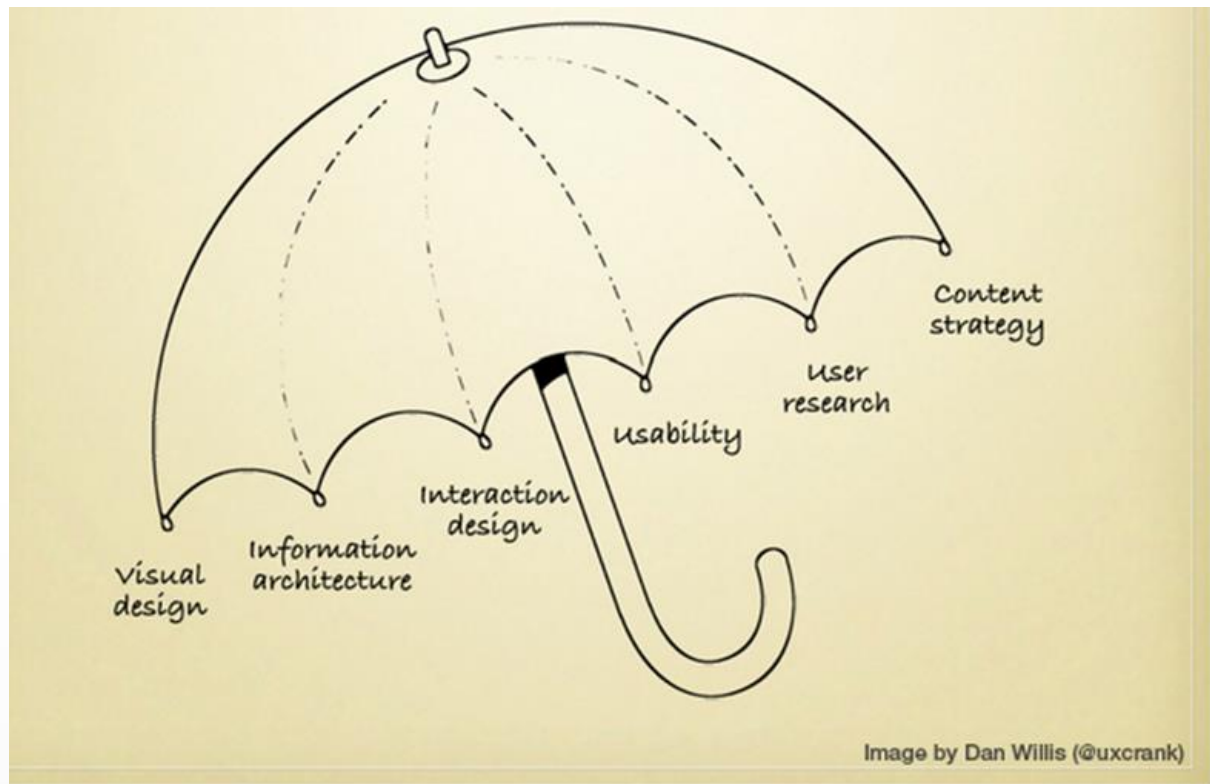LUT
University

Intro to User Experience

Antti Knutas

Slide set based on Dr. Victoria Palacin's contributed lecture material

usability is part of user experience

Image by Dan Willis (@uxcrank)

so… what is user experience?

the official ISO-standard 9241-210 defines user experience as:

"a person's perceptions and responses that result from the use or anticipated use of a product, system or service"

plain-language definition:

user's **emotional** and **other reactions** to an (interactive) product / system

- related to anticipated use, actual use, and recollections of use

user experience goals

Desirable aspects		
Satisfying	Helpful	Fun
Enjoyable	Motivating	Provocative
Engaging	Challenging	Surprising
Pleasurable	Enhancing sociability	Rewarding
Exciting	Supporting creativity	Emotionally fulfilling
Entertaining	Cognitively stimulating	Experiencing flow
Undesirable aspects		
Boring	Unpleasant	
Frustrating	Patronizing	
Making one feel guilty	Making one feel stupid	
Annoying	Cutesy	
Childish	Gimmicky	

desirable and undesirable aspects of the user experience (source: sharp et al, 2019, pg. 22)

user experience design principles (1/2)

help people access, learn and remember the system
- visibility
- consistency
- familiarity
- affordance

giving users a sense of control and actionable knowledge (ease of use)
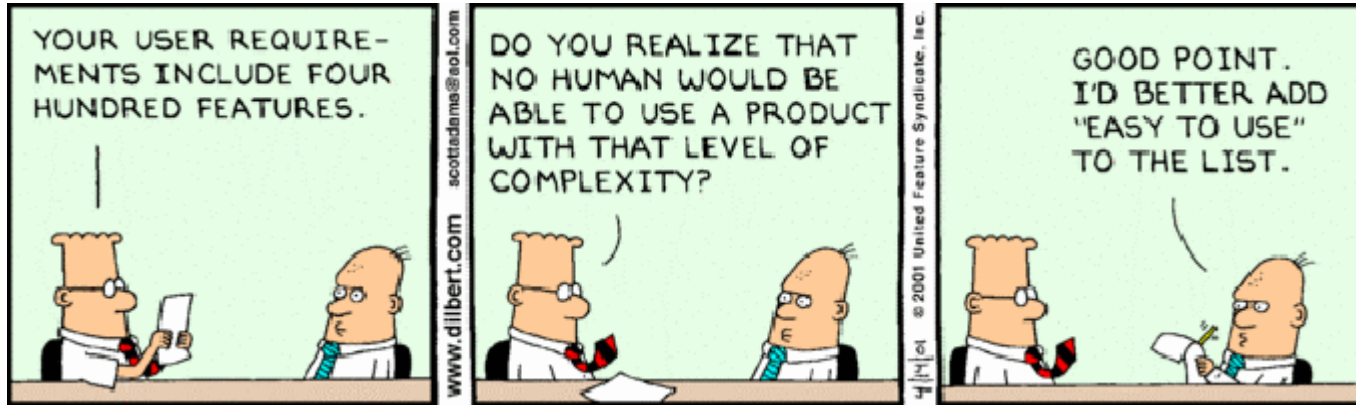- navigation
- control
- feedback

user experience design principles (2/2)

safety and security (effectiveness)
- recovery
- constraints

accommodating and respecting differences
- flexibility
- style
- conviviality

Sources

Recommended reading
- Benyon David. 2014. Designing Interactive Systems: A Comprehensive Guide to HCI, UX and Interaction Design. Pearson
- The interaction design foundation resources: www.interaction-design.org

Other references
- Sharp, H., Rogers, Y., Preece. J. 2019. INTERACTION DESIGN: beyond human-computer interaction. Fifth Edition. Wiley.