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by Lauren Pechey - Tuesday, 16 December 2025, 6:26 PM

This discussion has highlighted how user emotions and time influence the way digital interfaces are evaluated. Gu *et al.* (2023) show that first impressions, often driven by aesthetics or novelty, can lead to biased subjective evaluations—a phenomenon called the "halo effect." Over time, as users gain experience, their assessments become more balanced, reflecting both usability and functional performance (Minge & Thüring, 2018; Hassenzahl, 2023). Peer discussions from Ruben, Ben and Victor reinforced that capturing feedback too early may misrepresent real user experience, while delayed or longitudinal testing provides a clearer picture of satisfaction and system effectiveness (Kortum and Sorber, 2021; Tullis and Albert, 2023).

The discussion also emphasised practical implications for software development. In the SDLC, incorporating time-aware evaluation ensures that early excitement does not overshadow actual usability. Using Behavior-Driven Development (BDD) with time-phased user stories allows designers to track evolving expectations across pre-use and post-use phases, improving alignment between functionality and user needs (Wu *et al.*, 2022). Secure coding practices remain critical, as trust in a system becomes more important once initial novelty fades (Khair, 2018).

Overall, the key takeaway is that user evaluation is dynamic, not static. Emotional responses evolve, and evaluations need to capture both early impressions and longer-term experience. By combining iterative testing, delayed feedback, and longitudinal studies, designers can reduce bias, better prioritise features, and create interfaces that are both satisfying and reliable over time. Integrating these strategies supports user-centred, emotionally informed, and secure design outcomes, bridging UX research insights with practical software development.

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