
Unit 7: Software Development Life Cycles

e-Portfolio activity

'Emotional reactions' of user experience

Task:

In relation to the 'Components of User Experience' model from Van der Linden et al., (2019) (below), consider the 'Emotional reactions' of user experience.

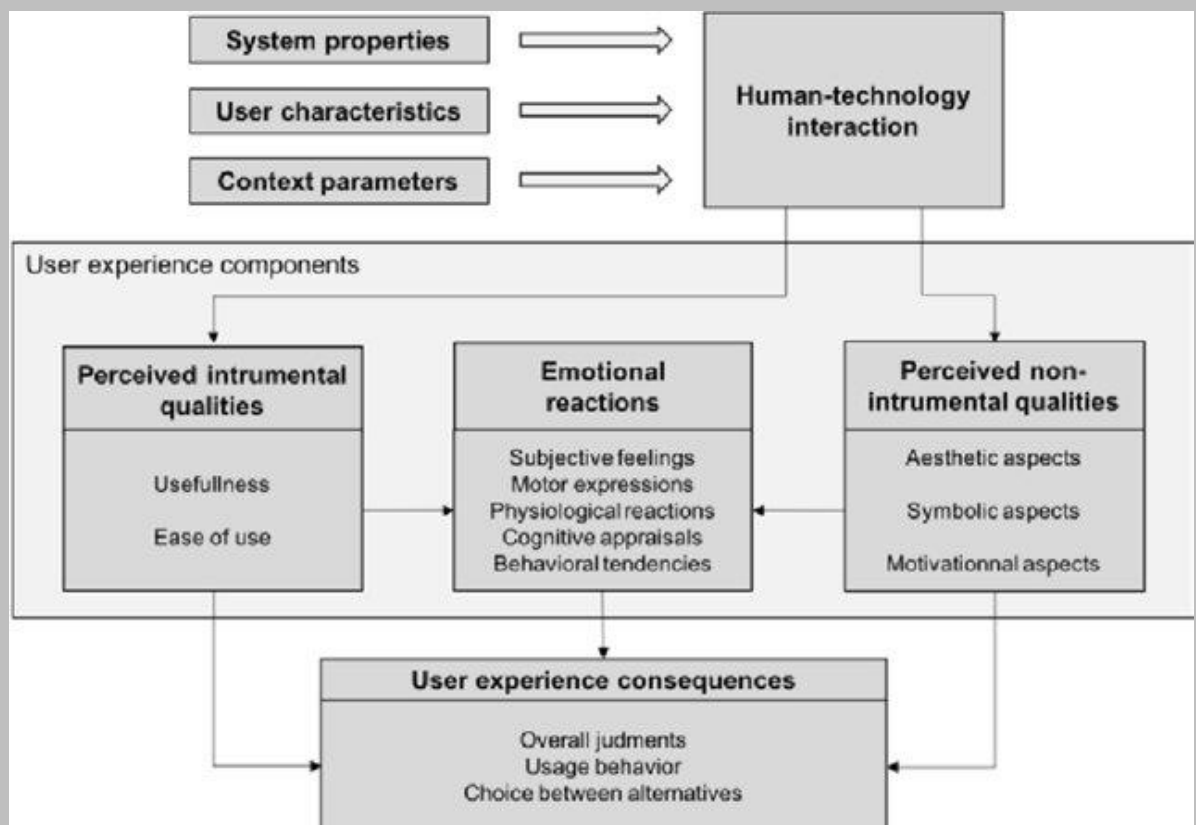


Figure: Components of User Experience Model (Van der Linden et al., 2019)

Question: As a Project Manager, what might be your response to manage the emotional reactions of a customer? You should use at least three academic papers to support your response and write a minimum of 300 words as your response.

Answer:

As a Project Manager, effectively managing the emotional reactions of customers is essential for fostering a positive user experience (UX). The CUE-model highlights the significance of emotional reactions as a core component of UX, emphasizing that these reactions can significantly influence user satisfaction and overall engagement with a product (Van Der Linden et al., 2019). Here are several strategies, supported by academic literature, to manage emotional reactions effectively.

1. **Understanding User Emotions:** Conducting thorough user research is vital to identify emotional triggers associated with your product. According to Desmet and Hekkert (2007), understanding the emotional responses of users can help designers create products that resonate with users on a deeper level. Techniques such as interviews, surveys, and usability testing can provide insights into how users feel during their interactions, allowing for targeted improvements.
2. **Designing for Positive Emotions:** The design of a product plays a crucial role in eliciting emotional responses. Norman (2004) argues that aesthetics and usability are intertwined, and a well-designed product can evoke positive emotions, enhancing user satisfaction. By focusing on visual appeal, intuitive navigation, and engaging interactions, Project Managers can create an environment that fosters positive emotional reactions, as indicated by the CUE-model's emphasis on perceived instrumental qualities (Van Der Linden et al., 2019).
3. **Providing Support and Reassurance:** Emotional support during user interactions can mitigate negative feelings. Research by Hassenzahl (2003)

suggests that providing clear instructions and responsive customer service can significantly enhance user confidence and reduce frustration. Implementing robust support systems, such as FAQs, chatbots, and community forums, can help users feel more secure and valued, positively influencing their emotional reactions.

4. **Encouraging Feedback:** Actively seeking user feedback is crucial for understanding emotional responses. According to Fogg (2003), users who feel their opinions are valued are more likely to develop a positive emotional connection with a product. Creating channels for feedback, such as surveys and user forums, allows users to express their feelings and experiences, fostering a sense of community and belonging.
5. **Iterating Based on Emotional Insights:** Continuous improvement based on user feedback is essential. As highlighted by Tractinsky et al. (2000), addressing user pain points can lead to enhanced emotional responses and overall satisfaction. By analyzing feedback and making iterative changes, Project Managers can ensure that the product evolves to meet user needs effectively.
6. **Foster a Positive Community:** Build a community around your product where users can share their experiences and support each other. Positive social interactions can enhance emotional reactions and overall satisfaction.
7. **Monitor Emotional Responses:** After launching the product, continue to monitor user emotions through analytics and feedback. Look for patterns in emotional responses and be prepared to make adjustments as needed.

In conclusion, managing the emotional reactions of customers requires a multifaceted approach that includes understanding user emotions, designing for positive

experiences, providing support, encouraging feedback, and iterating based on insights. By implementing these strategies, Project Managers can enhance user satisfaction and foster a more positive emotional connection with their products, ultimately leading to greater user loyalty and engagement.

References:

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- Van Der Linden, J., Amadiou, F., Vayre, E., & Van De Leemput, C. (2019). User Experience and Social Influence: A New Perspective for UX Theory. In A. Marcus & W. Wang (Éd.), *Design, User Experience, and Usability. Design Philosophy and Theory* (p. 98-112). Springer International Publishing. doi:10.1007/978-3-030-23570-3_9.