Unit 8 Collaborative Discussion 2

Factors Affecting User Experience Summary

The discussion over the past weeks regarding user experience and factors that impact it led to identifying factors that organisations must consider when developing their information systems. One point I found interesting was that a product's aesthetics do not play a significant role if the product proves helpful; proving that beautiful is usable" (Tractinsky et al., 2006) is not always valid. On the other hand, user experiences tend to change over time, causing aesthetics to take lower priority as users favour the ability to complete tasks within the system, regardless of presentation. Edgell (2022) referenced the role of brand loyalty, which ties in with research by Mingione et al. (2020) that recommends that brands create emotional bonds with customers, leading to improved perceptions of a product. In response to the idea of brand loyalty impacting user experiences, Smirnov (2022) raised the idea that customers buy into the why of organisations are about.

To consider how to monitor a customer's experience, Schrepp et al. (2014) consider the role of questionnaires that allow organisations to quickly identify weak points of user experience that require the most attention. In conjunction with questionnaires, a Net Promoter Score is another valuable tool organisations can leverage to identify customers' experiences when engaging with the product (Qualtrics, 2022). I consider NPS an interesting tool for identifying customer experience because Holbrook and Hirschman (1982) point out that customer emotion plays a crucial role in consumer behaviour and marketing activities. For example, experiences vary across engagement touchpoints with a product, either pre-purchase, purchase, or post-purchase. Such touchpoints generate positive, negative, or neutral emotions, which both questionnaires and an NPS can reflect.

From the discussions, I consider great user experiences are human-centred, connect with the user, and allow users to complete their tasks invisibly. In this respect, good user experiences must involve sound user interface design principles. In this regard, Ruiz et al. (2021) identify a few of the principal tenets: informative feedback, consistency, error prevention, low memory usage, natural dialogue, good error messages, shortcuts, and reversible actions, with the most cited user design principle relating to information feedback. Given these principles, I believe that information system designers can positively impact customers' experiences by remaining human-centred, aiming to present an experience as simple as possible.

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