

Targets for UX design

... an alternative view to UX as Usability+

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$$UX = US + X_1 + X_2 + X_3 + \dots + X_n$$

X = physical pleasure

X = pleasure of succeeding

X = social pleasure

X = ideological pleasure

X = perception of previous use

X = anticipation of future use

X = impact on identity in social use

X = aesthetics

X = all the rest ...

Problems with UX as usability+

Lack of specificity. 'something desirable'

Overlapping with established consumer behavior vocabulary

Lack of behavioral measurements

Measurable usability goals are not valid indicators:

"efficiency is an established standard of usability, but users who are seeking an engaging experience with a technology may not be concerned about the time required to carry out a task."

ISO9241-11 usability

In goal oriented interaction

$$US = EG + EG/RS$$

EG external goals

RS resources spent

EG are desirable outcomes - what you want

RS is undesirable outcome - what you don't want

ISO9241-11: "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use"

effectiveness as "the accuracy and completeness with which users achieve specified goals"

"resources expended in relation to the accuracy and completeness with which users achieve goals".

"If it is not possible to obtain objective measures of effectiveness and efficiency, subjective measures based on the user's perception can provide an indication of effectiveness and efficiency."

Satisfaction refers to efficiency and effectiveness, only the method of measuring is different

UX is necessary concept when interaction is not goal oriented

Casual interaction:

non-

semi-

quasi- and/or

pre-utilitarian

In casual interaction

RS becomes an indicator of commitment and engagement - time, money, reputation

EG becomes an indicator of the need for external rewards

$$US = EG \times EG/RS$$

$$UX = RS \times RS/EG$$

$$UX = (RS \times RS/EG) \times VA$$

EG: external goals, RS: resources spent, VA:
value assessment

Behavioural measurement & subjective value

$$UX = (EN \times EN/IN) \times VA$$

EN: engagement, IN: incentives, VA: value assessment

UX refers to the engagement, to the relationship between the engagement and incentives, and to the assessment of their value in a specified type of casual use.

Can be measured in terms of time and money

$$UX = 1/US$$

UX and Usability are complementary. Neither usability nor UX is not always a desirable attribute

Usability or UX can be preferred in different interactions. Granularity of goal setting and evaluation becomes crucial