

Preamble SAQs (Pop Quiz)

1. What is the significance Tom's Diner in your everyday life?
2. Why is Tom's Diner significant for the User Experience?
3. What properties of Tom's Diner makes it so significant?
4. Why does the significance of Tom's Diner represent 'Good' science?



UX from 30,000ft

Everything is Wrong #2

Lecture 02 (50 minutes)

@sharpic

<http://sharpic.github.io/COMP33511/>

UX Emergence

1. Human Computer Interaction;
2. Disparate Fields Coalesce (Psychology, Sociology, Social Science, Computer Science);
3. Creation, Application, Testing; but
4. UX - Practical HCI (with Benefits).

UX Importance

1. Users are NOT Silent;
2. System conforms to User, not vice-versa;
3. Systems are less concerned with generalisability;
4. Systems are less concerned with measurable, tangibles;
and
5. More holistic.

Notes - In your own words!

3 minutes



Modern UX

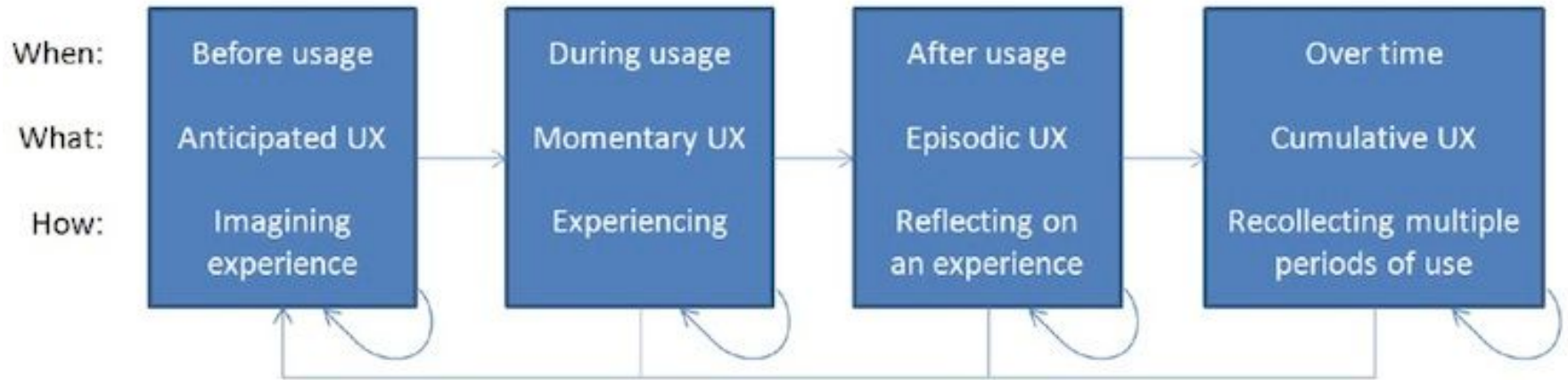
1. More than just tangible factors;
2. More than just functionality;
3. Moments of Engagement;
4. Touch-points;
5. Unification of the Scientific and the 'Romantic';
6. Objectivity Blended into Subjectivity; and
7. Measurable and intangible.

The UX Landscape

	#6: Subjectivity		#20: Emotional attachment		#22: Qualitative approach	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
FI	3.98	.87	2.64	1.13	3.89	.84
USA	2.93	1.09	1.93	.69	3.26	1.2
UK	3.71	1.02	2.03	.88	3.2	1.16
NL	3.47	1.16	2.00	.87	3.74	1.00

#	Statement	N /275	Response Rate	M	SD	95 ci	
						lower	upper
3	Fleeting and more stable aspects of a person's internal state (e.g., needs, motivations) affect a person's experience of something	261	95%	4.47	.04	4.40	4.54
5	UX occurs in, and is dependent on the context in which the artefact is experienced	265	96%	4.32	.05	4.22	4.42
8	Prior exposure to an artefact shapes subsequent UX	257	93%	4.25	.05	4.16	4.34
18	Designing (for) UX must be grounded in user-centred design	265	96%	4.11	.07	3.98	4.24
23	UX can change even after a person has stopped interacting with the artefact	259	94%	3.93	.06	3.82	4.03
11	UX is based on how a person perceives the characteristics of an artefact, but not on the characteristics per se	251	91%	3.89	.07	3.75	4.03
17	UX should be assessed while interacting with an artefact	260	95%	3.87	.06	3.75	4.00
14	Measuring UX implies determination of merits, values, and significance of an artefact in relation to a person's goals and needs	249	91%	3.84	.06	3.73	3.96
13	We cannot design UX, but we can design for UX	249	91%	3.82	.07	3.68	3.96
1	UX is highly dynamic - it changes constantly while interacting with a product	264	96%	3.76	.07	3.63	3.89
12	Usability is a necessary precondition for good UX	269	98%	3.70	.07	3.56	3.84
2	Imagined use of a product can result in real experiences	235	85%	3.66	.06	3.53	3.78
15	UX refers to affective states, i.e., any combination of valence (good - bad, pleasant - unpleasant) and physiological arousal (calm - excited)	252	92%	3.60	.06	3.48	3.72
22	UX must be approached qualitatively	265	96%	3.59	.07	3.46	3.72
6	UX is not about people's performance (ability to understand and use) in their relation with an artefact, but about the person's perception of that performance	266	97%	3.58	.07	3.44	3.73
16	UX can be quantified and thus compared across similar (or competitive) artefacts	263	96%	3.50	.06	3.38	3.62
7	There is a definite need for a standardized definition of the term UX	268	97%	3.49	.07	3.34	3.63
10	UX should be assessed after interacting with an artefact	255	93%	3.33	.06	3.20	3.45
19	Only an individual person can have an experience. An experience is something personal, something 'within' a person	265	96%	3.16	.08	3.00	3.32
9	People will never have comparable UX - each and every interaction with a product results in a unique experience	268	97%	2.71	.07	2.57	2.84
21	UX is not new, it is already covered by existing engineering approaches	263	96%	2.56	.07	2.42	2.70
20	UX is equal to emotional attachment	261	95%	2.27	.06	2.15	2.39
4	UX is best viewed in terms of marketing	262	95%	1.90	.06	1.79	2.00

The UX Landscape



Time Spans of User Experience. Time spans of user experience, the terms to describe the kind of user experience related to the spans, and the internal process taking place in the different time spans. [AllAboutUX] (<http://www.allaboutux.com>)

Notes - In your own words!

3 minutes



How is the Def? (Characteristics)		The Def is for? (Potential Uses)	The Def says UX is? (Nature of UX)	The Def bespeaks? (Key ideas about UX)
Positive	Negative			
<ul style="list-style-type: none"> • <i>comprehensive</i> • <i>easy to understand</i> • <i>simple</i> • <i>clear</i> • <i>concise</i> • <i>accurate</i> • neutral • open • specific • direct • scientific • structured • system-oriented • usable • vague • descriptive • dictionary-like • high-level • integrative • memorisable 	<ul style="list-style-type: none"> • ambiguous • circular • hard to sell • non-scientific • too academic • too broad for practice • too cognitivistic • too detailed • too dogmatic • too esoteric • too logical • too many examples • too strictly focused • wordy 	<ul style="list-style-type: none"> • <i>identify all the important factors to be studied</i> • <i>enable general public to understand UX</i> • identify measurable aspects of UX • drive further research and development • provide a structure of UX • scoping of UX • serve as guidelines • provide a concrete set of attributes that people can relate to • provide pointers to select appropriate combination of methods for a product 	<ul style="list-style-type: none"> • layered • lived-experience • socially constructed • task achievement • total brand experience • user's internal state • emotion • cumulative impact of interactions between users and products/services • cognitive • all feelings • experienced quality 	<ul style="list-style-type: none"> • three dimensions: person, artefact, and environment • types of interactions: (un)conscious • value in a set of affect • intangible aspects of UX • complexity of experience • actual usage • entire user perceived experience • examples • a broad set of experiences with the company • what causes UX • not-marketing related

UX Picked Definitions. Analysis of the comments on the picked definitions. Law, 2009

The UX Landscape

UX Five Definitions. Five definitions used in the survey. Law, 2009

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- 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. [8]
 - 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.) [7]
 - 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). [3]
 - 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). [20]
 - 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. [9]
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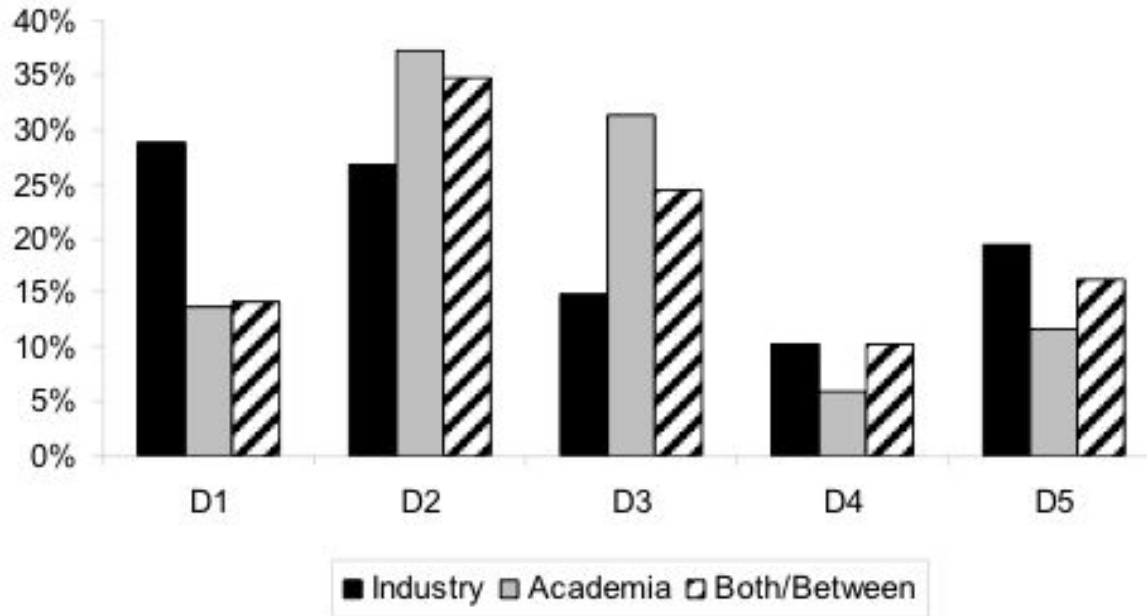
The UX Landscape

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

Preferred Definitions. Distributions of the preferred definitions. Law, 2009

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

Preferred Definitions. Distributions of the preferred definitions. Law, 2009



Preference by Work Place. Definition preference by the work place. Law, 2009

Notes - In your own words!

3 minutes



My View

I believe:

1. That UX is primarily about practice and application;
2. it is an umbrella term for a multitude of specialisms;
3. it is a phenomenon in that it exists and is observable;
4. that UX is a secondary field of study if the narrow definition of UX is mainly concerned with emotional indicators is used -- however I believe this is more properly defined as 'affective experience'; further
5. that this phenomenon collects people, methods, tools, and techniques from the wider human factors domain and combines them for practical application.

My View

I DO NOT believe:

1. That UX is a primary research domain but rather that UX is the practical application of a particular combination of tools, techniques, methods, principles, and mindset pulled in from primarily human factors and therefore psychology, social science, cognitive science, human computer interaction, and secondarily product design, and marketing; and
2. that UX is a 'layer' in the software artefact route to development but rather describes that software artefact in and holistic way.

My View

"User Experience is an umbrella term used to describe all the factors that contribute to the quality of experience a person has when interacting with a specific software artefact, or system. It focuses on the practice of user centred: design, creation, and testing, whereby the outcomes can be qualitatively evaluated using small numbers of users."

Break Time - Pause Recording

Back in 10 Minutes!

Come see me now if you have Questions Regarding this Lecture!

