## Components of User Experience

To manage the emotional reactions of customers effectively, a Project Manager must address the emotional, cognitive and behavioural dimensions identified in the Components of User Experience (CUE) model by Van der Linden et al. (2019). This means designing and managing systems that do more than meet functional needs, they must also support trust, reduce frustration and enable positive emotional engagement.

### Prioritise Transparency and Trust

Customers respond positively when systems behave transparently and align with their expectations. Hassenzahl (2004) emphasises the importance of hedonic and pragmatic qualities, noting that users' emotional responses are shaped not just by usefulness but by how a product makes them feel. Building systems that are predictable and clear can reduce anxiety and increase perceived control.

Trust grows when users know what to expect:

- Avoid hidden actions or outcomes
- Give clear feedback after each step
- Use consistent patterns and layout

### Address Aesthetics

As the CUE model shows, non-instrumental qualities such as aesthetics and symbolic aspects affect emotional reactions. The aesthetic usability effect, described by Moran (2024), shows that users often view attractive interfaces as more usable, even when functionality stays the same. This means that visual design can trigger positive emotions such as trust or satisfaction before users complete any tasks.

Good practice includes:

- Clean and simple layouts
- Colours and fonts that match the product's tone
- Design elements that match user values

### Monitor Emotional Reactions with Appropriate Tools

To manage emotional feedback practically, many teams use Microsoft Forms or similar survey tools. These allow quick deployment of structured questions based on models like UEQ+ (Santoso et al, 2022), while also collecting open ended comments. Regular user testing, combined with emotional response tracking, allows early detection of frustration or satisfaction. This supports agile development cycles where emotional impacts are considered in each sprint.

### Support Adaptive and Personalised Design

Users differ in emotional response due to their context and individual characteristics. McCarthy and Wright (2004) argue for a "technology as experience" approach that considers emotion as integrated with meaning. Systems should allow some level of customisation or adaptation to meet users' expectations. As a Project Manager, this means involving diverse users in testing and being ready to revise features that consistently produce negative feedback.

Managing emotional reactions requires more than technical delivery. Project Managers must integrate emotional considerations into design, testing and development. This means shaping not just what a system does, but how it feels to use.

## References


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