Unit 7 Collaborative Discussion 2

Peer Responses

Contents

Response to Alice Villar

Hi Alice,

I was thinking about the statements in your reply concerning the psychological analysis of user experiences using self-assessment ratings, questionnaires and behavioural data. However, I think psychological analyses may differ between two points of time, potentially rendering the analysis invalid. In your opinion, are there any alternative approaches to considering user emotions when designing solutions?

Response to Shan Swanlow

Hi Shan,

I like your updated CUE diagram highlighting the impact of external experiences on a user's perceptions of a given product. The post considers that "it's not necessarily the experience...that shapes a person's perception...but rather, time", and this caused me to think

about what causes users to consider one product inferior compared to another, even if they both achieve the same outcome? I agree with the statement concerning time since users learn to adapt. However, do you consider it possible that external experiences have no impact on user perceptions of UX?

Reply from Andrey Smirnov

Hi Shan,

I agree with Michael's comment above that highlighting the importance of external influences on a user's perceptions is a valuable contribution to the model. There are many examples of companies which, by investing into a strong product design philosophy and introducing products that challenge the existing "status quo", have influenced how we define "good" or desirable user experience; Apple is perhaps the most obvious example. That said, it can also be argued that this aspect of user perception is implicitly captured in the "Perception of non-instrumental qualities" dimension of the original CUE model. From this perspective, your proposal can be seen as an elaboration, and not a functional extension of the model.

Kind regards,
Andrey

Response to Taylor Edgell

Hi Taylor,

I enjoyed reading your thought about the CUE that referenced brand loyalty as a pre-usage option impacting emotional reactions. To support your idea, Mingione et al. (2020) consider the value of human emotions in co-creating brands, stating, "When brands activate emotional bonding with their stakeholders, the latter transform themselves into active participators in the brand co-creation". However, do you think brand loyalty can potentially override any negative emotions and blind users' perceptions of various product qualities? In other words, "love is blind", so no matter the product and its failings, the emotional user experience is always positive?

References

Mingione, M., Cristofaro, M. & Mondi, D. (2020). 'If I give you my emotion, what do I get?' Conceptualizing and measuring the co-created emotional value of the brand. Journal of Business Research, 109:310-320.

Reply from Andrey Smirnov

Hi Michael,

Just wanted to add my few cents on your question regarding brand loyalty, even though the question was not directed at me specifically. You asked if brand loyalty "can potentially override any negative emotions and blind users' perceptions of various product qualities". I believe that yes, that can and does happen; and it is possible because true loyalty is built on the perceived "match" between a person's belief system and that of the company (i.e., loyalty it is not always rational, and mere appreciation of product qualities might not be enough). As Simon Sinek (2011) famously quipped, "people don't buy what you do, they buy *why* you do it". Here, of course, the company's communication approach becomes paramount; as Steve Jobs (1997) remarked about Nike's advertisements in his seminal presentation of the Think Different marketing campaign, "they don't ever tell you about the product". Jobs' point is that it is possible to build true long lasting loyalty by focusing on what the brand is "about", even when the company is not structurally that much different from their competitors.

References

Jobs, S. (1997) Presents Think Different. Available from:
https://www.youtube.com/watch?v=MrZKoWgcZVg [Accessed 26 April 2022].

Sinek, S. (2011) How great leaders inspire action. Available from:
https://www.youtube.com/watch?v=qp0HIF3SfI4 [Accessed 26 April 2022].

Response to Andrey Smirnov

Hi Andrey,

Thank you for the response; it's always welcome to gain new insights. I like the reference to Steve Job's statement that "people don't buy what you do, they buy *why* you do it". This statement contains much truth, especially regarding the effects of brand loyalty on user experience; Apple certainly is a modern-day example

that their products seamlessly integrate and work with minimal effort. I find it interesting that despite massive negative experiences such as their locked-down nature and excessive prices, the *why* (such as security and privacy or ease of use) certainly influences brand loyalty. Proving, I feel, the statement you highlighted.

Response to Hendrik van Rooyen

Hi Hendrick,

Thank you for the reference paper by Mkpojiogu (2022), which you provided. I found it a helpful reference because it offers more profound insight into different UX design categories. Also, it caused thoughts to arise that challenge or affirm their Context of Use and Time diagram, which I am unsure whether Figure 2 is an excellent real-world depiction of the category of UX design over time. For example, "Interactivity" certainly does not occur at some point after "Trust". What is your take on this interesting layout in Figure 2?

Response from Taylor Edgell

Hi Michael,

Thank you for your post covering the adaptations to the CUE model (Minge & Thuring, 2018). I believe you have found an appropriate way to ensure that the time factor is adequately highlighted within the initial CUE model, in a more effective way than my own attempt. I also found it useful that you have added further consideration in relation to experience within the model.

I think your addition time also highlights that "UX should not only be seen as something evaluable after interacting with an object, but also before and during the interaction" (Vermeeren et al., 2010).

From your adaptations do you believe there should be any link between consequences and time? For instance, a consequence could initially be that their usage behaviour over time is initially low, but this consequence increases over time as their emotional reactions change from negative to positive.

The importance of user experience over time can be further compounded upon by having consecutive product lines, which have a common set of features, where a clear structure to

improve usability should be in place (Harutyunyan & Riehle, 2019). As you have mentioned the addition of experience to the CUE model, do you think that user experience with a different piece of software in the same product line could affect their initial perception?

References:

Harutyunyan, N. and Riehle, D., 2019, January. User experience design in software product lines. In *Proceedings of the 52nd Hawaii International Conference on System Sciences*.

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

Vermeeren, A.P., Law, E.L.C., Roto, V., Obrist, M., Hoonhout, J. and Väänänen-Vainio-Mattila, K., 2010, October. User experience evaluation methods: current state and development needs. In *Proceedings of the 6th Nordic conference on human-computer interaction: Extending boundaries* (pp. 521-530).

Response to Taylor Edgell

Hi Taylor,

Thank you for the question. Reflecting on the question about a link between consequences and time--usage behaviour over time--I think you're right that a connection should exist between these two components. If not, the time component is acting only as an external input. It is itself not acted upon (in a theoretical model, since no known thing can impact time in real-world physics, except (allegedly) gravity and other strangeness). Given that experience affects one's perceptions of a product, which impacts consequences, I think, based on your thought, that time should impact consequences (arrow from time toward consequence), which then loops back and influences user experience. This flow is then interesting because it ties with the thought-provoking question you raise about the impact of experience on different product lines. Each product line is highly likely to introduce its experience-perception-consequence loop, but a user's perceptions may carry over the perceptions from previous product lines; user experiences of past product iterations strongly influence later iterations.

A follow-on question then is, if it's agreed that user experience influences perceptions in later product iterations, what then is the mechanism of improving the perception to generate a great user experience?

Response from Shan Swanlow

Hi Michael,

I enjoyed reading your clear and intuitive ideas on improving the model. Prior experience with applications that have varied user experiences is an interesting topic, and there is a diverse discussion surrounding it in academia. A common scenario in modern times is that applications will overhaul their user experience, through updates to applications, branding, and so on. In these cases, it is critical to measure the success of these improvements, and Schrepp et al. (2014) used a questionnaire which can measures this success not only for various iterations of an application, but can also be used to compare the user experience of different competing products. The authors mention a limitation of this, which is that when comparing competitors, only high-level details can be obtained.

In light of this, and when evaluated with your expanded CUE model, would you say that perhaps the "experience" component of user experience could be better understood, if experience in this context is defined as how a user has interacted with competing products/prior version of an application, and then have this experience measured so that it becomes possible to see how components of user experience are influenced by this?

References

Schrepp, M., Hinderks, A. & Thomaschewski, J. (2014) 'Applying the User Experience Questionnaire (UEQ) in Different Evaluation Scenarios', DUXU 2014: Design, User Experience, and Usability. Theories, Methods, and Tools for Designing the User Experience. Crete, Greece, 22-27 June. Cham: Springer. 383-392.

Reply to Shan Swanlow

Hi   Shan,

Thank you for the reference to Schrepp et al. (2014) and the question regarding the impact of prior experience either in competitor products or product versions. If competing products are within similar domains, I think user experiences of competitors' products may influence application experience. And, using the questionnaire by Schrepp et al. (2014), it would be easy for organisations to identify the weak points of user experience that require the most attention. For instance, banking apps generally fall into the Financials domain and have the notion of Clients, Accounts, Payments, etc. It may be that a competitor's application better processes customer account setup yet is insecure, while an alternate application is

horrendously challenging to set up an account but is attractive and secure.

The question you raised is a good one, and it ties with the Net Promoter Score (NPS) often used by market research teams to determine customer churn rate or overall product experience (Rallis et al., 2020; Qualtrics, 2022). NPS scoring is excellent because it is based on customer feedback that often takes the form of questionnaires and can reach customers over different media types (SMS, email, web or telephone). It is then up to the organisation to determine what is good user experience and what is not, based on the metrics used in the NPS.

References

Qualtrics (2022) What is NPS? Your ultimate guide to Net Promoter Score. Available from https://www.qualtrics.com/uk/experience-management/customer/net-promoter-score/?rid=ip&prevsite=en&newsite=uk&geo=NL&geomatch=uk [Accessed 1 May 2022]

Rallis, I., Markoulidakis, I., Georgoulas, I. & Kopsiaftis, G. (2020). A novel classification method for customer experience survey analysis. *Proceedings of the 13th ACM International Conference on Pervasive Technologies Related to Assistive Environments:*1-9.

Schrepp, M., Hinderks, A. & Thomaschewski, J. (2014) 'Applying the User Experience Questionnaire (UEQ) in Different Evaluation Scenarios', DUXU 2014: Design, User Experience, and Usability. Theories, Methods, and Tools for Designing the User Experience. Crete, Greece, 22-27 June. Cham: Springer. 383-392.