

User Experience

IUM 2009-2010



User Experience



“Today we don't just use technology, we live with it. Much more deeply than ever before we are aware that interacting with technology involves us emotionally, intellectually and sensually. So people who design, use, and evaluate interactive systems need to be able to understand and analyze people's felt experience with technology”

[McCarthy and Wrights, 2004]

- Non solo usabilità, ma “user experience”



Obiettivo HCI



- Human-Computer Interaction: la disciplina che studia metodi e tecniche per la progettazione e lo sviluppo di sistemi interattivi che siano usabili, affidabili e che supportino e facilitino le attività umane
- Interazione
 - non più come un *evento* che si verifica tra un computer e il suo utilizzatore
 - *fenomeno* che coinvolge la persona, i suoi sentimenti, le sue motivazioni, le sue aspettative, e il contesto stesso in cui l'interazione avviene
- Definizione di nuove tecniche di progettazione e valutazione per lo sviluppo di sistemi interattivi

3

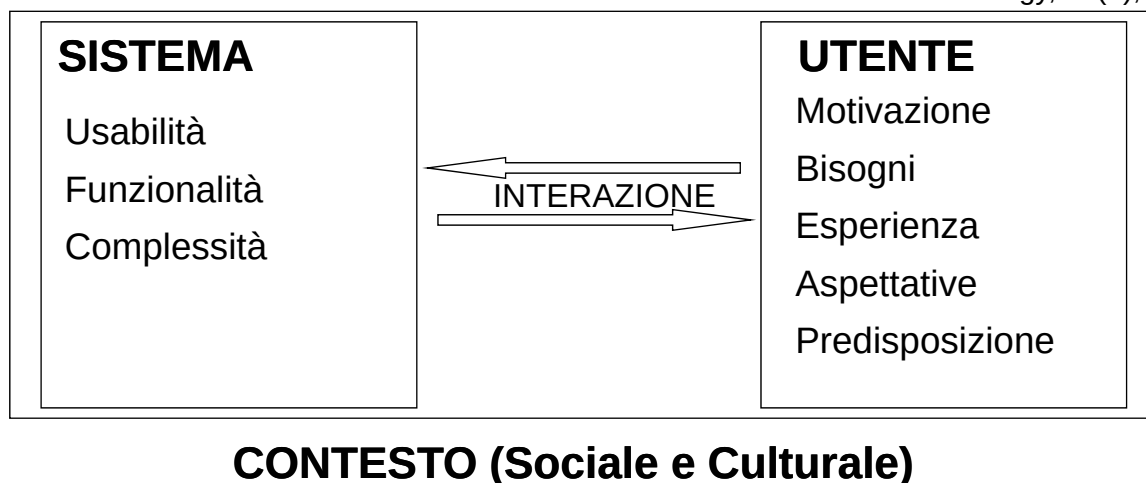


UX: una definizione



A consequence of a user's internal state (predispositions, expectations, needs, motivation, mood, etc.), the characteristics of the designed system (e.g. complexity, purpose, usability, functionality, etc.) and the context (or the environment) within which the interaction occurs (e.g. organisational/social setting, meaningfulness of the activity, voluntariness of use, etc.)

[Hassenzähl, M., & Tractinsky, N. (2006). User Experience - a research agenda. Behavior & Information Technology, 25(2), 91-97]



4



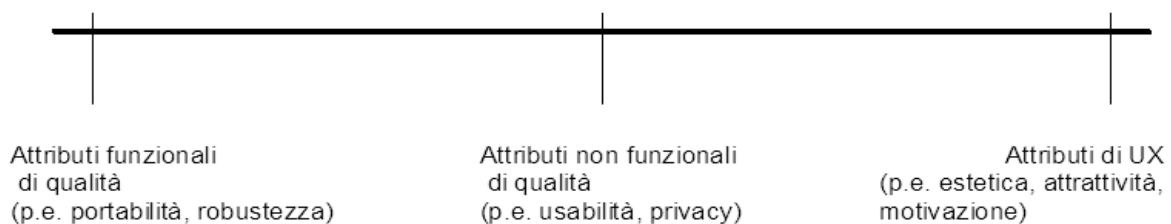
Usabilità vs UX



- Usabilità è un fattore importante della qualità delle applicazioni interattive
 - Nielsen, 1993
 - ISO 9241, 1997
 - ISO 9126, 1998
- La user experience estende il concetto di usabilità

Misure *system*-based

Misure *user*-based



5 definizioni di UX 1/2



Law, Roto, Hassenzahl, Vermeeren and Kort, "Understanding, Scoping and defining User Experience: A Survey Approach", CHI 2009, Boston.

- D1 All aspects of the end-user's interaction with the company. Its services and its products. The first requirement for an exemplary user experience is to meet the exact needs of the customer without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features.

[<http://www.nngroup.com/about/userexperience.html>]

- D2 A consequence of a user's internal state (predispositions, expectations, needs, motivation, mood, etc.), the characteristics of the designed system (e.g. complexity, purpose, usability, functionality, etc.) and the context (or the environment) within which the interaction occurs (e.g. organisational/ social setting, meaningfulness of the activity, voluntariness of use, etc.)

[Hassenzahl, M., & Tractinsky, N. (2006). User Experience - a research agenda. Behavior & Information Technology, 25(2), 91-97]



5 definizioni di UX 2/2



D3 The entire set of affects that is elicited by the interaction between a user and a product including the degree to which all our senses are gratified (aesthetic experience) the meanings we attach to the product (experience of meaning) and the feelings and emotions that are elicited (emotional experience).

[Desmet. P. M. A.. & Hekkert. P. (2007). Framework of product experience. *International Journal of Design*. 1(1), 57-66.]

D4 The value derived from interaction(s) [or anticipated interaction(s)] with a product or service and the supporting cast in the context of use (e.g. time, location, and user disposition).

[Sward D., & MacArthur, G. (2007). Making user experience a business strategy. In E. Law et al. (eds.), *Proc. of the Workshop on Towards a UX Manifesto*, pp 35-40]

D5 The quality of experience a person has when interacting with a specific design. This can range from a specific artefact such as a cup toy or website up to larger integrated experiences such as a museum or an airport.

[<http://www.uxnet.org/>]

7



Risultati questionario UX



- 275 partecipanti hanno riempito il questionario
 - 82 femmine, 137 maschi, 56 indefiniti per mancanza di dati
 - 25 nazioni (Finland (48), USA (43), UK (36), The Netherlands (32))

	D1	D2	D3	D4	D5
Total	46	65	44	19	36
% out of 210	22%	31%	21%	9%	17%

Table 7. Distributions of the preferred definitions

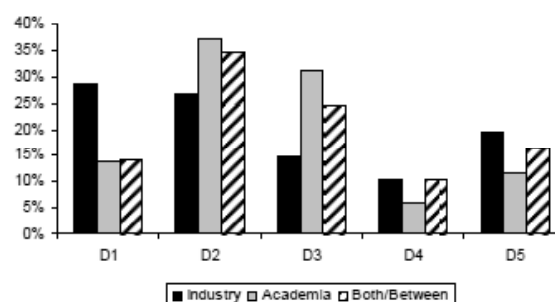


Figure 1: Definition preference by the work place

8



UX per Nokia



9



Nokia UX metrics



Roto, V., Rautava, M.: User Experience Elements and Brand Promise. International Engagability & Design Conference (Idec4), in conjunction with NordiCHI'08 conference. October 19, 2008, Lund, Sweden.

10

Commodity or Experience?

Maturing industry sectors focus in experiences



Pine, J. & Gilmore, J. H. (1999). *The Experience Economy: Working is Theatre & Every Business a Stage*.

Seidel, M., Loch, C., Chahil, S. (2005). Quo Vadis, Automotiven Industry? A Vision of Possible Industry Transformations. *European Management Journal*, Vol. 23, No. 4, pp. 439–449, 2005

Nokia Corporation (2005). *Inspired Human Technology*. White paper.

How to build products that enable great UX?

