Collaborative Discussion 2

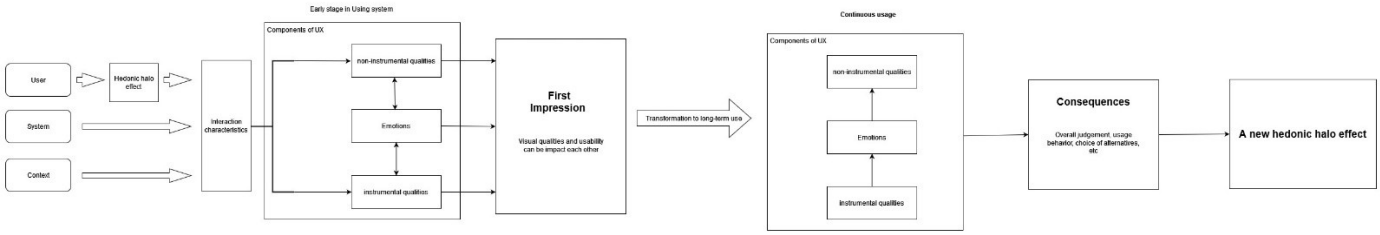
Factors Affecting User Experience

Initial post

Minge and Thüring's research offer a significant contribution to the understanding of user experience (UX) models, particularly the CUE model presented in 2007. The CUE model, which integrates user emotion into the evaluation of a system's UX, posits that visual aesthetics and usability influence each other. This suggests that high-quality non-instrumental qualities can positively enhance user experience, and good usability can further improve visual scores.

However, Minge and Thüring argue that the CUE model's effectiveness can be influenced by a user's previous experience. They propose that before and at the beginning of system interaction, the hedonic effect could play a major role in users' judgment of the system. But as users spend more time with the system, the original CUE model may no longer be applicable.

Based on their findings, I propose an updated version of the CUE model. Minge and Thüring concluded that under long-term usage conditions, usability becomes the primary factor influencing user experience. As users become more familiar with the system, a new hedonic halo effect is generated, which can influence their experience when they encounter another system with a similar appearance in the initial stages. This updated model takes into account the dynamic nature of user experience and the shifting influence of hedonic and pragmatic factors over time.



Reference

Minge, M. and Thüring, M., 2018. Hedonic and pragmatic halo effects at early stages of user experience. *International Journal of Human-Computer Studies*, *109*, pp.13-25.

Peer review Etkin's initial post

Hello Etkin, thank you for your insightful post.

Your figure is both elegant and succinct, arguably leaving a stronger impression than the one mentioned in the paper. Minge and Thuring suggest that as usage time increases, non-instrumental quality becomes more influential in shaping user perception. This implies that non-instrumental quality will play a more significant role in the long run. However, the authors did not validate their conclusion over an extended period, which leaves some room for debate. From my perspective, your figure seems more easily understandable.

Peer review Andrea's initial post

Thank you for your post.

Your diagram effectively reflects the ideas presented in Minge and Thuring's paper, where they propose that user experience can be divided into two stages: the initial impression and the long-term interaction. However, it seems that in discussions about UX, the GUI often garners significant attention.

Yet, as Michael pointed out, voice control is another aspect to consider. Indeed, voice interfaces have their unique features and design concepts (Design Foundation, 2010), offering a different perspective on UX. Furthermore, consider the case of visually impaired users who rely on specialized touch screens for feedback. It raises the question of whether Minge and Thuring's model remains applicable in such user case.

Reference

The Interaction Design Foundation. (2010). What are Voice User Interfaces? [online] Available at: https://www.interaction-design.org/literature/topics/voice-user-interfaces. [Accessed 26 June. 2023].

Summary post

Minge and Thüring propose that user experience (UX) can be divided into two distinct stages:

1. The initial stage, which occurs before and as the user begins to interact with the system. During this stage, the hedonic halo effect strongly influences user judgment. Factors such as personal aesthetics and past experiences shape the user's first impression.

2. The long-term usage stage, where the pragmatic halo effect becomes predominant in the system. Conversely, non-instrumental quality guides the user's emotions in evaluating the entire system.

Mahlke (2005) contends that the system's usefulness is the most crucial factor in creating a positive UX. The hedonic halo effect plays a significant role in the initial stage. However, the perceived quality of the product can elicit more complex emotions over time. If these emotions are predominantly positive, they could encourage the user to use the system more frequently.

Nevertheless, with the rise of non-visual design, particularly AI that can interact with humans using natural language, traditional systems where most actions are user-directed are being replaced. In AI systems, users can issue instructions through language or input, rather than through GUI components. Adam, Wessel, and Benlian (2021) suggest that the design of chatbots and the techniques used for user interaction can significantly influence user compliance. However, AI-based systems often fail to meet user expectations, creating a gap between what the user expects and the system's performance. This discrepancy can lead to users being less inclined to comply with requests made by the chatbot (Adam, Wessel, & Benlian, 2021).

Reference

Adam, M., Wessel, M. and Benlian, A., 2021. AI-based chatbots in customer service and their effects on user compliance. Electronic Markets, 31(2), pp.427-445.

Mahlke, S., 2005, September. Understanding users' experience of interaction. In Proceedings of the 2005 annual conference on European association of cognitive ergonomics (pp. 251-254).

Minge, M. and Thüring, M., 2018. Hedonic and pragmatic halo effects at early stages of user experience. International Journal of Human-Computer Studies, 109, pp.13-25.