

In relation to the 'Components of User Experience' model from Van der Linden et al., (2019) (below), consider the 'Emotional reactions' of user experience.

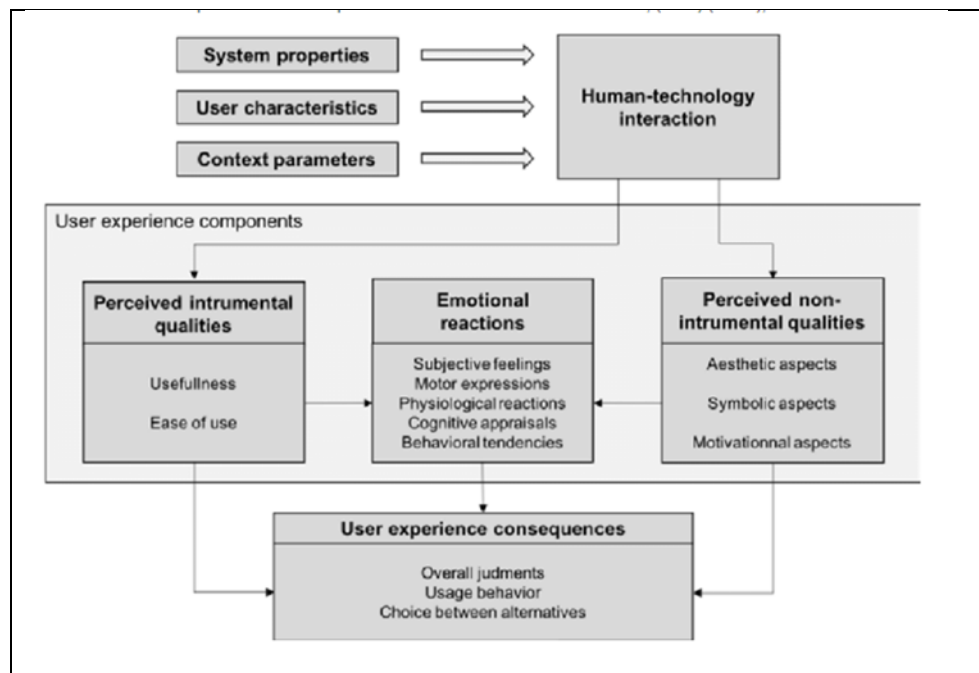


Figure: Components of User Experience Model (Van der Linden et al., 2019)

Question: As a Project Manager, what might be your response to manage the emotional reactions of a customer? You should use at least three academic papers to support your response and write a minimum of 300 words as your response.

Answer: According to the CUE model, assessments of an application's user experience are influenced by a variety of variables depending on the application's purpose. For example, goal-oriented applications are evaluated more heavily on usability, whereas entertainment applications are evaluated more heavily on fun. This study suggests that it is essential to obtain user feedback for the specific application being evaluated (Gross & Bongartz , 2012).

According to Van der Linden et al. (2019), the influence of non-instrumental quality factors, such as aesthetics, on emotional reactions is minimal or not that relevant, but instrumental characteristics, such as ease of use, have a significantly positive influence on the user's emotional reactions. And Kujala & Miron-Shatz (2013)'s research, which shown that instrumented characteristics like usability have a stronger influence on judgments of emotions than aesthetics do, lends support to this.

Given the abovementioned, it is crucial for a project manager to concentrate on product attributes including usability, usefulness, readability, and easiness. Based on the project management methodology used, the project manager can prioritise work on related activities during the requirements collecting stage or planning phase. Prioritization can be done in Scrum both at the backlog refinement or story time stage and during routine sprint planning sessions. This factor should also be taken into account at the requirements collecting stage, when the project manager and the user experience professional can work together to elicit and refine the product's usability needs.

#### References:

Van der Linden, J., Amadiou, F., Vayre, E. & van de Leemput, C. (2019) 'User Experience and Social Influence: A New Perspective for UX Theory', in: Soares, M., Rosenweig, E. & Marcus, A. (eds) *Design, User Experience, and Usability. Design Philosophy and Theory*.

Gross, A. & Bongartz, S. (2012) 'Why do I like it? investigating the product-specificity of user experience', NordiCHI '12: Proceedings of the 7th Nordic Conference on Human-Computer Interaction: Making Sense Through Design. Copenhagen, Denmark, 14-17 October. New York: Association for Computing Machinery.

Kujala, S. & Miron-Shatz, T. (2013) 'Emotions, Experiences and Usability in Real-Life Mobile Phone Use', *CHI '13: CHI Conference on Human Factors in Computing Systems*. Paris, 27 April – 2 May.