



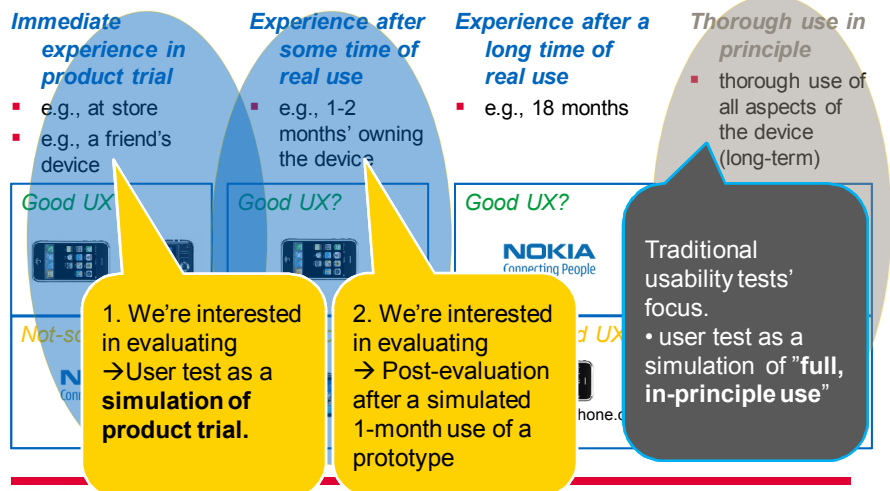
Aalto University
School of Economics

USER EXPERIENCE

Ass. Professor **Jaakko Aspara**

Doctoral candidate **Paavo Järvensivu**

User eXperience – after how much use?



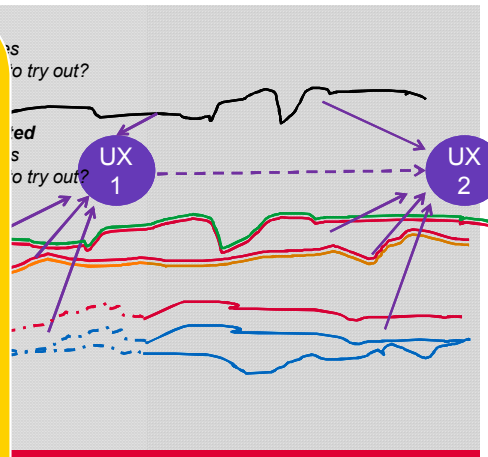
How to evaluate UX?

USER TEST= TRIAL

1 MONTH REAL USE

Evaluation process, in broad ?

1. Identify pre-practices/-expectations
 - Development team brainstorming, focus groups, surveys
2. Prior to trial, survey trial users, to what extent they come to the trial with specific pre-practices/expectations.
3. Choose those pre-expected and new features/practices that the users are asked to try out.
4. Conduct trial simulation.
5. Survey users about their **UX1**
6. Let users use the product/prototype for a month.
7. Survey users about their **UX2**.



User eXperience ~ User satisfaction

Three types of product features, when it comes to their effect on overall user experience/satisfaction?

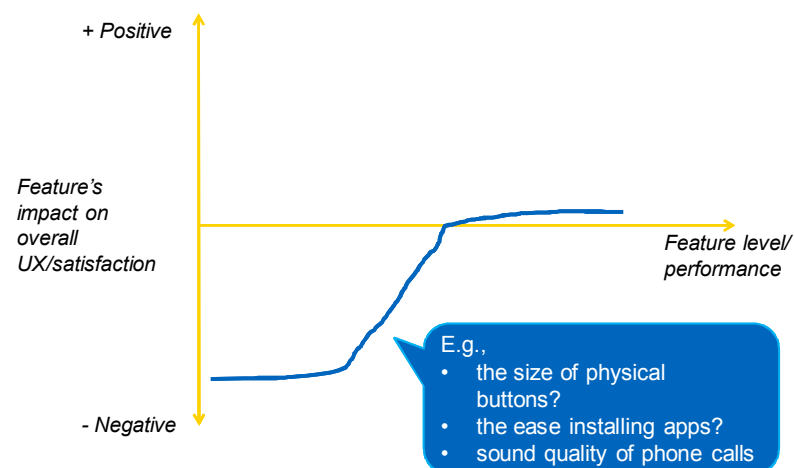
1. **Basic factors (dissatisfiers)**
2. **Excitement factors (satisfiers)**
3. **Performance factors (hybrids)**

User eXperience ~ User satisfaction

1. Basic factors (dissatisfiers)

- minimum requirements that cause dissatisfaction if not fulfilled but do not lead to satisfaction if fulfilled or exceeded.
- an asymmetric relationship between factor-level performance and overall satisfaction
 - A low performance on these factors has a greater impact on overall satisfaction than high performance.
- The fulfilment of basic requirements is a necessity, but an insufficient condition for satisfaction.
- Basic factors are entirely expected. The user regards them as prerequisites; they are taken for granted.
- "hygiene features"

Example: Basic hygiene factor

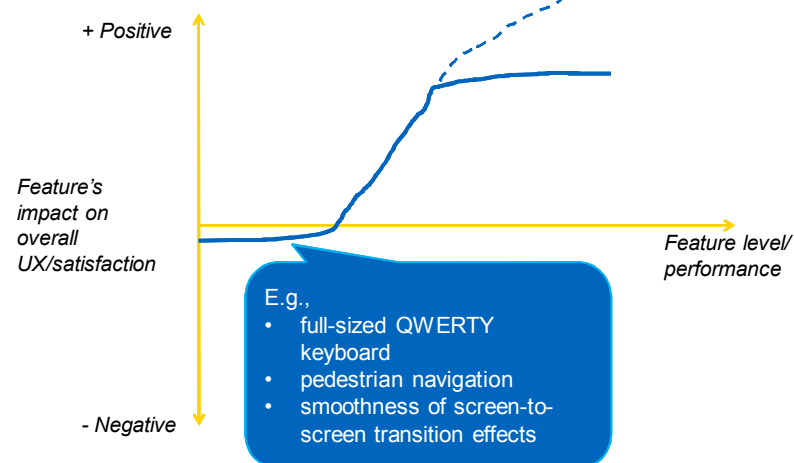


User eXperience ~ User satisfaction

2. Excitement factors (satisfiers)

- factors that increase satisfaction if delivered but do not cause dissatisfaction if they are not delivered.
- an asymmetric relationship between factor-level performance and overall satisfaction, again
 - High performance on these factors has a greater impact on overall satisfaction than low performance.
- Excitement factors are not required for satisfaction, but they surprise the user and generate “delight”.

Example: Excitement factor

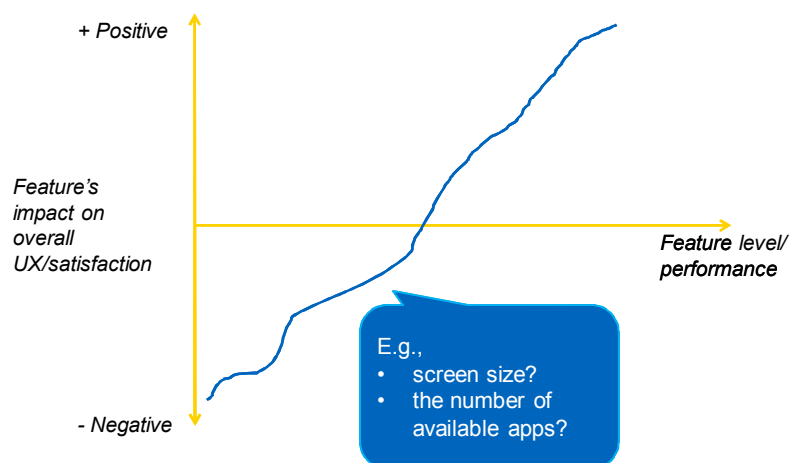


User eXperience ~ User satisfaction

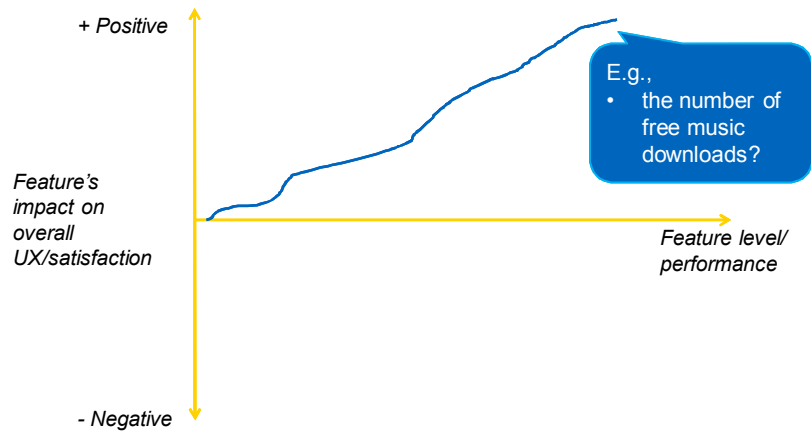
3. Performance factors (hybrids)

- lead to satisfaction if performance is high and to dissatisfaction if performance is low.
- the performance-overall satisfaction relationship is linear and symmetric.

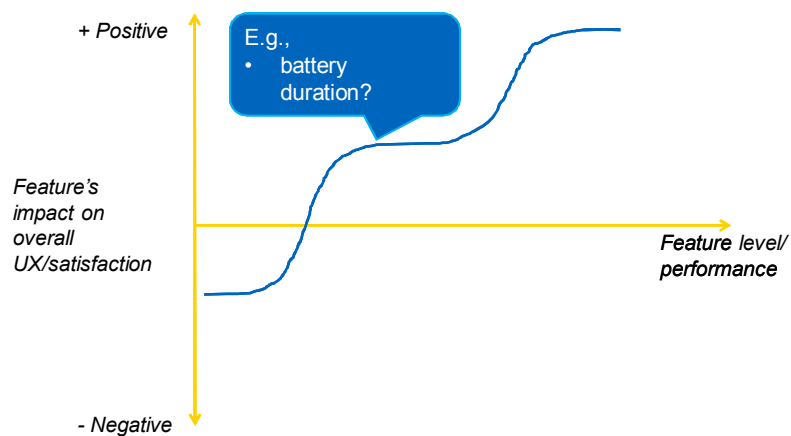
Example: Hybrid performance factor 1



Example: Hybrid performance factor 2



Example: Hybrid performance factor 3



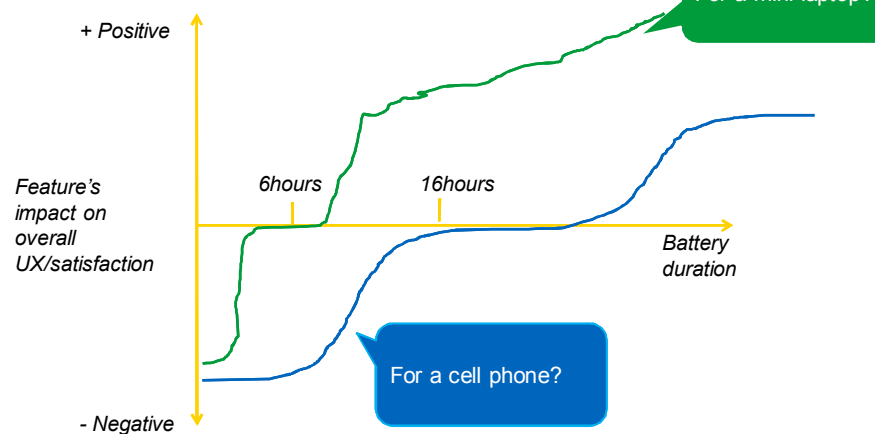
Different types of features

The feature's type (basic hygiene vs. excitement vs. hybrid-performance) depends – at least – on:

- the value/benefits, per se, that the feature provides to the user
- the product-category-specific pre-experience
 - Do other products in the category incorporate the features and at what level?
 - Has the user been accustomed to the feature (at a certain level) within the category?
 - Old features are more often basic hygiene features?
 - New features are more often potential excitement features?
- what we emphasize to the user prior to the trial (or e.g. in advertising)

Pre-expectations from user pre-practices!

Example: Basic hygiene factor



Different types of features

What also affects the overall UX/satisfaction (beyond the type of individual features):

- **combinations/configurations** of 2 or more features
 - i.e., the total effect of 2 features on total UX may be high even if neither of the features on its own has effect
 - e.g., data-transfer speed and data-transfer applications
- **tradeoffs** the user is willing to make
 - i.e., users may be willing to trade one feature for another (and different users may be willing to make different kinds of tradeoffs)
 - e.g., large display vs. large keyboard

Aspects to find out during the evaluation processes

- What types of features are the different features of a device to users?
 - *(basic hygiene vs. excitement vs. hybridperformance)*
 - for different (segments of) users, a certain feature may be
- What are the “jump levels” for feature performance?
- → How to find out
 - Asking users themselves
 - Presenting users with different kinds of devices and observing how the total UX changes

Product category specific benefits vs. more universal ones

To what extent does the user get these as a by-product, besides effectiveness and efficiency?

Product-category-specific main goals/factors?

- **Effectiveness** of attaining category-specific goals/activities
 - e.g. calling, connecting to internet, writing an email
 - e.g. fun and entertainment (from e.g. games)
- **Efficiency** for attaining category-specific goals/activities
 - e.g. effort and time needed for writing an email
 - e.g., effort and time needed for playing the game

Even if not required goals/factors for the product category?

- Usability/flow
- Fun of using
- Sensual pleasure, aesthetic pleasantness
- Status, esteem
- Ethics, spirituality
- Excitement, variety
- Challenge, skill-enhancement
- Use for one's inherent capabilities, realization of hidden fantasies
- Constructing alternative narratives of identity

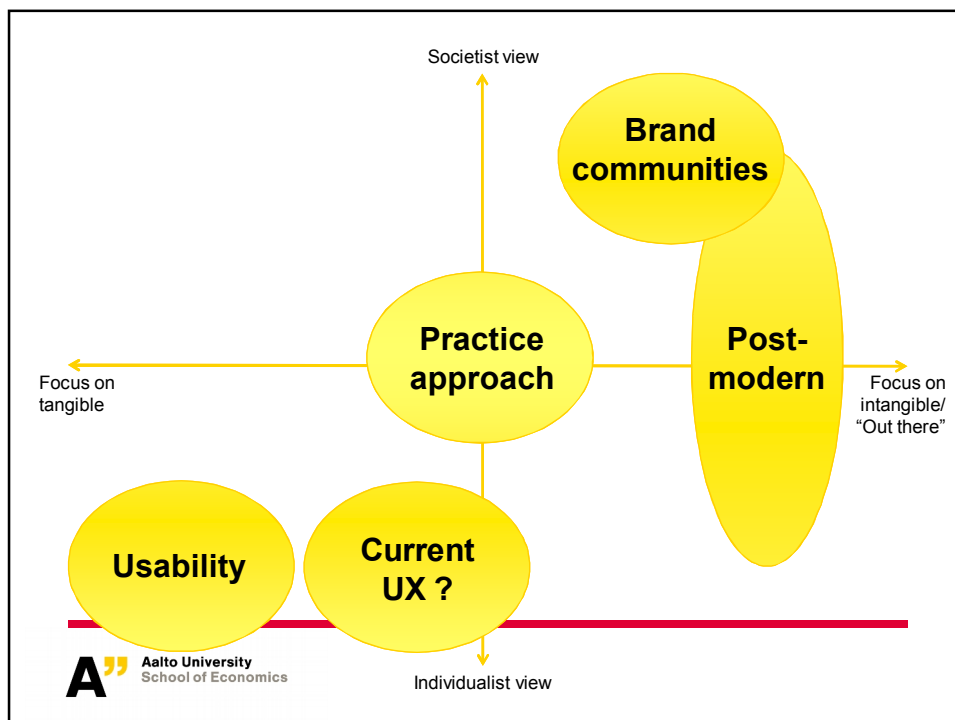
Note. Some goals can be at both sides, depending on what's typical for the product category.

- E.g. fun&entertainment for gaming devices
- E.g. status&esteem for cars

More about Practices

Background to the practice approach

1. *Service (design) rather than goods (design)*:
service as a co-creative process (Vargo and Lusch 2004); there is no fundamental difference between goods/services
2. *Evolution in marketing/design thought*:
functional needs → emotions → experiences → the everyday life
3. *Practice theory*: ontological, epistemological and methodological issues and answers: What do we mean by expectation, experience, satisfaction? What should we measure?
4. *Markets as practice*: practice-complexes evolve cyclically through company- and customer-originated inputs; companies' role is to maintain and improve practices (Pantzar and Shove 2004, Araujo et al. 2008)
5. *Co-design of offerings / Co-creation of value*:
how can UX tools support both of these?



Practice approach

- Service (experience) happens in the field of practices
- Practices ~ routinely carried out doings and sayings that are linked through rules and background understandings, involving know-how and emotions
- Practices become internalized as habits, tendencies and dispositions ~ expectations
- Practices are social and shared; they are transmitted historically and culturally; they transcend or go beyond the individual
- The social is in practices, not in mind, language or interaction

Some implications

- Emotions, experiences, expectations, satisfactions are not *totally* subjective
- Experience is cultural, not only phenomenological (inside the user's head)
- We need to balance the tangible (material) and intangible (symbolic) elements of experience
- Experience is part of the everyday life, not just a wow-thing
- We should measure the "actual" practices of users, which does not refer to only observing behavior but to discerning the cultural patterns (practices) of everyday social action
- In collecting data, we should aim at producing "historical and cultural talk" rather than discovering individuals' opinions and feelings

Thank You!