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by [Lauren Pechey](#) - Tuesday, 16 December 2025, 6:12 PM

## The Role of Time and Emotion in Subjective UX Evaluation

It is evident that user emotions play a significant role in shaping the perceived quality of digital interfaces, and Gu et al. (2023) show that as these emotions evolve, they shape subjective evaluations: a user's personal feelings and opinions about an interface rather than objective measures of performance. The authors argue that the "halo effect," where initial impressions disproportionately influence overall judgment, diminishes as users gain experience with a system (Gu et al., 2023). I agree that incorporating time-lapse effects into user testing can improve the accuracy of subjective evaluations, particularly by capturing more representative feedback that reflects actual usability rather than transient emotional responses.

In my view, the study highlights the importance of distinguishing between first-use impressions and long-term interaction experiences. Evaluations conducted immediately after first exposure can amplify initial positive or negative reactions, introducing bias that may misguide design decisions (Gu et al., 2023). Research in user experience suggests that these early judgments are often influenced by novelty rather than sustained usability (Hassenzahl, 2023). In contrast, repeated interaction enables users to form more balanced evaluations based on practical experience, aligning with iterative and evidence-based design principles (Tullis & Albert, 2023).

These findings have practical implications for UX research methodologies. Incorporating delayed feedback, longitudinal studies, or staged usability testing allows evaluators to capture evolving user perceptions over time, improving the reliability of subjective assessments (Kortum & Sorber, 2021). Such approaches support better prioritisation of features and more informed interface refinements.

In conclusion, I believe Gu et al.'s (2023) work offers valuable insights into mitigating the halo effect in digital interface evaluations, suggesting that timing and repeated measurement are crucial for generating accurate, actionable user feedback. Integrating such strategies can lead to more user-centered and emotionally informed design outcomes.

## References:

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