

Software Engineering Project Management

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« Collaborative Discussion 2: Factors Affecting User Experience



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Initial Post

38 days ago

Due to the recent shift in emphasis, user experience (UX) is now at the centre of product design and evaluation. (Vermeeren et al, 2010). ISO 9241-110:2010 defines "user experience" as a person's perceptions and emotions as a result of using or anticipating using a system, product, or service. In simple terms, user experience explores how a person feels about using a product.

There are numerous techniques for both UX design and evaluation, but a clear overview of the current state of the available UX evaluation methods is missing. This is partially caused by a lack of consensus over the fundamental UX characteristics. (Vermeeren et al, 2010)

A theoretical framework known as CUE, developed by Minge & Thuring, is one of the most recent attempts to develop a thorough model that can be used to measure and categorise UX. This model distinguishes instrumental and non-instrumental qualities, along with emotions, as the core components of user experience. As the below diagram shows, these three components determine the user's appraisal of and the intention to use the product.

M. Minge, M. Thüring

Int. J. Human-Computer Studies 109 (2018) 13–25

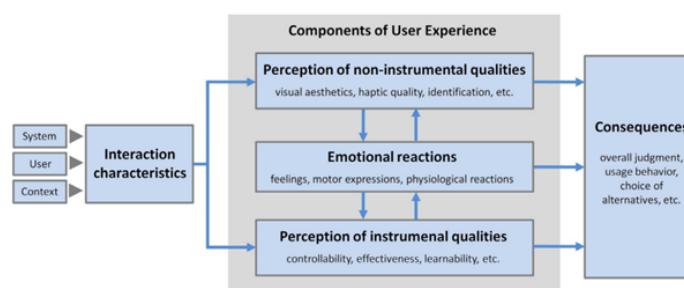


Fig. 1. Components of User Experience (CUE model) by Thüring and Mahike (2007).

The aforementioned model explains how instrumental and non-instrumental instruments are perceived, along with the emotional responses that go along with them. However, emotional responses can be influenced by outside factors such as use of social media, recommendations from peers,

particular organisations or groups, etc., Therefore, it could be beneficial to broaden the scope of emotional reactions to include external influences.

References:

Minge, M. & Thuring, M. (2018) Hedonic and Pragmatic Effects at Early Stages of User Experience. *International Journal of Human-Computer Studies* 109(1): 13-25.

Vermeeren, A.P., Law, E.L.C., Roto, V., Obrist, M., Hoonhout, J. and Väänänen-Vainio-Mattila, K., 2010. 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).

ISO DIS 9241-210:2010. Ergonomics of human system interaction - Part 210: Human-centred design for interactive systems (formerly known as 13407). International Standardization Organization (ISO). Switzerland

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