**Peer Responses as part of the Collaborative Discussion 2: Factors Affecting User Experience**

**First peer response**

Hi <FIRST\_STUDENT\_NAME>,

Thank you for highlighting how aesthetics can impact the user interaction with a system and, thus, the importance of a good first impression, as you correctly described it. Furthermore, you also stressed how this impression is impacted – whether positively or negatively - via empirical reinforcement, with which I concur. I also agree that 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.

Inspired by the more holistic and recent work of Zhao & Bacao (2020), as per the figure I adapted as below, I would suggest you capturing the key expectancies of users regarding both effort and subsequent performance, as well 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, the key perception of the fit of the technology with respect to the task or job to be done (JTBD) (Zhao & Bacao, 2020) should also be accounted for, 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).

Diagram

Description automatically generated

I hope this helps.

Best wishes,

Marianne

**Reference**

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.

**Second peer response**

Hi <SECOND\_STUDENT\_NAME>,

Thank you for highlighting how there are various components of the user experience, considering both tangible (sensory) and intangible (affective and behavioural) elements. Furthermore, I agree that it is key to design for emotional engagement and quantifying it, as something cannot be improved unless it is measured indeed.

Inspired by the more holistic and recent work of Zhao & Bacao (2020), as per the figure I adapted as below, I would suggest you capturing the key expectancies of users regarding both effort and subsequent performance, as well 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, the key perception of the fit of the technology with respect to the task or job to be done (JTBD) (Zhao & Bacao, 2020) should also be accounted for, which typically is fundamental to ensure a smooth user experience and adoption. As you also captured in your diagram, 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).

Diagram

Description automatically generated

I hope this helps.

Best wishes,

Marianne

**Reference**

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.