Read *Minge & Thuring* (2018). Based on the change in human emotion over time, might you adapt Figure 1 in their paper in any way?

Introduction

I was tasked with reading the article by Minge & Thuring (2018) on Hedonic and pragmatic halo effects at early stages of User Experience and suggesting how the CUE (components of user experience) model (shown below) could be adapted to emphasise the change in human emotion over time.
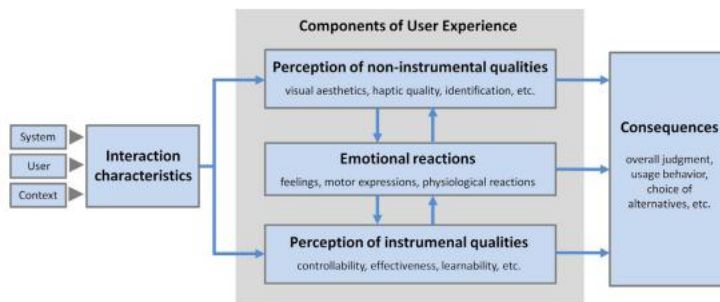

Fig. 1. Components of User Experience (CUE model) by Thüring and Mahlke (2007).

Questioning the validity of their experiment

While the experiment does provide some insights into the key factors that affect user experience over time, I would question the validity of the experiment as the experiment was inherently biased as there were no open-ended questions limiting the responses and the length of the experiment significantly skewed the results. Additionally, the experiment didn't account for participants previous experience with audio players.

Fixing the limitations of the experiment

To fix these limitations I would extend the experiment to show how time effects UX and include open ended questions in the survey to get more valuable feedback. Extending the CUE model in this way demonstrates how the contribution of aesthetics and emotions to UX changes over time. According to the CUE model initially the user should value aesthetics highly but over time usability should become more important.

Accounting for how experiences impact UX

In the book The Role of Experience in Perception (Ribeiro, 2014) Rodrigo Ribeiro dissects how people are affected by their experiences (Ribeiro, 2014). Due to the significance someone's background and personal experience can have on their emotional response I would extend the CUE model to account for this.

Conclusion

While the CUE model along with the modular evaluation of key Components of User Experience Questionnaire (Minge et al, 2018) is a good starting point it doesn't account for the participants previous experience and will return limited results due to the close-ended nature of the questions. Additionally, the CUE model doesn't track UX as the users transition from beginners to intermediate users to experts and it doesn't consider the effect brand reputation can have on UX.

References

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