

Collaborative Discussion 2

There has been an evolution in the past to refocus programs to have a more user-friendly interface. The realm of UX has subsequently come into focus. Previously, due to limited advancement and competition, software was focused on usability. However, in the last decade, more companies have been focused on user experience in order to attract consumers away from other competing companies, often offering a similar service. The Covid-19 pandemic essentially confined the entire world to their homes, which resulted in a race to create ways for individuals to connect through technology. Video communication platforms such as Zoom, have thrived under these conditions (Bhatt and Shiva, 2020). Human beings by nature, crave interaction with others, and isolation may lead to anxiety and depression, even in introverted personality types. However, the need for constant improvement and new experiences are inherently etched into our DNA, with a transition needed from simple communication to immersion. More recently, tech giants such as Meta, have been developing immersive software in order to create a virtual world, with virtual experiences.

The Components of User Experience (CUE model) by Thüring and Mahlke (2007) had previously addressed the change in human emotion to include visual stimulation for an overall improved experience (Minge and Thüring, 2018). However, I feel that this model has overlooked the component of immersion.

In my investigation, I discovered a research article which examined the influence of immersion on engagement.

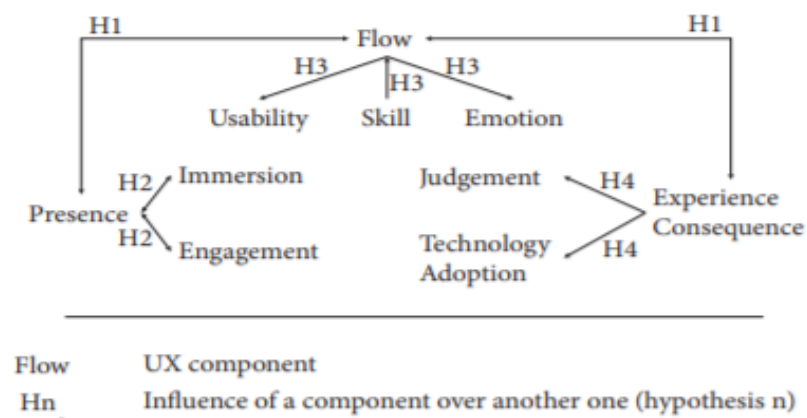


Figure 1 adapted from Tcha-Tokey et al., 2018

The hypothesized model included the immersive experience, with results from the study concluding a partial correlation of their hypothesis, examining immersion and engagement. The authors state multiple limitations of the study, which may have impacted their conclusions (Tcha-Tokey et al., 2018). Other research, has identified increased engagement when incorporating immersion, specifically in the fields of online shopping and gaming (Papagiannidis et al., 2017).

In summation, I feel that change in emotion is multifactorial, with many aspects providing influence. I would subsequently reject figure 1 from Minge and Thüring, 2018 and replace it with Tcha-Tokey *et al.*, 2018, or subsequent research to validate or reject this opinion.

References

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Summary Post

During the course of this discussion, I learnt more about the user experience design process, as well as methodology. A colleague had mentioned the need to “pay enough attention to the brand's lifestyle-oriented identity to allow individual consumers to identify which one is most consistent with their own identity and values” (Liu, 2022). Further research in this area proposes a use of Strategic experimental models, which seeks to collate sense, thought, feel, lifestyle and social identity into a single holistic experience (Yu and Huang, 2020).

An additional factor to consider, is the relation of a brands identity, to user experience and engagement. A literature review on the subject concluded that while usability is important, it cannot alone contribute to engagement and subsequent success. For customers to constantly engage with the product, there has to be usability as well as a perceived pleasure from using the product(Mishra, Dash and Cyr, 2014). Thus, the idea of usability and pleasure are linked to customer engagement and success.

In summation, I believe that the Minge CUE model (Minge and Thüring, 2018), is outdated, and should be remade to include important theories such as immersion, lifestyle, and pleasure derived from utilization of the product.

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