



# **USER EXPERIENCE:** **DO WE REALLY MEAN** **THE SAME?**

Stefan Hellweger - 02.12.2016

To get to my next picture, which button should I push, the top or the bottom?





# Norman Door

Push or Pull?



“Cool and high technology are not intrinsic benefactors of a quality user experience.”



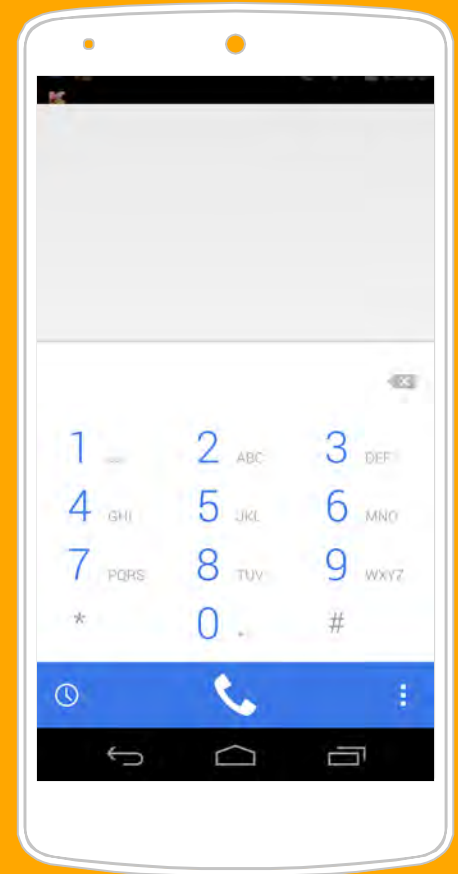
Ubiquity

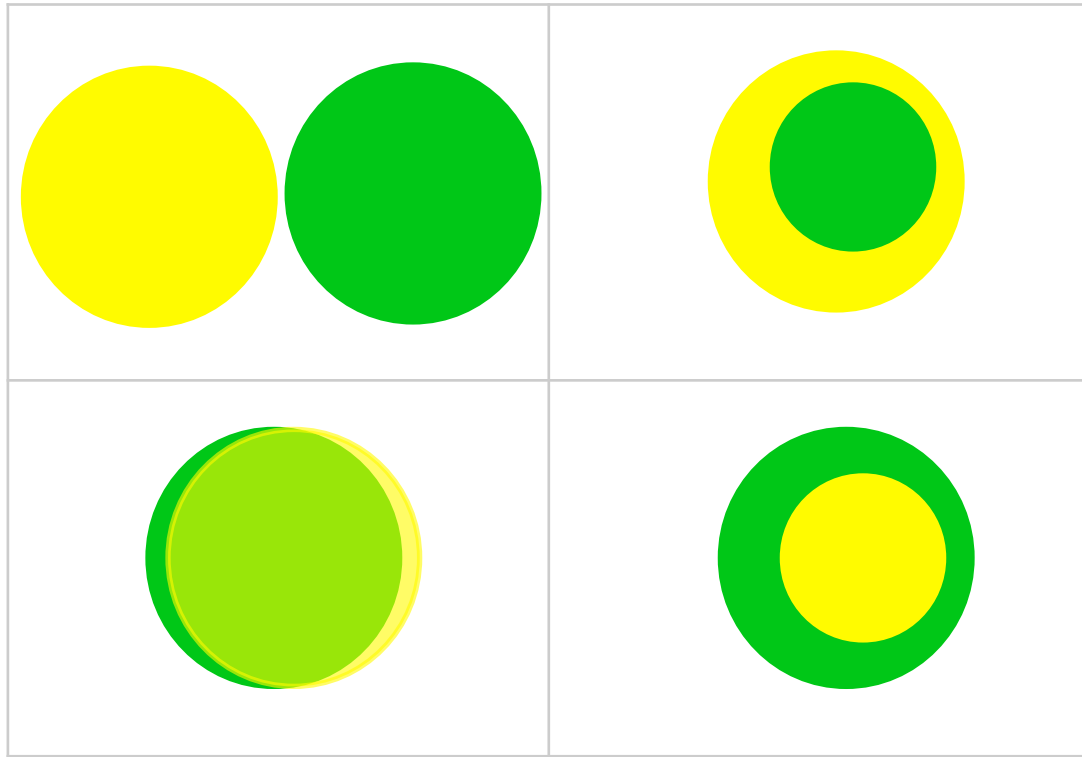
# Definition:

“UX is the totality of the effects felt by a user as a result of interaction with, and the usage context of a system, device, or product, including the influence of usability, usefulness, and emotional impact during interaction, and savoring the memory after interaction.” - UX Book



## DIALSCREEN

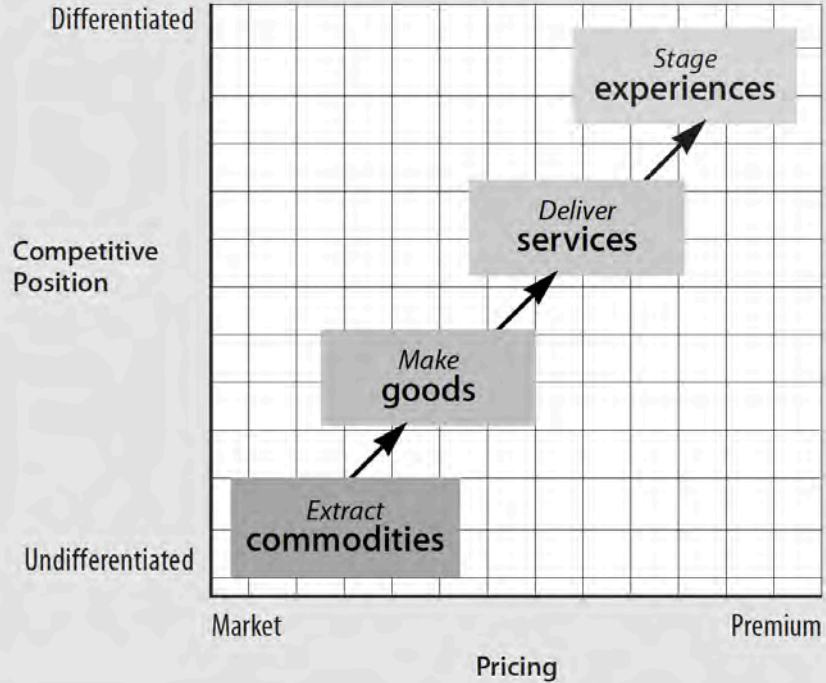




The Relationship between User Experience und Usability in Literature

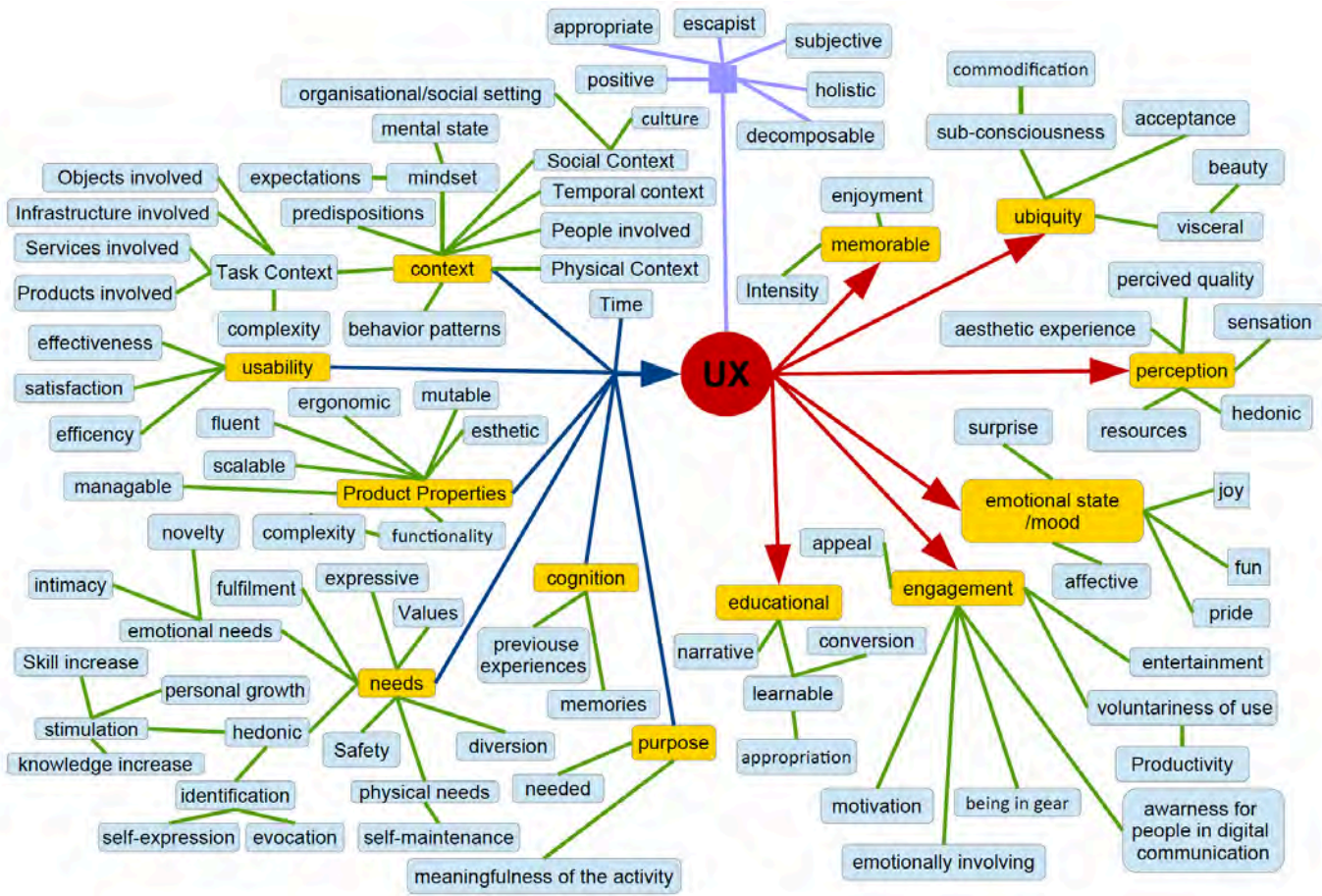


# The Progression of Economic Value



## Economic Distinctions

<b>Economic Offering</b>	<b>Commodities</b>	<b>Goods</b>	<b>Services</b>	<b>Experiences</b>
<b>Economy</b>	Agrarian	Industrial	Service	Experience
<b>Economic Function</b>	Extract	Make	Deliver	Stage
<b>Nature of Offering</b>	Fungible	Tangible	Intangible	Memorable
<b>Key Attribute</b>	Natural	Standardized	Customized	Personal
<b>Method of Supply</b>	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over a duration
<b>Seller</b>	Trader	Manufacturer	Provider	Stager
<b>Buyer</b>	Market	User	Client	Guest
<b>Factors of Demand</b>	Characteristics	Features	Benefits	Sensations



— Characteristic   
 — Composed By   
 ➔ Produces   
 ➔ Affects   
   Prime Element



## Readings:

- ▶ Norman, Donald A. *The design of everyday things: Revised and expanded edition*. Basic books, 2013.
- ▶ Hartson, Rex, and Pardha S. Pyla. *The UX Book: Process and guidelines for ensuring a quality user experience*. Elsevier, 2012.
- ▶ Weiser, Mark. "The computer for the 21st century." *Scientific american* 265.3 (1991): 94-104.
- ▶ Pine, B. Joseph, and James H. Gilmore. "The experience economy." *Harvard Business Review* 76.6 (1998).
- ▶ Nielsen, Jakob, and Rolf Molich. "Heuristic evaluation of user interfaces." *Proceedings of the SIGCHI conference on Human factors in computing systems*. ACM, 1990.
- ▶ Folstad, A., and R. Rolfsen. "Measuring the effect of User Experience design changes in e-Commerce web sites: A case on customer guidance." *User Exp. Towar. a unified view* (2006): 10-15.
- ▶ Hellweger, Stefan, Xiaofeng Wang, and Pekka Abrahamsson. "The Contemporary Understanding of User Experience in Practice." *arXiv preprint arXiv:1503.01732* (2015).
- ▶ Hellweger, Stefan, and Xiaofeng Wang. "What is User Experience Really: towards a UX Conceptual Framework." *arXiv preprint arXiv:1503.01850* (2015).