**A reflection to User Experience – A research agenda**

User Experience – A research agenda - Marc Hassenzahl & Noam Tractinsky

User Experience, also known as UX, has been created and evolved with help from the way humans interact with computers. The user experience was seen to consist of many things, such as the general look of something and including the usability of it, although the usability of it has become more important over time. Hassenzahl and Tractinsky state that it had taken time, about a decade, to process the idea of the user experience and what would define it as a good user experience. Although, the first information and writings about it were more technical, in the sense where it was more programmatic.

Due to the lack of empirical research, I would assume because it was not important at the time, the researchers of this paper had decided to contribute and add to develop an understanding of User Experience. Considering that it was overlooked, there was not enough research and this restricted further development and the overall understanding of the User Experience. In light of the contribution of research to this topic, 28 other papers had been submitted about User Experience and were being reviewed to understand what many people believe about this particular topic.

This topic has been wildly debated and researchers have different views about what exactly User Experience is. . There were cases such as: Studying the user experience with entertainment factors, there are certain ways to express emotion that can be evident in how the user experience is designed, how it changes the quality in the way businesses reach the consumers. The different views regarding the User Experience entails what it should look like and how it should be used, whether the look of the User Experience is more important or how the user’s can interact with it, the way it should be used, which is serving the purpose of it being user friendly to complete tasks.

It is mentioned that there is more to the user experience than just knowledge and technology. It is about the way that moods, emotions, needs are portrayed as it being a consequence of the users’ states. The idea of user experience is forever growing and changing, and it can be seen that it is not a coincidence that there is experiential and emotional aspects that are being focused on when studying the user experience.

In Conclusion, all the papers that had been reviewed about the User Experience topic and all papers had a lot of different views about what exactly is it. Although, it there are some positive ways for the User Experience to be, where it focuses on creating a good quality for the User, rather than preventing the problems that come with the usability, it focuses on starting off well.