

Ux and Emotional impact as part of the user experience

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User experience

User experience is the totality of the effect or effects felt by a user as a result of interaction with, and the usage context of, a system, device, or product, including the influence of usability, usefulness, and emotional impact during interaction, and savoring the memory after interaction.

“Interaction with” is broad and embraces seeing, touching, and thinking about the system or product, including admiring it and its presentation before any physical interaction.

Components of user experience design



Is the application useful for the individual user and his specific task?

Is the application usable for the individual user and his specific task?


Is the application desirable for the individual user and his specific task?

Is the application valuable for the individual user and his specific task?

Is the application accessible? Available to every individual user, regardless of disability?

Is the target findable for the individual user and his specific task?

Is the application credible for the individual user and his specific task?



Emotional impact as part of the user experience

The Potential Breadth of Emotional Impact

Aesthetics and Affect

A Convincing Anecdote

The Centrality of Context

What about Fun at Work?



The Potential Breadth of Emotional Impact

Sometimes a user's reaction to a system or product is extremely emotional, a user experience with a deep, intimate, and personal emotional impact.

Attractive things make people feel good

Social and cultural interactions entail emotional aspects, such as trustworthiness (especially important in e-commerce) and credibility.

Design for emotional impact can also be about supporting human compassion like [CaringBridge.org](https://caringbridge.org) and [CarePages.com](https://carepages.com).



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A Convincing Anecdote

Anecdote means a short interesting story about a real incident or person.

iPad turned the personal devices industry upside down and started a whole new class of devices.

iPad is the most successful personal electronic device ever, selling 15 million in the first months.

It has little to do with rational, functional, and utility appeal and has everything to do with emotional allure. It is about the personal experience of holding it in your hand and manipulating finely crafted objects on the screen.



Aesthetics and Affect


The movement from functionality and usability to aesthetics takes us from a utilitarian to an experiential orientation, from a cognitive paradigm to an affective-centric paradigm.

Interaction design can “touch humans in sensible and holistic ways”.

The **objective view** is that aesthetic quality is innate in the object or the design and is known by certain features or characteristics regardless of how they are perceived. This means that objective aesthetic qualities can be evaluated analytically.

Aesthetics, a branch of philosophy and often associated with art, is considered an elusive and confusing concept .

The **subjective view** of aesthetics is that it depends on how they are perceived.



Aesthetics has different effects on different people and must be evaluated with respect to users/people.


In particular how are the objective view and the subjective view connected with respect to design? How can the aesthetics of a product or system evoke a change in the person's/user's affect?

Norman (2004) proposes a three-level processing model for emotional design, making connection between aesthetics and emotion explicitly:

Visceral processing requires visceral design—about appearance and attractiveness, appeals to “gut feeling”

Behavioral processing requires behavioral design—about pleasure and effectiveness (usability and performance)

Reflective processing requires reflective design—about self-image, identity, personal satisfaction, memories



Kim and Moon (1998) describe emotions, the immediate affective feelings about a system, in seven dimensions:

Attractiveness

Symmetry

Sophistication

Trustworthiness

Awkwardness

Elegance

Simplicity



A



B



The Centrality of Context

Context is even more important, essential and central to the meaning of emotional and phenomenological impact in situated usage.

Because the resulting user experience for a product depends on how users view the product and strongly on the usage context, designers have to work hard.

So, in general, there is no formula for creating an interaction design that can be expected to lead to a specific kind of user experience.

That is a factor that adds much difficulty to designing for what we hope will be a quality user experience.

However, the more designers know about users and usage context, the better they will be equipped to create a design that can lead to a desired user experience.

Example: Consider the Garmin GPSMAP 62st handheld GPS device. In *Field and Stream*, a hunting magazine, an advertisement stresses an impressive list of features and functionality, including such esoteric technology as “3-axis tilt-compensated 100K topo mapping, Birds-Eye Satellite imagery, and quad helix antenna.” The message for hunters is that it will get you to the right place at the right time in support of the goals of hunting.

In contrast, in *Backpacker* magazine, apparently catering to the idea that the typical backpacker is more interested in the enjoyment of the outdoors, while the hunter is more mission oriented, an ad for the same device appeals strongly to emotion. In a play on words that ties the human value of self-identity with orienteering, Garmin puts presence in lifestyle first: “Find yourself, then get back.” It highlights emotional qualities such as comfort, cozy familiarity, and companionship: “Like an old pair of boots and your favorite fleece, GPSMAP 62st is the ideal hiking companion.”





What about Fun at Work?

Working could be very stressful. So to release some stress there should be some fun at work.

Games can help to release stress. Team games can be both fun as well as team building exercises.

Some work roles and jobs are not amenable at all to fun as part of the work practice. Consider a job that is inherently challenging, that requires full attention to the task, for example, air traffic control. It is essential for air traffic controllers to have no-nonsense software tools that are efficient and effective.

Any distraction due to novelty or even slight barriers to performance due to clever and “interesting” design features will be hated and could even be dangerous. For this kind of work, task users often want less mental effort, more predictable interaction paths, and more consistent behavior. They especially do not want a system or software tool adding to the complexity.



Thank you!!!

