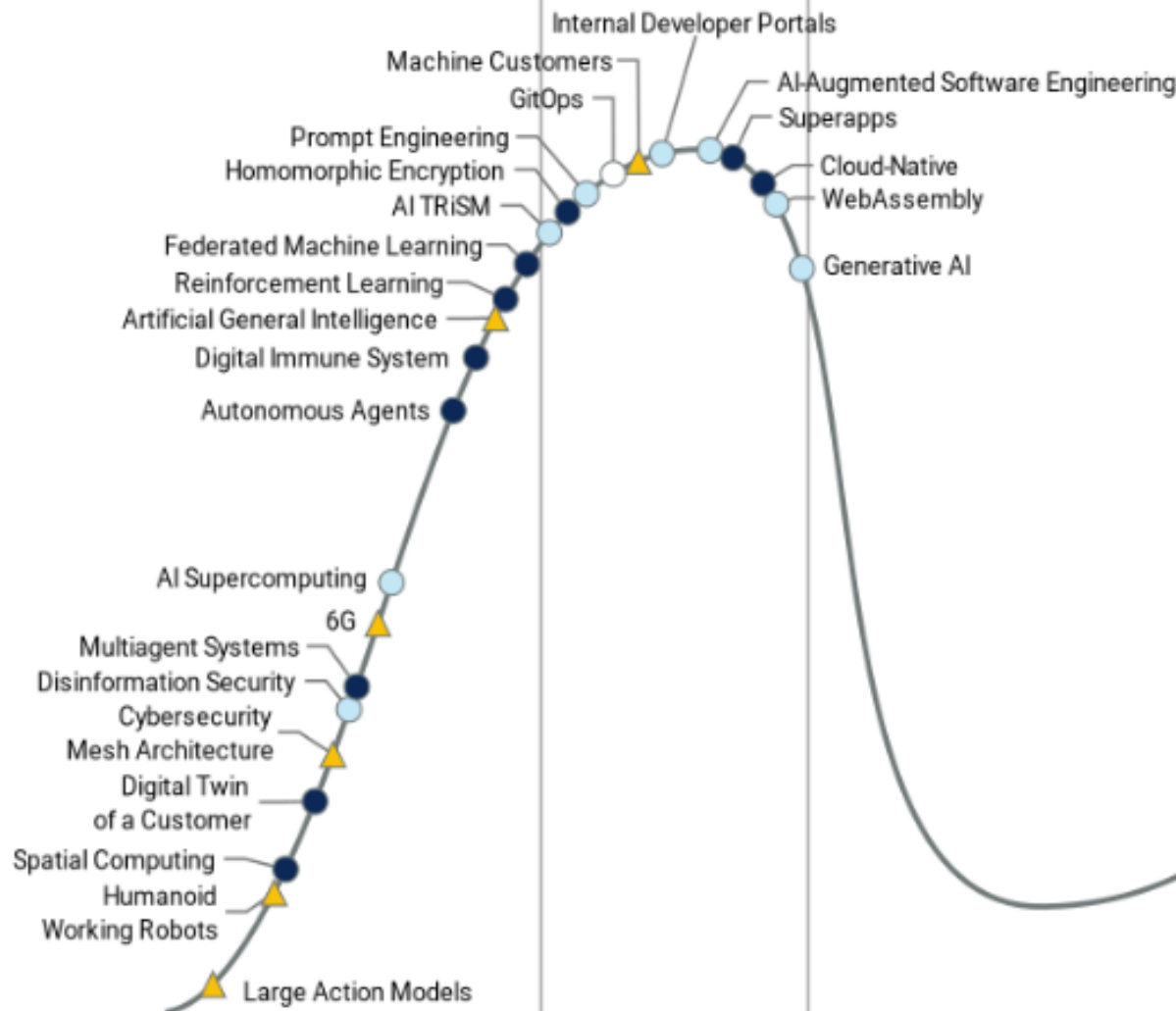
▲ more than 10 years

⊗ obsolete before plateau

As of August 2021

EXPECTATIONS

2024



TIME

Plateau will be reached: ○ <2 yrs.

● 2-5 yrs.

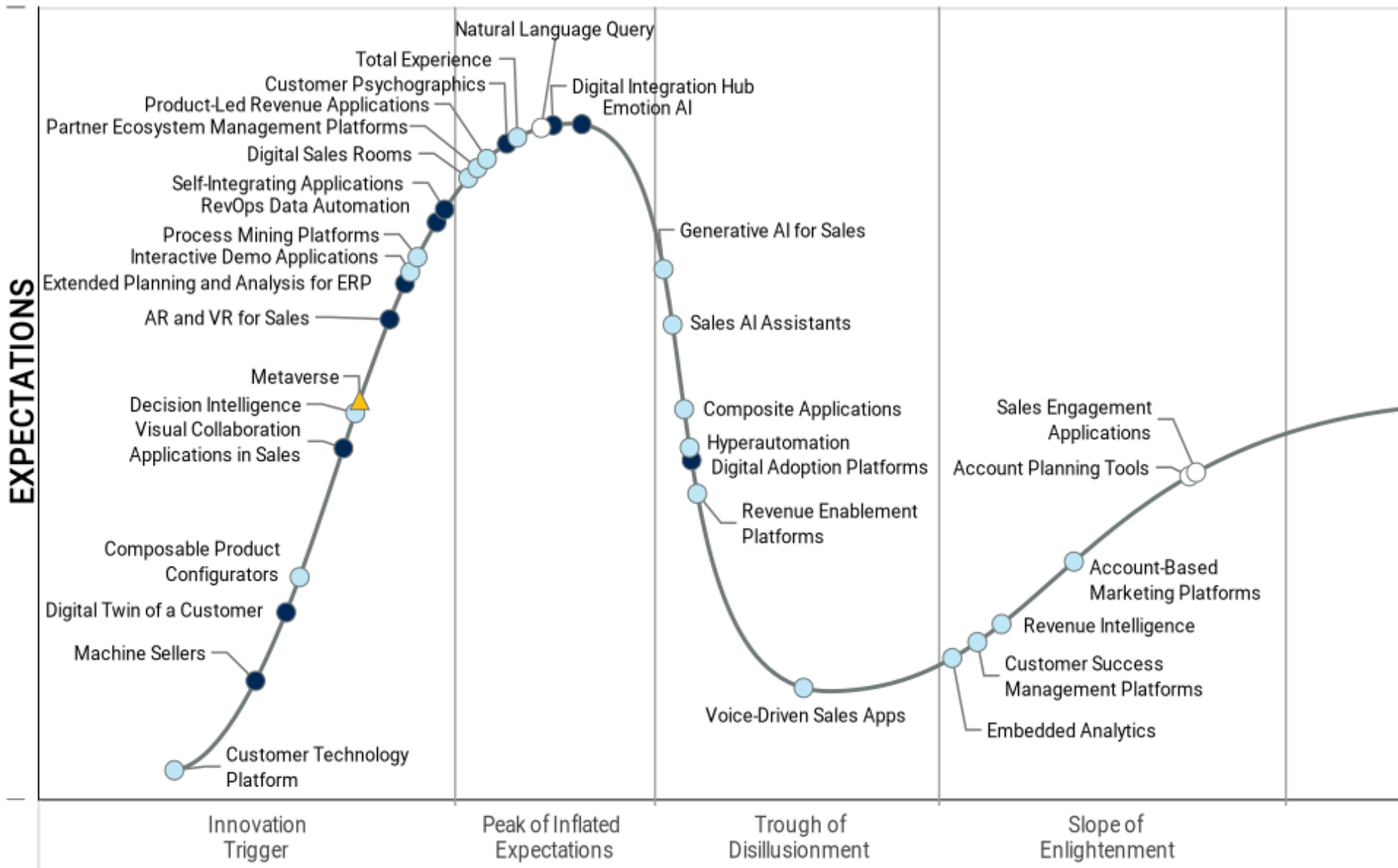
● 5-10 yrs.

▲ >10 yrs.

⊗ Obsolete before plateau

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Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ✗ Obsolete before plateau

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EXPECTATIONS



Summarized: What is UX?

The whole story

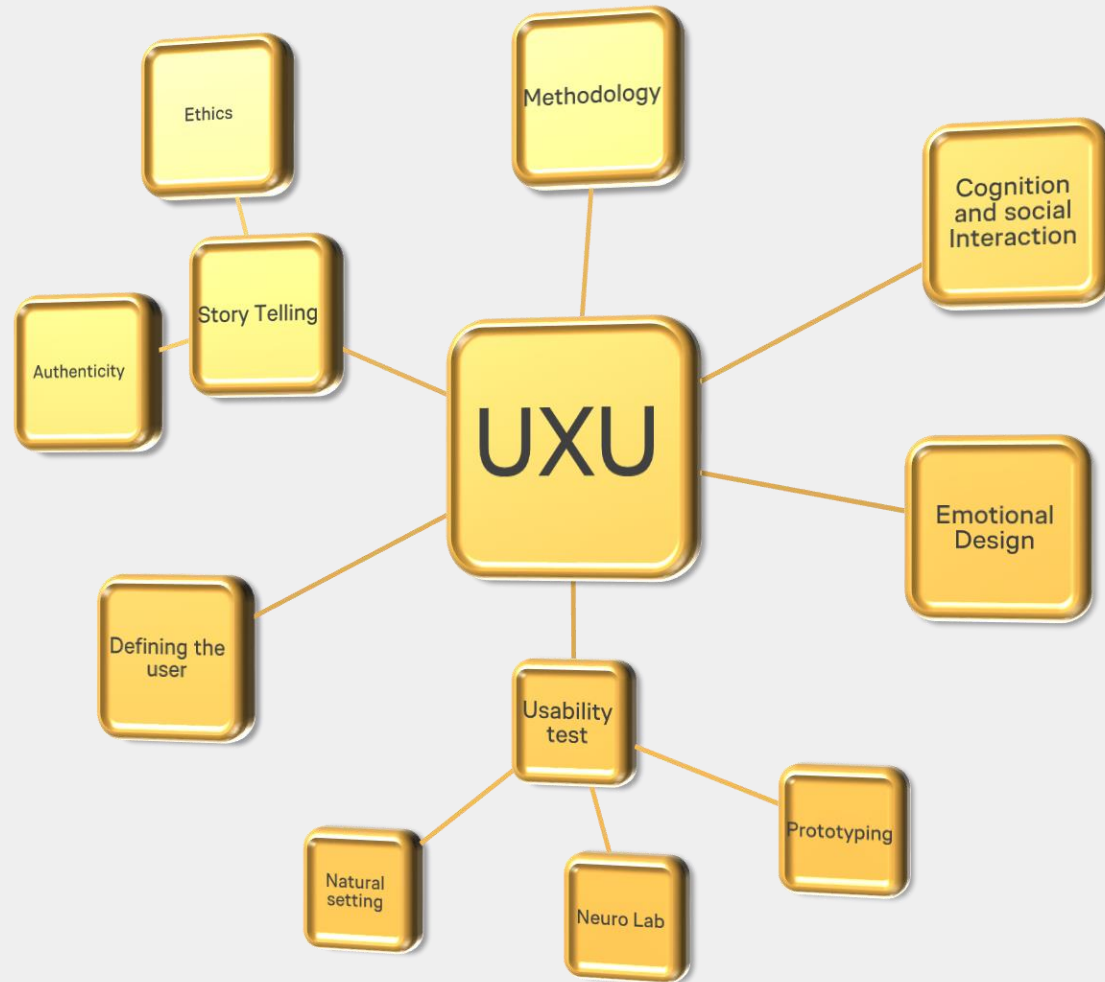
First impression

My emotions

How I expect other people
see me having this



The course



Exercise:

Reinventing the coffee machine

- In groups of app. 2 persons:
 - 2 short videos with coffee machines
 - Then we go to the machine to observe it's usage
- Re-think it completely (the sky is your limit)
- What is it, you really want?
- If you had a year, what would you do?



**There's a dancing robot
barista in Dubai**
📍 Museum of the Future
✨ free entry ✨



Exercise:

Reinventing the coffee machine

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For next time

- Skim chapter 1 in Interaction Design 5th edition
- Read chapter 4 Cognitive aspects
- Read chapter 5 Social Interaction

Extra exercise (if time permits)

Human augmentation

- A student would like to understand, what the teacher says.
 - Maybe automated sub titles or an AI driven explainer
- Design something.....