

Unit 5 Collaborative Discussion 2

Factors Affecting User Experience

Minge and Thüring (2018) discuss how human emotion plays a user's perception of a product. They conclude that users are affected by a product's visual aesthetics before using it. Still, this effect wanes throughout prolonged usage. However, it seems that flawed designs do not improve users' perception of products unless the product proves to have a high level of usability. I consider this akin to the adage that love is blind. Aesthetics ultimately does not play a significant role if the product proves helpful; demonstrating that "beautiful is usable" (Tractinsky et al., 2006) is not always valid.

The ISO 9241 standard defines UX as a "person's perceptions and responses that result from the use or anticipated use of a product, system, or service." Based on this definition, the figure presented in the paper by Minge and Thüring captures this definition via "Consequences", "Percepts of (non-)instrumental qualities", and "Emotional reactions".

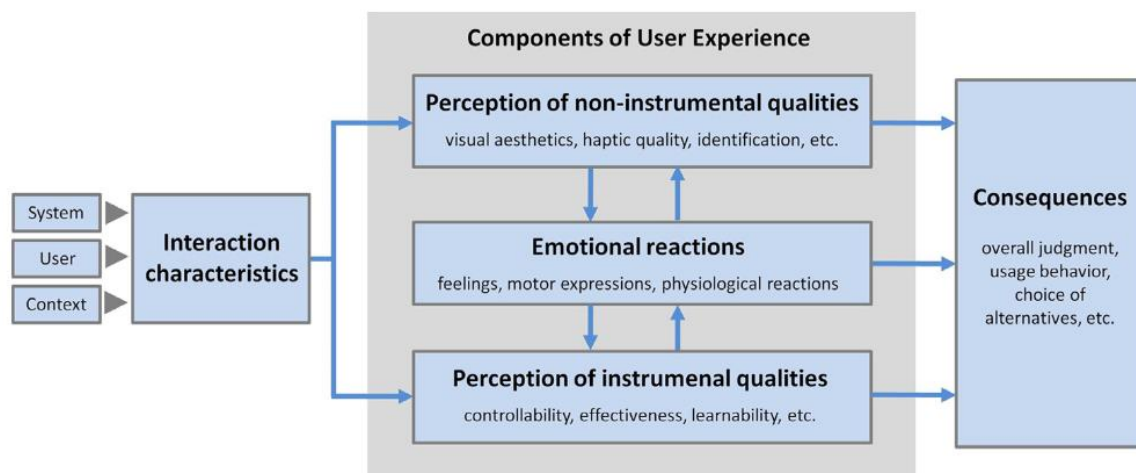


Fig. 1. Components of User Experience (CUE model) by Thüring and Mahlke (2007).

Extending this diagram, I would add the notion of "experience" and "time" elements as components of user experience.

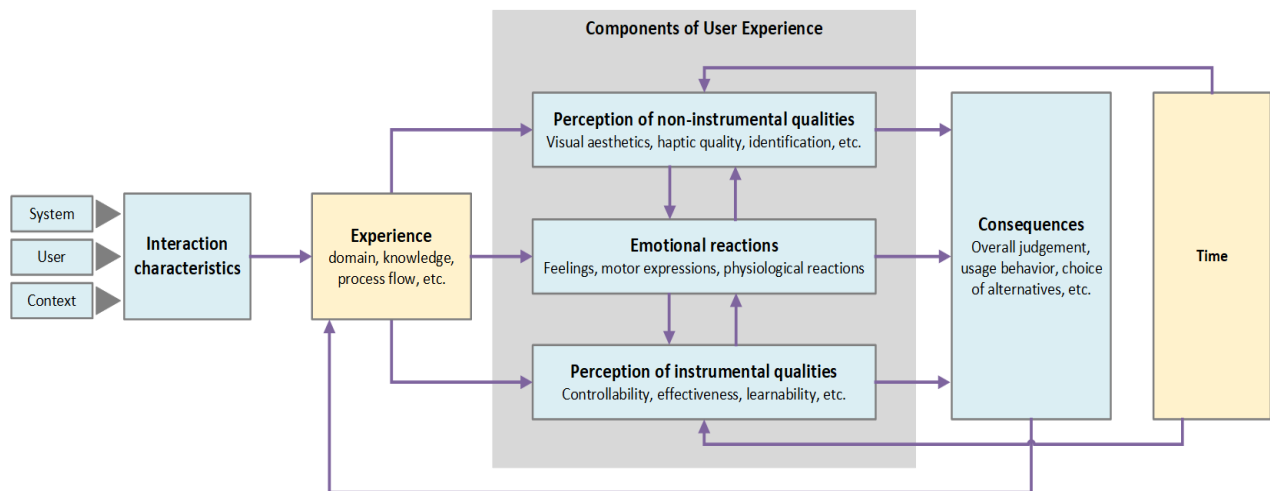


Figure 1 Extension of CUE (Michael Justus, 2022)

Experience is added because a user's domain of understanding forms the foundation of perceptions of a given product, which impacts the user's emotions based on aesthetics. And given that a user understands or expects certain functionality from a product based on their domain, they will expect specific terminology, colours or haptics. The dimension of "time" is added because the paper presented by Minge and Thüning notes that over time the perception of non-instrumental qualities diminishes. However, time brings a deeper understanding of the product and any potential workarounds.

References

- Minge, M. and Thüning, M. (2018). Hedonic and pragmatic halo effects at early stages of user experience. *International Journal of Human-Computer Studies*, 109: 13-25.
- Tractinsky, N., Cokhavi, A., Kirschenbaum, M. & Sharfi, T. (2006). Evaluating the consistency of immediate aesthetic perceptions of web pages. *International journal of human-computer studies*, 64(11): 1071-1083.