Initial Post

Minge & Thuring (2018) conducted an experiment in user experience (UX) in perceived app usability and its visual and aesthetic experience. Particularly, a key variable they implemented is time, specifically, the change in perception over time as the user interacts with the application. A novel model was proposed by Thuring & Mahlke (2007), defined as the CUE – Components of User Experience – model, seen in Figure 1.

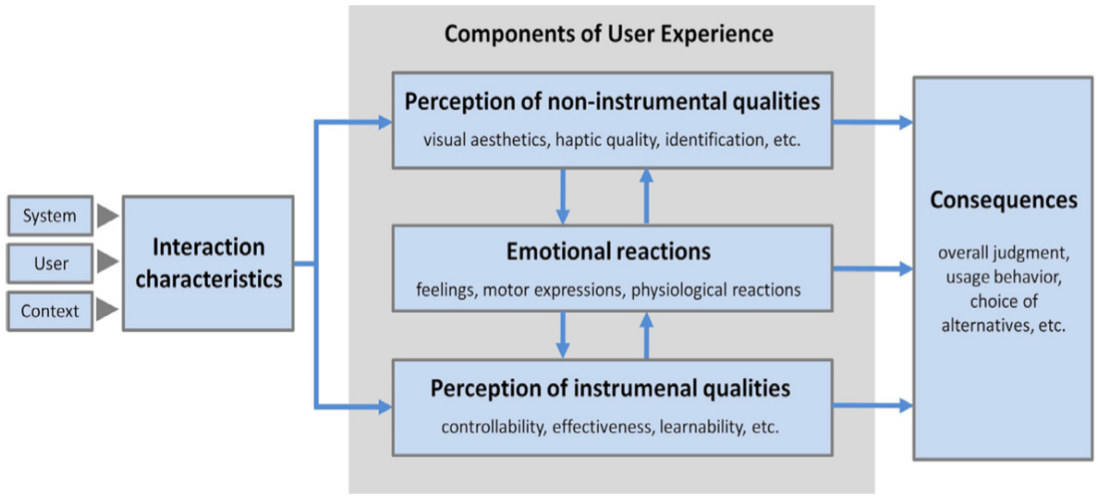

Figure 1. CUE model by Thuring & Mahlke (2007).

Given the findings by Minge & Thuring (2018), the above model could accommodate the component of **Perception of distance to final interaction**. Figure 2 presents the modified version of Thuring & Mahlke's (2007).

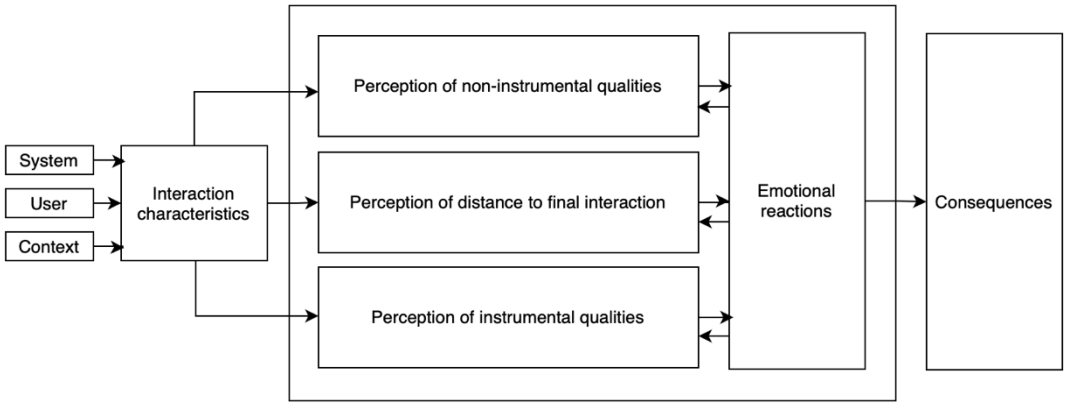

Figure 2. Extended CUE model.

A user ultimately uses a system with a specific goal in mind, for example, purchasing a new fridge. The proposed component considers the elements within the perceived user journey as they interact with a product. Particularly, the time, the specific sequence and number of steps and complexity of steps required to reach the final interaction to fulfil their goal. A higher distance results in higher risk of failed user experience. Additionally, a key factor to consider is the user characteristics factor. For example, elderly users require adjustments to simplify overall user experience, and Ji & Yu (2022) discuss in their findings how navigational depth should be kept at three steps where possible.

A salient example from personal experience, industry and even academic literature is the fast-fashion eCommerce website ZARA. Its main product feed contains of visually aesthetic images of their products, often from which the product being sold is not obvious, requiring the user to spend more time in locating their desired item. Ng (2017) highlight multiple critical usability issues during their analysis, and ZARA appears to have a reputation of being difficult to navigate (May, 2021).

Considering the developing research, the integration of the "Perception of distance to final interaction" component into the CUE model hopefully emphasises the importance of understanding the user's journey and the potential challenges they face in achieving their goals. This highlights the need for UX designers to consider user characteristics and streamline navigation to enhance usability, as demonstrated by the challenges faced by users on platforms like ZARA's eCommerce site.

References:

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