User Experience
Less is more, more or less…

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Structure

• User Experience (UX, UE)
  – HCI paradigm shift
  – Approaches and views
  – Heuristics

• Some thoughts…

• Case: The Facebook Experience
HCI early days

- Behavioural goals (work settings)
- Task-based usability testing
- Task as central
Usability Waves
(Lindgaard and Dudek 2002)

• 1st Wave
  • improve cockpit design (WWII)

• 2nd Wave
  • Computers from mainframes to PCs
  • PC user performance

• 3rd Wave
  • Wider customer experience
### Fundamental shifts in nature of consumption, Karjalainen 2004

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UX
(Kuniavsky 2005)

• Aggregates and contextualizes HCI

• User-system relationship as a whole

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UX Designer VS UI Designer

Thought process
- Critical Thinking
- Creative Thinking

Visual Strengths
- Task Flows
- Scenarios
- Colors
- Typography

Design Principles
- Human Centered Design
- Visual Design

Expertise
- Wireframes
- Prototypes
- Mockups
- Graphics
- Patterns

Design Based on
- User's Needs
- Research
- Client's Needs
- Requirements

Sometimes Fills
- Information Architect
- Program Manager
- Content Strategist
- Functional Analyst
- Graphic Designer
- Brand Designer
- Web Designer
- Frontend Developer

Median Salary
- $95,000
- $85,000

Infographic created by Ana Harris
UXdesigner21.com

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User Experience
(Roto et al. 2011)

• A field of study
  • design methods, how and what a person experiences

Image sources: http://www.newlearner.com/courses/hts/cln4u/clnfieldstudy.htm;
http://www.security-faqs.com/which-security-field-is-more-interesting-to-you-network-penetrating-or-malware-analysis.html;
http://www.puregraceful.com/field-wallpapers/

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User Experience
(Roto et al. 2011)

• A phenomenon
  • parameters of UX described
  • types of UX, conditions and implications

Source: http://www.rebelcircus.com/blog/incredible-natural-phenomenons/
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User Experience
(Roto et al. 2011)

• A practice
  • design and evaluation techniques

Source: https://momentumdesignlab.com/10-your-graphic-designer-is-your-ux-designer-top-10-signs-your-ux-stinks/
Main models of UX

(Rousi 2013)

• Holistic approaches
• Non-instrumental qualities
• Psychological approaches
• Social approaches
• Cross-cultural issues

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Holistic approaches

• Treat UX as a broad approach to HCI
• Use holistic approaches to define and describe UX
• Create a complete picture of UX
• Some key scholars:
  – Marc Hassenzahl, Katja Battarbee, Ilpo Koskinen, Shannon Ford, Jodi Forlizzi, Noam Tractinsky, Virpi Roto, Effie Lai-Chong Law, Kaisa Väänänen-Vainio-Mattila, Arnold Vermeeren, Joke Kort, Mike Kuniavsky, Mark Blythe, Sari Kujala...
Holistic approaches

Some key texts:

– “User Experience – A Research Agenda” (Hassenzahl and Tractinsky 2006);

– “Towards a UX Manifesto” (Law, Vermeeren, Hassenzahl and Blythe 2007);

– “Understanding, scoping and defining user experience: a survey approach” (Law et al. 2009);
  • [https://www.academia.edu/1975947/Understanding_scoping_and_defining_user_experience_a_survey_approach](https://www.academia.edu/1975947/Understanding_scoping_and_defining_user_experience_a_survey_approach)

– *Observing the User Experience – a practitioner’s guide to user research* (Kuniavsky 2003);

Hassenzahl and Tractinsky’s (2006) Facets of UX
Non-instrumental qualities

• Fun, surprise, intimacy, pleasure, beauty, ludic and diversion
  (Draper 1999; Gaver 2002; Gaver and Martin 2000; Jordan 1998; Mahlke and Thüring 2007)

• Jordan’s (2000) hierarchy of user needs
  – enhancing users’ interactions with systems

• Rafaeli and Vilnai-Yavetz (2004)
  – three quality dimensions: instrumentality, symbolism and aesthetics

But, is it misleading to refer to these are non-instrumental?

They are instrumental in that they:

• 1) entice a user to engage in interaction
  (Angeli, Sutcliffe and Hartmann 2006; Overbeeke, Djajadiningrat, Hummels and Wensveen 2002);

• 2) induce a sense of capability within the user – they feel as if they can utilise the design
  (Lavie and Tractinsky 2004; Tractinsky, Katz and Ikar 2000; Tractinsky and Zmiri 2006);

• 3) allude to a sense of quality and thus trust within the user
  (Dion, Berscheid and Walster 1972; Norman 2002, 2004);

• 4) instil a sense of identification – the user (or potential user) can recognise the product, and when using it they identify with and through it, consolidating the user-design relationship
  (Hassenzahl 2003)
Psychological approaches to UX

Mental experiential event
(Forlizzi and Battarbee 2004; Jordan 2000; Hassenzahl 2003; Lavie and Tractinsky 2004; McCarthy and Wright 2004)

Result of numerous interacting factors including:
– sensorial input (the five senses),
– cognition (thinking and acting),
– affect (emotions and feelings),
– temporality (time), spatiality (inhabited space),
– relationality (social relationships)
– and corporeality (the body and physicality)
(Coxon 2007; Hassenzahl and Tractinsky 2006; Wang, Young, Love and Coxon 2013)
Some psychological approaches:

– 1) the role of emotions in forming memorable experiences and affective relationships between product and brand;

– 2) the role of positive emotion in enhancing usability, or perceived usability;

– 3) identification and articulation through design and brand consumption;

– 4) usage intention and facilitation of design in achieving (social) ends

(Diefenbach and Hassenzahl 2011)
UX design is not all about the design itself, rather what the design should be doing to assist its user in everyday situations and social interactions.
Social approaches

Three main streams:

- 1) Co-experience
  (Battarbee and Koskinen 2005)
  - a social quality of UX which enhances interaction

- 2) UX as a social manifestation
  (Duan, Gu and Whinston 2008; McCarthy and Wright 2004; Mäkelä, Giller, Tscheligi and Sefelin 2000)
  - product (design) meaning, and experience is generated through social interaction

- 3) Design strategies
  (Kankainen 2002)
  - Designer-user design strategies
Cross-cultural issues

Technologies, their usage and interactions are cultural by nature

• Cross-cultural comparison of design preferences and UX
  (Cyr 2008; Cyr and Trevor-Smith 2004; Marcus 2006; Marcus and Gould 2000; Tractinsky 1997)

• Theoretical models comprising cultural dimensions to their own cross-cultural evaluative framework
  (Cyr and Trevor-Smith 2004; Lee et al. 2008; Marcus 2006; Marcus and Gould 2000)

  – Need to be used with caution
  – Do they fit to the field of study in question?
  – Theories are also, geographically and culturally located
  – These pose fixed notions of cultures and cultural characteristics
An empirical approach
Quick look: Nielsen’s (1995) 10 Usability Heuristics

- Visibility of system status
- Match between system and the real world
- User control and freedom - "emergency exit"
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use – short-cuts
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation

10 UX heuristics
Leena Arhippainen (2009 & 2013)

• Ensure usability
• Provide utility matching with the user’s values
• Surpass the user’s expectations
• Respect the user
• Design the product or service to fit the intended contexts
• Provide several ways to interact, leave choice for the user
• Respect the user’s privacy and security
• Support the user’s activities - do not force
• Go for a perfect visual design
• Give a surprise gift
Some of my thoughts

UX is the mental interpretation of technologies, their usage and affect/effects in people’s lives.

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Why instead of designing for emotions, we should be focusing on designing for no emotional experience

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Some tips to reduce emotion

- If it’s not broke, don’t fix it
  - Requires re-learning
  - Risk that things that did work, no longer work
The many faces of Facebook

The homepage of Thefacebook on February 12, 2004
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Welcome to Facebook!

Facebook is a social utility that connects you with the people around you.

Facebook is made up of many networks, each based around a company, region, high school or college.

You can use Facebook to:

- Share information with people you know.
- See what's going on with your friends.
- Look up people around you.

Register
Everyone can join.

Take the Tour
Learn about Facebook.

Who's on Facebook?
Find friends before you join.

Facebook helps you connect and share with the people in your life.

Create an account
It's free and always will be.

First name
Surname
Email or mobile number
Re-enter email or mobile number
New password
Birthday
Day
Month
Year

Female
Male

Why do I need to provide my date of birth?

By clicking Create an account, you agree to our Terms and that you have read our Data Policy, including our Cookie Use.

Create an account
If it is broke, do fix it

• University library:
  – Repetitive actions – some information multiple times
  – Difficult to trace – lack of visibility in path history
UX as people-people interaction

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UX as people-people interaction -

case Facebook

Facebook: engineering world-class and business increasingly robust

But,

• Little sensibility or empathy for human condition
• Human behaviour that can't be averaged, or aggregated or predicted.

• Regular controversies, inappropriate content:
  – two graphic videos of beheadings
    – Facebook did not remove for more than a week
  – defended publishing a video of a woman beating a baby

• Facebook’s stance:
  – Due to scale it relies on users to flag content
    • poor and inconsistent decisions are made by individuals when extreme cases surface in the media.

Source: Kiss, J. (2013). Social media: the next generation of upstart apps gunning for Facebook
http://www.guardian.co.uk/media/2013/may/05/facebook-social-networks-upstart-apps
Ethics

Corporate philosophy – “move fast and break things”
  • Ignoring ethical and interpersonal implications of rapid developments

Data provided in Facebook can be used to...
  • Identify sexuality, religion, politics and IQ from ‘likes’

And, is being used to match advertisements with users
Two thumbs up!

For God’s sake, no more “MyCalendar”

So, time to have a beer?

Awesome!!

Yo! I dig that!

OK. OK, whatever, I’ll click “like”

That’s just crap.

Kindda stupid.

Ma che cazzo?!

Do u wanna fight me?

This is good stuff!

You can say THAT again!

F*** you!!

Charlie bit my finger!

Kick ass!

UX, to be continued....
References


• Carlson, N. 2010. At Last -- The Full Story Of How Facebook Was Founded. The Business Insider. Available at http://www.businessinsider.com/how-facebook-was-founded-2010-3#we-can-talk-about-that-after-i-get-all-the-basic-functionality-up-tomorrow-night-1


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• Kiss, J. 2013. Social media: The next generation of upstart apps gunning for Facebook. [http://www.guardian.co.uk/media/2013/may/05/facebook-social-networks-upstart-apps](http://www.guardian.co.uk/media/2013/may/05/facebook-social-networks-upstart-apps).


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