**Summary Post for Collaborative Discussion 2: Factors Affecting User Experience**

Fig. 1 below is taken from the article authored by Minge & Thüring (2018) for reference.

Diagram

Description automatically generated

Inspired by the more holistic and recent work of Zhao & Bacao (2020), I adapted the above-mentioned figure as shown below to illustrate key expectancies of users regarding both effort and subsequent performance, and capturing key contextual details, such as the organisational intentions, individual and collective trust, as well as the social influence exerted on the users towards leveraging a specific system. Furthermore, I also included the key perception of the fit of the technology with respect to the task or job to be done (JTBD) (Zhao & Bacao, 2020), which typically is fundamental to ensure a smooth user experience and adoption. The system’s experience and perceived value on users will ultimately result in either satisfaction or dissatisfaction, thus leading to continuance or discontinuance respectively (Zhao & Bacao, 2020), as illustrated in the adapted figure below.

Diagram

Description automatically generated

Furthermore, as my colleagues noted, aesthetics can impact the user interaction with a system and, thus, the importance of a good first impression (Minge & Thüring, 2018). This impression is impacted – whether positively or negatively - via empirical reinforcement (Minge & Thüring, 2018). Nevertheless, functionality or usability is indeed of higher importance than aesthetics in the long term; however, for a system to be successful, the user experience should be holistically positive, including the perceived quality based on the aesthetics of a system (Minge & Thüring, 2018).

There are various components of the user experience, considering both tangible (sensory) and intangible (affective and behavioural) elements (Thüring & Mahlke, 2007). Moreover, it is key to design for emotional engagement and quantifying it, as something cannot be improved unless it is measured indeed (Hassenzahl et al., 2010).

**References**

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Thüring, M., & Mahlke, S. (2007) The components of user experience, *In Proceedings of the 6th Conference on Designing Interactive Systems: Processes, Practices, Methods, and Techniques*. ACM. 315-324.

Zhao, Y., & Bacao, F. (2020) What factors determining customer continuingly using food delivery apps during 2019 novel coronavirus pandemic period? *International journal of hospitality management* *91*: 102683.