Unit 7 - e-Portfolio activity

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.

Human emotions drive most of our actions. In every decision we make daily, emotions play a significant role, even subconsciously, without us realising (Agarwal and Meyer, 2009). Consequently, human emotions can affect the user experience, and alter the way a consumer views a product or a service (Minge and Thuring, 2018).

Human emotions while really important, were for the most part ignored when managing a new project, resulting in unexpected project failures (Agarwal and Meyer, 2009). Managing a project can be difficult and demanding, but the main elements must be effectively organised in order to successfully deploy a product.
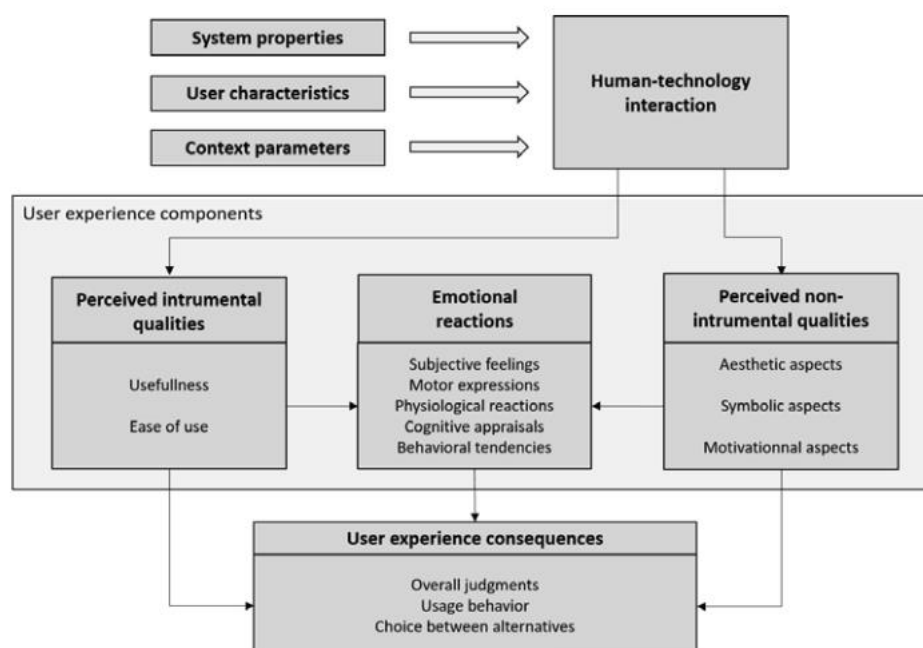
Figure 1: Components of User Experience Model (Van der Linden et al., 2019).

There are three components in the User Experience model: the perceived instrumental and non-instrumental qualities and the emotional reactions (Van der Linden et al., 2019).

The instrumental qualities are the technical components that make up a product (hardware, etc.), the non-instrumental qualities are the physical components that make up a product (colour, material, design, etc.).

The emotional reactions are the emotions users perceive after (or before) their interaction with the product (Minge and Thuring, 2018).

As a project manager, I would incorporate a number of techniques to ensure positive emotional reactions.

First, I would create a forum where developers and customers would provide constructive feedback of the product. This way, the public would feel that the product is developed according to their needs (Agarwal and Meyer, 2009).

Moreover, if possible, I would provide a programme where external developers could join and test the programme before its final deployment (Van der Linden et al, 2019).

Finally, I would make sure that I am current with the results of any previous identical project, in order to avoid similar mistakes.

References:

Agarwal, A., Meyer, A., (2009) Beyond usability: evaluating emotional response as an integral part of the user experience. CHI'09 Extended Abstracts on Human Factors in Computing Systems pp. 2919-2930.

Minge, M. & Thuring, M. (2018) Hedonic and Pragmatic Effects at Early Stages of User Experience. International Journal of Human-Computer Studies 109: 13-25.

Van der Linden, J., Amadieu, F., Vayre, E. & Van de Leemput, C. (2019) User Experience and Social Influence: A New Perspective for UX Theory. In Marcus, A. & Wang, W. (eds) Design, User Experience, and Usability. Design Philosophy and Theory. HCII 2019. Lecture Notes in Computer Science. 11583. Springer: Cham, India