

Collaborative Learning Discussion 2: Factors Affecting User Experience

Human emotions can affect the user experience, a fact which contributes to the complexity of user satisfaction with a product. Further complicating the process is the fact that user emotions on the first use of a product are likely to be different to their emotions once they become more experienced.

Read *Minge & Thuring* (2018). Based on the change in human emotion over time, might you adapt Figure 1 in their paper in any way?

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Nowadays, with the vast availability of devices and technology accessibility, user experience (UX) is as important as ever. These days consumers have an extensive selection of products to choose from, and the user experience element is the key to captivating the biggest market share.

It is a common misconception that the UX aspect is based entirely on the aesthetic area of a product, however, user experience includes any aspects affecting the usability and value of a product (Norman and Nielsen, n.d.). When users interact with a product, they develop a series of emotions that change over time, and by focusing on a pleasant and easy-to-use UX, the user is likely to develop positive feelings (Minge and Thuring, 2018).

Product qualities are divided into two categories: instrumental and non-instrumental (or pragmatic and hedonic (Hassenzahl, 2002)) (Minge and Thuring, 2018).

The instrumental qualities are related to the technical features of a product, such as its hardware, controllability and suitability, while the non-instrumental qualities are related to the physical design of the product, such as its material, colour, size and form. Both qualities

affect the emotions and therefore, the future behaviour and usability (Minge and Thuring, 2018).

Some studies have shown that the non-instrumental visual aspects of a device prevail in the emotion development stage as users subconsciously determine if they are attracted to the device, and therefore affect the future usability regardless of the instrumental aspects (Minge and Thuring, 2018).

Additionally, an effect called the “halo effect” can occur, where a user judges the instrumental aspects (e.g., usability) of a device positively if he/she found it attractive, or negatively if he/she found it unattractive (Minge and Thuring, 2018).

On the other hand, it is documented that users get used to the non-instrumental aspects over time and do not receive the same excitement as they used to, but rather, they prioritise a product’s functionality and usability in a “usable is beautiful” statement (Minge and Thuring, 2018).

Figure 1 Adaptation

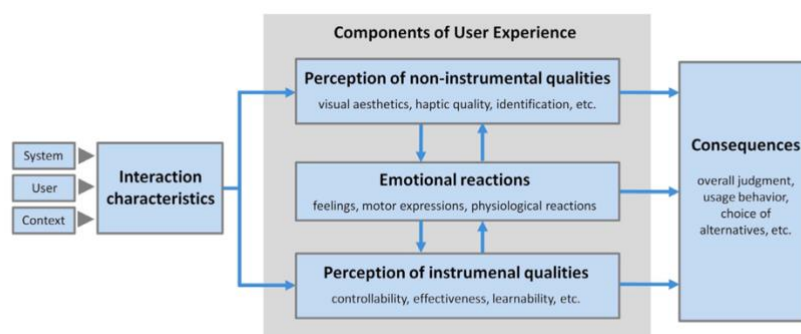


Fig. 1. Components of User Experience (CUE model) by Thüring and Mahlke (2007).

As the visual aspects of a product can determine the emotions of a user, I would move the “Perception of non-instrumental qualities” before the interaction characteristics, because users might not even interact with the product if they do not find themselves attracted to it.

Furthermore, I would add a loop from the “consequences” back to the components of User Experience, in the cases where a person changes their emotions over time and find more value in either the instrumental or non-instrumental qualities.

References:

Hassenzahl, M. (2002) Beyond usability – appeal of interactive products. *iCom – Usability Emotion (1)*: 32–40.

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

Norman, D., and Nielsen, J. (n.d.) The Definition of User Experience (UX). Available from: <https://www.nngroup.com/articles/definition-user-experience/> [Accessed 19 January 2022].