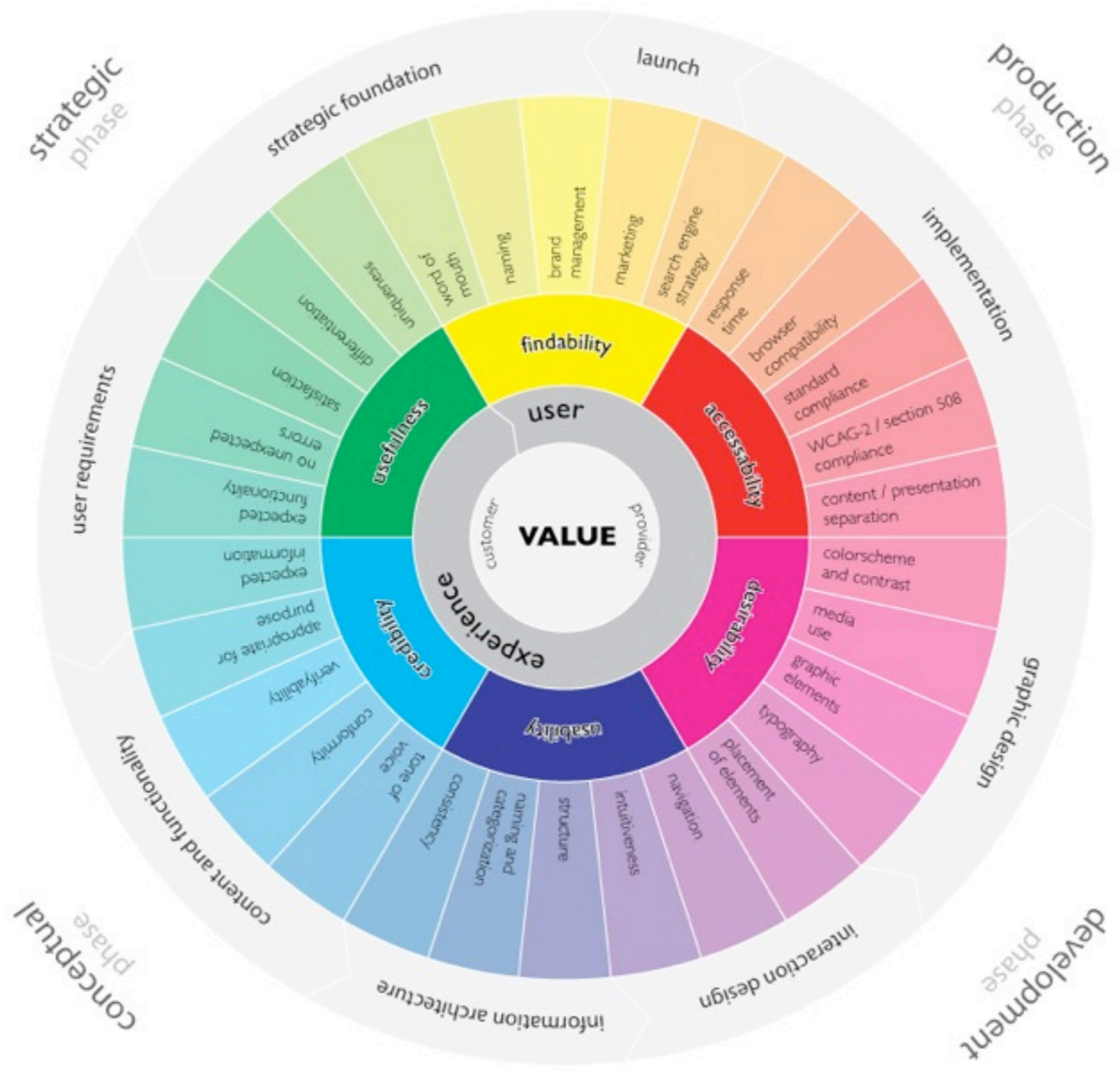


User Experience and semantic issues

MB

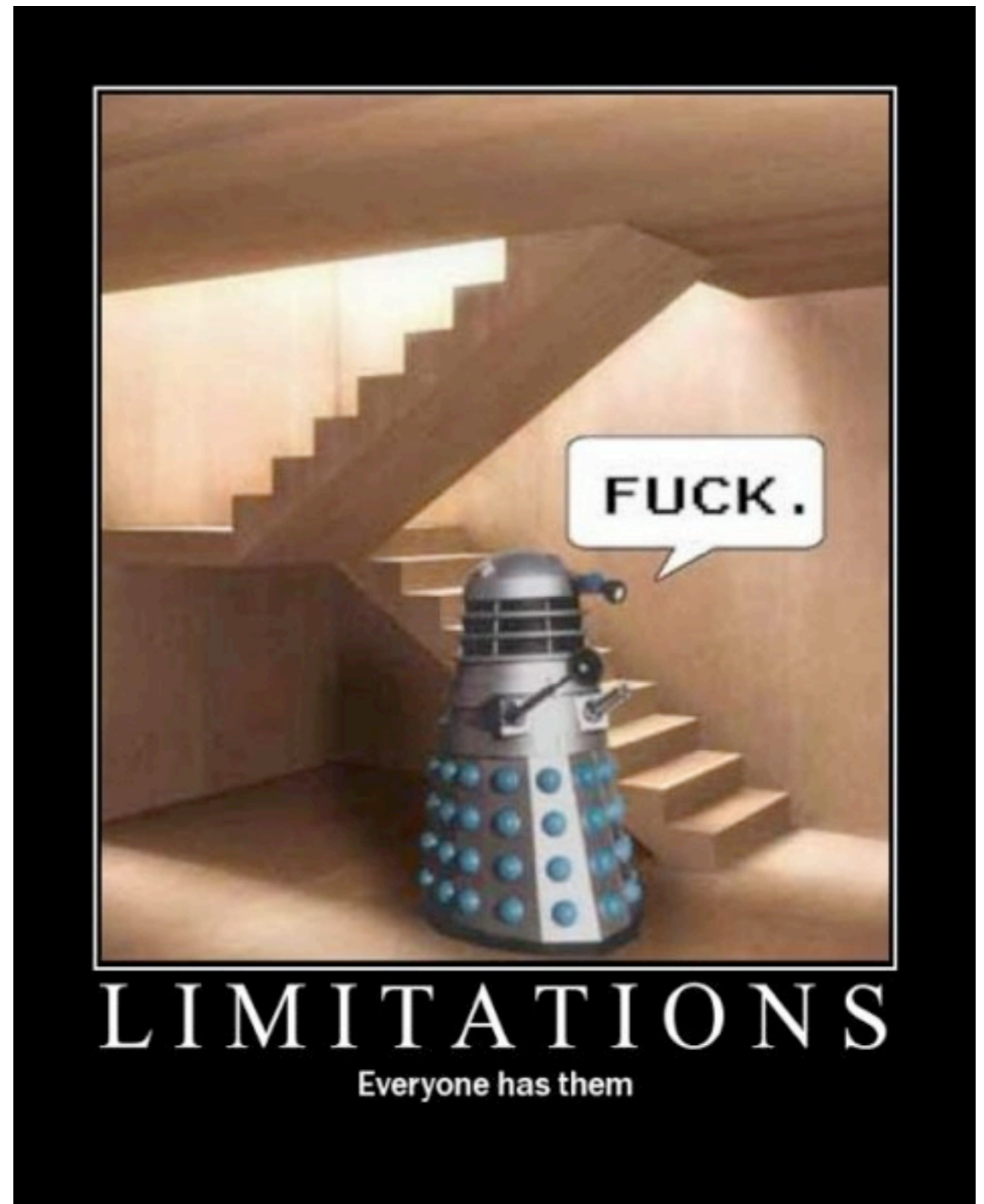


Metropolia



WHY UX?

- HCI researchers and practitioners have become well aware of the **limitations** of the traditional usability framework, which focuses primarily on user **cognition** and user **performance** in human-technology interactions.



<http://www.wisemouseboy.com/gallery2/d/3802-2/Limitations.jpg>

Definitions of UE

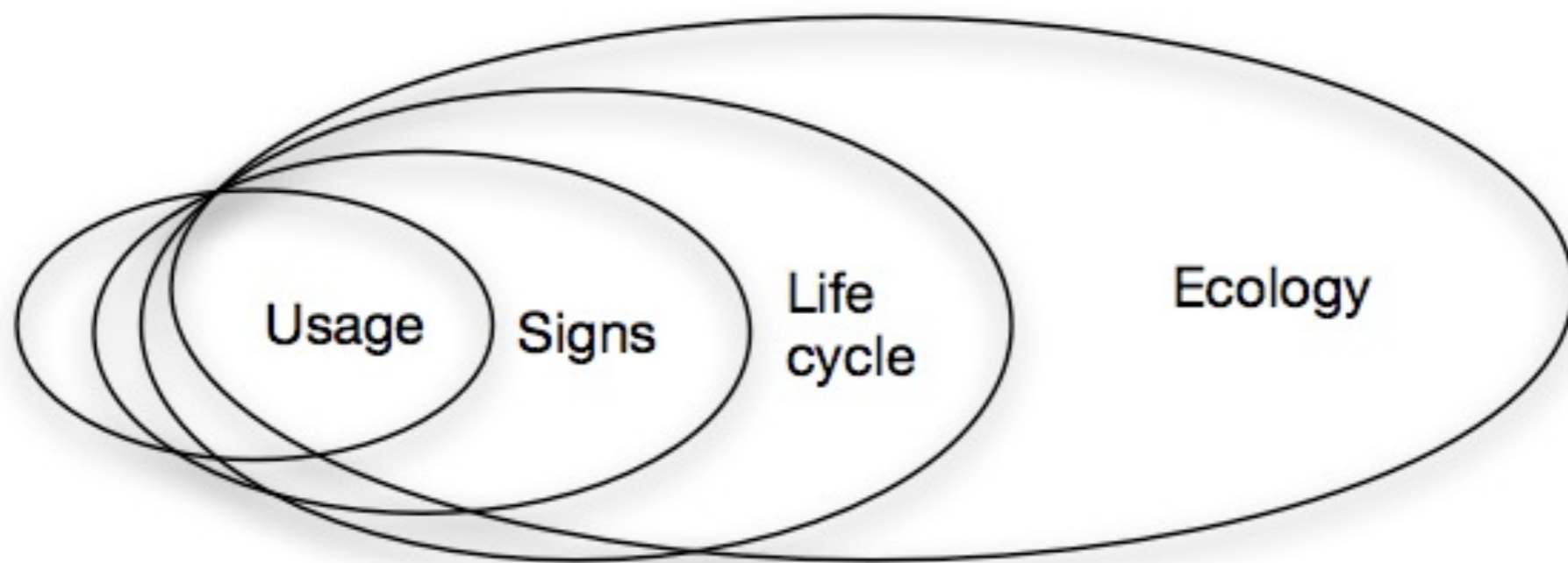
- Lauralee Alben: All the aspects of how people use an interactive product: the way it feels in their hands, how well they understand how it works, how they feel about it while they're using it, how well it serves their purposes, and how well it fits into the **entire context** in which they are using it. [1]
- Nielsen Norman Group: All aspects of the end-user's interaction with the company, its services, and its product [13].
- Marc Hassenzahl & Noam Tractinsky: 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. organizational/social setting, meaningfulness of the activity, voluntariness of use, etc.) [8]

Definitions of UX

- UX involves an extensive range of systems and devices. How a user experiences a web site is considerably different from how they experience television. Each involves a unique environment with various contributing factors. (Tobias & Spiegel)
- Most respondents agree that UX is dynamic, context-dependent, and subjective. With respect to the more controversial issues, the authors propose to delineate UX as something **individual** (instead of social [- **Auch**]) that emerges from interacting with a product, system, service or an object. (Law, Roto and Hassenzahl 2009: 719, bolding and [] added)

Definitions of UX

- What can be concluded is that UX is a class of **theories** and heuristics.
- UX research is build on: AI, Cognitive engineering, Design management, CHI, Psychology, UI design, Aesthetics, Social sciences.....
- UX Design from Semantic perspective goes Beyond UI
- Tied to idea of practice and meaning creation occur parallel are intertwined - used artefacts mediate this
- It is **social activity**



Creates a change in perspective to

- User experience
- User involvement
- User centredness
- + Changes the concept of user
 - to include all involved with the created artefacts in the context of various usages

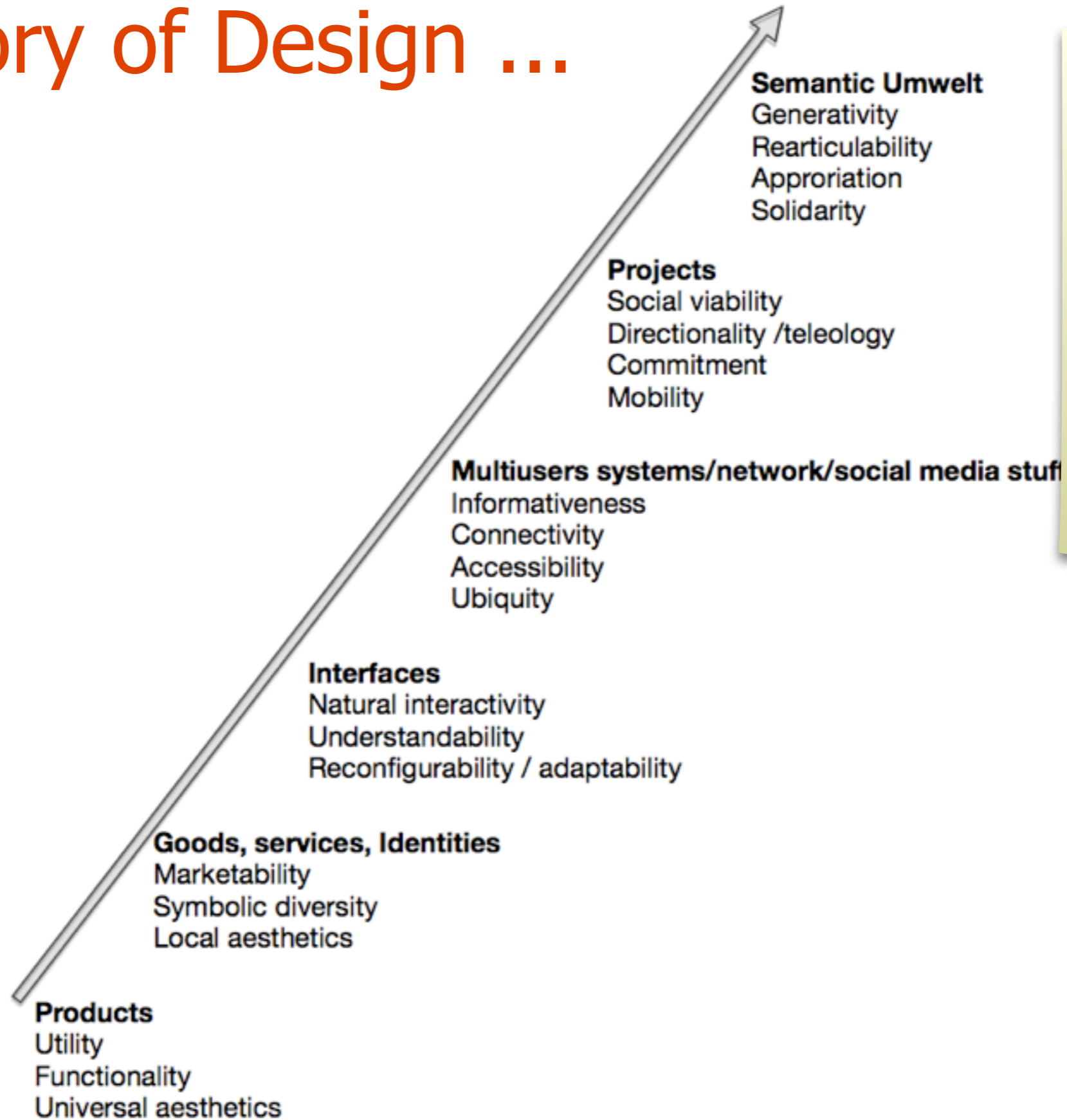


thingsofdesire.ca/.../2009/01/context.jpg

Image may be subject to copyright.

Below is the image at: thingsofdesire.ca/2009/01/15/context/

History of Design ...



Individuals drive and destinate the design of the technology

Participatory design

Awareness

Main points for us...

- Environment and artefacts gain meaning through using them in particular context
- We distribute meaning into artefacts and environment, our ability and “comfort” depends on the past, present and anticipated future which that is social in nature, we share experiences (collateral experience) and conceptions (signs)
- The experiences and conceptions are partially determined by the “material world”

Affordances

- Can be seen as the properties and features of things (or signs) themselves that direct how they can be interpreted and/or used. MB
- Designed sign holds designed clues for perceiving certain affordances. MB
- Whether these clues are taken as intended by the producer/designer of the sign depends on the past experiences (collateral experiences) and established common ground MB

For example, a button slightly raised above a flat surface suggests the idea of pushing it and /or moving it.

The affordance is **Not only inherent** to the button but to the characteristic that suggests its functionality.

The material part constrains the possible observed suggestions of use and meaning



Affordances

- Windsor (2004: 181) affordance on broadening them to be culturally relative and socially open
- Within engineering design studies and distributed cognition studies, the use of affordances in Zhang and Patel 2006, Norman 1993, and McGrenere and Ho 2000).



Aspects of habit

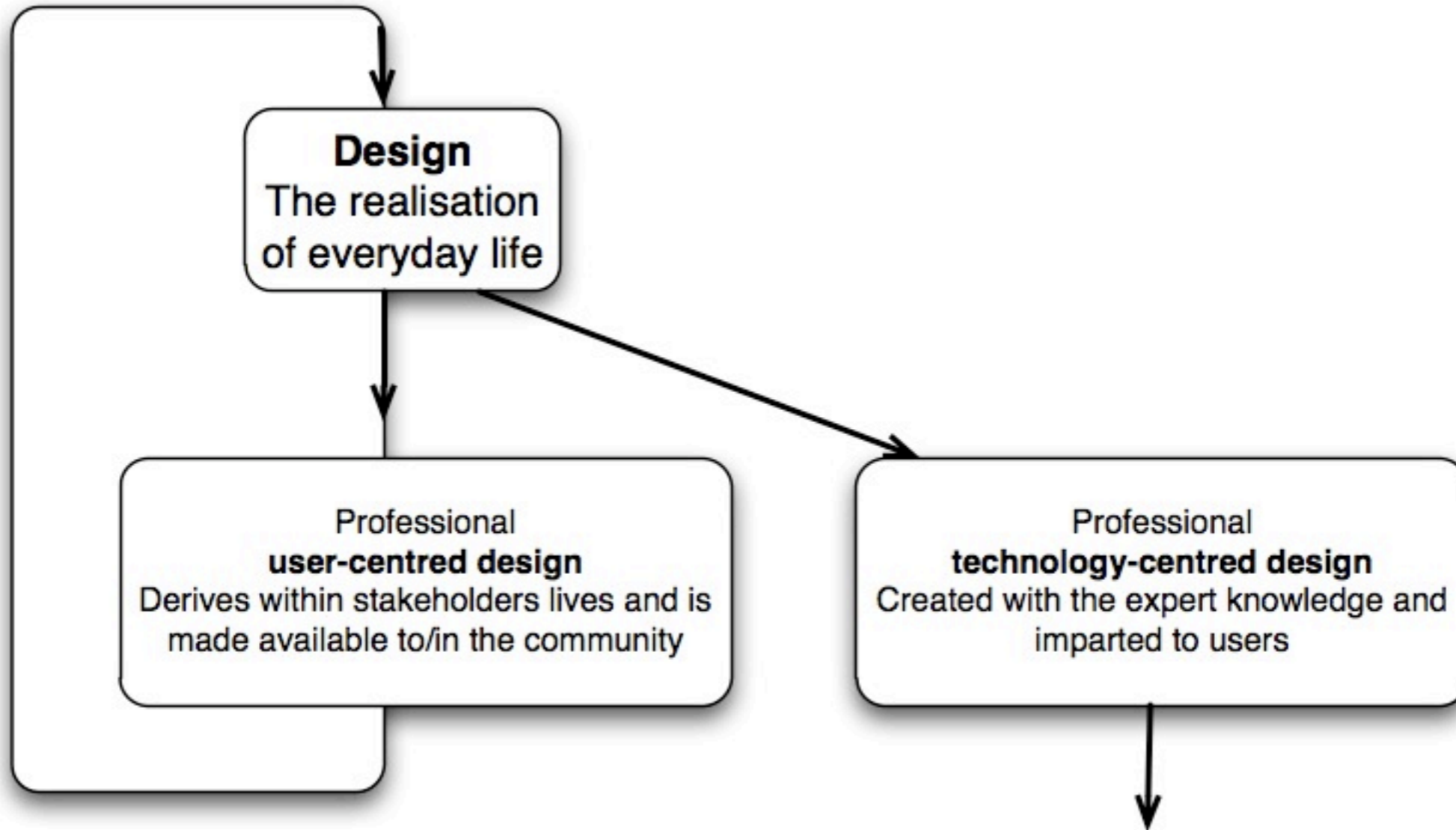
- Reflection and self-controlled conduct characterises also Peirce's concept of habit.
- Emphasises the rational aspect of habit.
- The instinctual or automated bodily aspect of habit relieves consciousness to the more demanding tasks (see also Kilpinen 2009:17)



Habit-change



- Only self-controlled habits can promote habit-change.
- Requires agency and effort
- Can change conventions
- Can change design

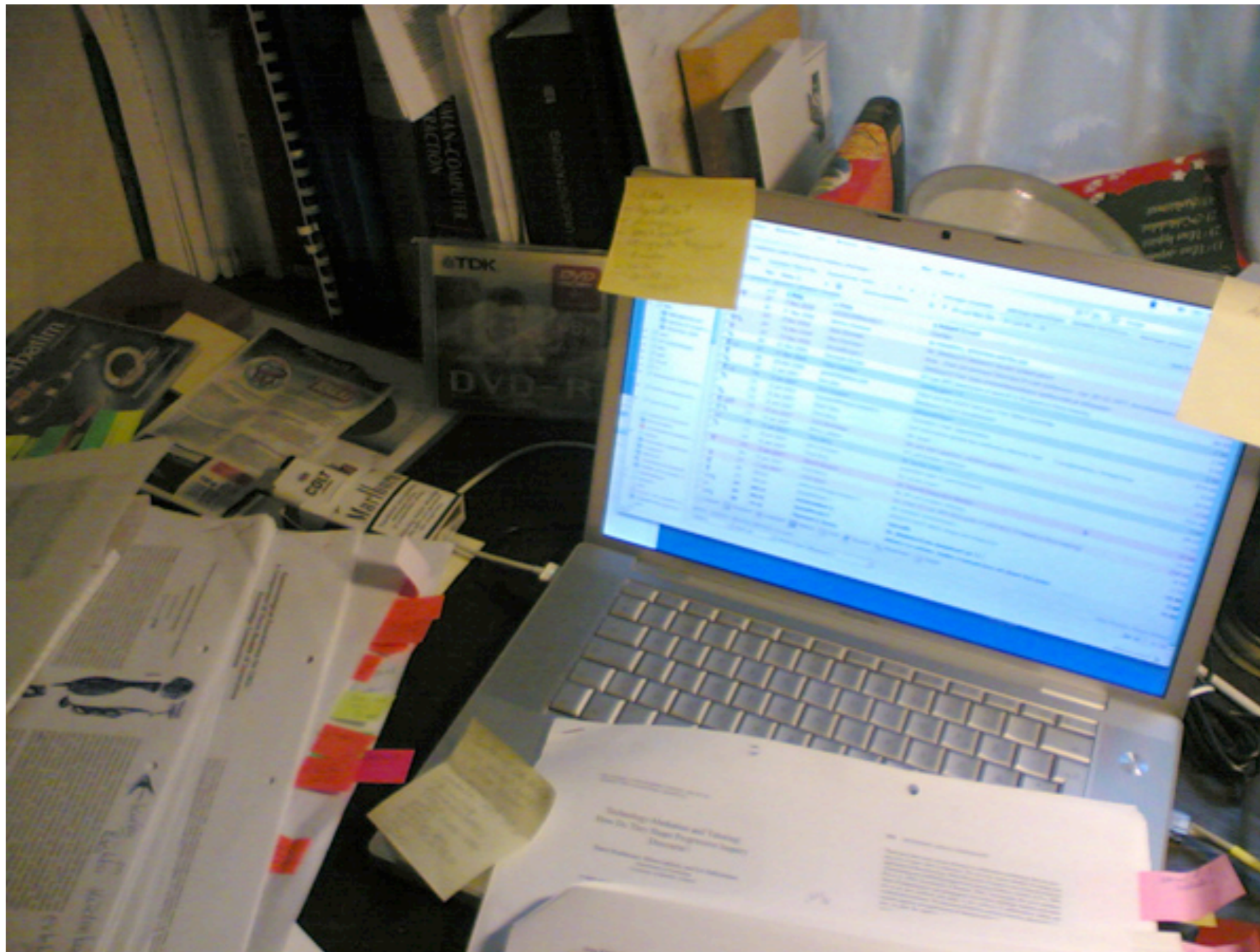


Design in this.....framework.....

- Allow misuse,
- Allow multiple meaning creation of the artefacts
- Enroll ALL the stakeholders not only “end-users”
- Promote communication to enable understanding of the different perspectives of the stakeholders
- Remember that meaning - creation and perceiving is holistic not only seeing!
- Highlight the aspects of the artefacts that are important
- Constraint those aspects that cannot be designed for misuse i.e., which harm users

Design in this.....framework.....

- Take into account the users tool/artefact ecology
- Their previous experience base
- Their potential and possible anticipated future
- These guide the meaning creation
- Create a space for multivoicedness of the stakeholders in the design process
- Be aware of the semantic/symbolic layer of discourse
 - Enhance understanding of others by means of material shared artefacts
 - Ask meaning of the artefacts, their use, context of use, meaning of the use



Resources:

- [1] Alben, Lauralee. Quality of experience: defining the criteria for effective interaction design. Interactions 3. 1996.
- [7] Greeno, James G. Gibson's Affordance. Psychological Review. 1994, Vol. 101, No.2 336-342.
- [8] Hassenzahl, Marc, and Noam Tractinsky.. "User experience – a research agenda." Behaviour & Information Technology 25.2 (Mar. 2006): 91-97. Computers & Applied Sciences Complete. EBSCO.Rohrbach Library, Kutztown, PA. 3 Nov. 2008 <http://navigatorkutztownpasshe.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=iih&AN=19277459&site=ehost-live&scope=site> .
- [5] Csikszentmihalyi, Mihaly. Beyond Boredom and Anxiety: Experiencing Flow in Work and Play. Jossey-Bass. 2000.
- [13] Nielsen Norman Group. User Experience - Our Definition. 11 Nov. 2008. <http://www.nngroup.com/about/userexperience.html>.
- [15] Ramsey, Jim. Designing For Flow. 4 Dec. 2007. A List Apart Magazine. 4 Sept. 2008. <http://www.alistapart.com/articles/designingforflow>.
- Rorty Richard (1967). ed. The Linguistic Turn; Recent Essays in Philosophical Method, ed. with an Introduction by R. Rorty. Chicago, University of Chicago Press,

Methods: usabilitynet.org

Methods table

you can select the most appropriate methods depending on three conditions

limited time/resources

No direct access to users

Limited skills/expertise

Planning & Feasibility	Requirements	Design	Implementation	Test & Measure	Post Release
Getting started	User Surveys ●	Design guidelines	Style guides	Diagnostic evaluation	Post release testing
Stakeholder meeting	Interviews ●	Paper prototyping ●	Rapid prototyping ●	Performance testing	Subjective assessment
Analyse context	Contextual inquiry ●	Heuristic evaluation ●		Subjective evaluation	● User surveys
ISO 13407	User Observation ●	Parallel design		Heuristic evaluation	Remote evaluation
Planning	Context	Storyboarding		Critical Incidence Technique	
Competitor Analysis	Focus Groups ●	Evaluate prototype ●		Pleasure	
	Brainstorming ●	Wizard of Oz			
	Evaluating existing systems	Interface design patterns			
	Card Sorting				
	Affinity diagramming				
	Scenarios of use				
	Task Analysis				
	Requirements meeting ●				

Stuff to remember

- Describe the users (all)!
- Describe the meaning of the site for the users
- Describe the use context
- Describe users known experiences, tool ecology and potential future anticipations of meanings of the site and use of site
- Perform usability test in think-aloud manner (find one representative of one user segmentation)
- Perform unstructured interview based on your notes on the test with the user, with the site on.
- Usability method reminders: <http://www.usabilitynet.org/tools/methods.htm>