

How to measure User Experience?

By using Implicit Measures!



The smilescorecard

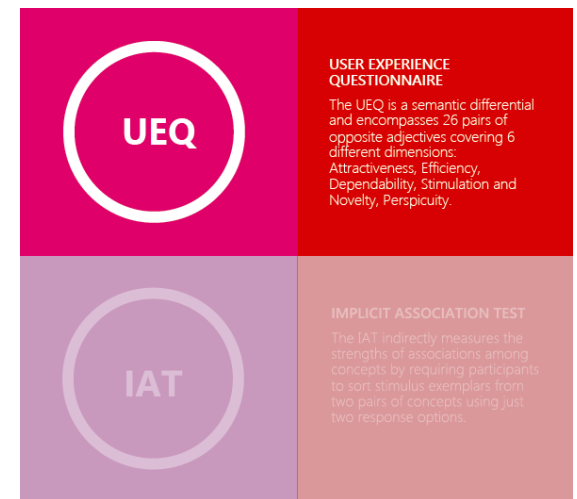
- We developed a simple tool, that allow a fast and effective measures of the UX by combining explicit and implicit measures of a product in terms of UX

The smilescorecard

- The tool has been developed (and tested throughout its development) together with a private company: AVANADE Italy



Smile Scorecard



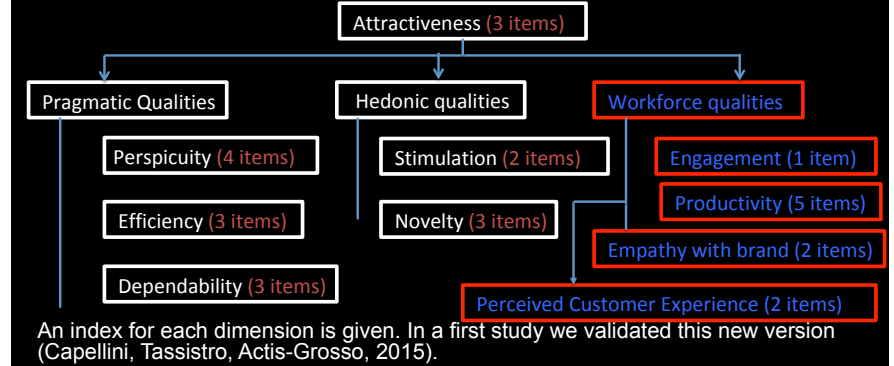
Questionnaire

Think about the CRM that you use in your everyday working life. In your opinion, CRM platform is ...

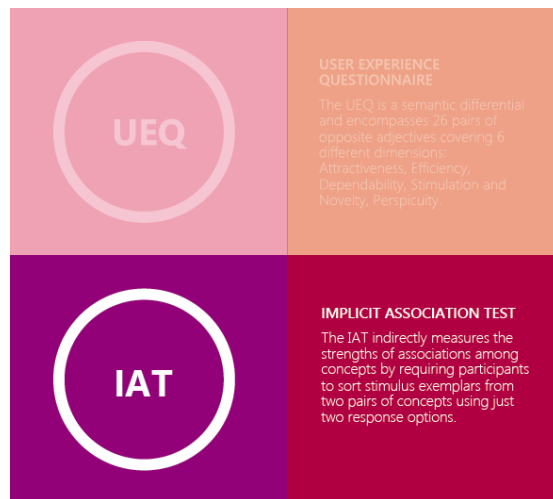
| | | | | | | | | |
|--------------------|---|---|---|---|---|---|---|--------------------|
| not understandable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | understandable |
| creative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | dull |
| easy to learn | 1 | 2 | 3 | 4 | 5 | 6 | 7 | difficult to learn |
| valuable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | inferior |
| not interesting | 1 | 2 | 3 | 4 | 5 | 6 | 7 | interesting |
| fast | 1 | 2 | 3 | 4 | 5 | 6 | 7 | slow |
| original | 1 | 2 | 3 | 4 | 5 | 6 | 7 | conventional |
| obstructive | 1 | 2 | 3 | 4 | 5 | 6 | 7 | supportive |
| good | 1 | 2 | 3 | 4 | 5 | 6 | 7 | bad |
| complicated | 1 | 2 | 3 | 4 | 5 | 6 | 7 | easy |

The original version of UEQ (Laugwitz et al., 2008) is a semantic differential formed by 6 rating scales for a total of 26 items

The User Experience Questionnaire (UEQ) revised



Smile Scorecard

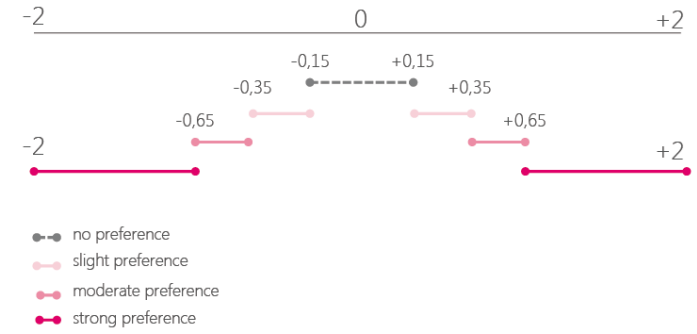


Making IAT easy

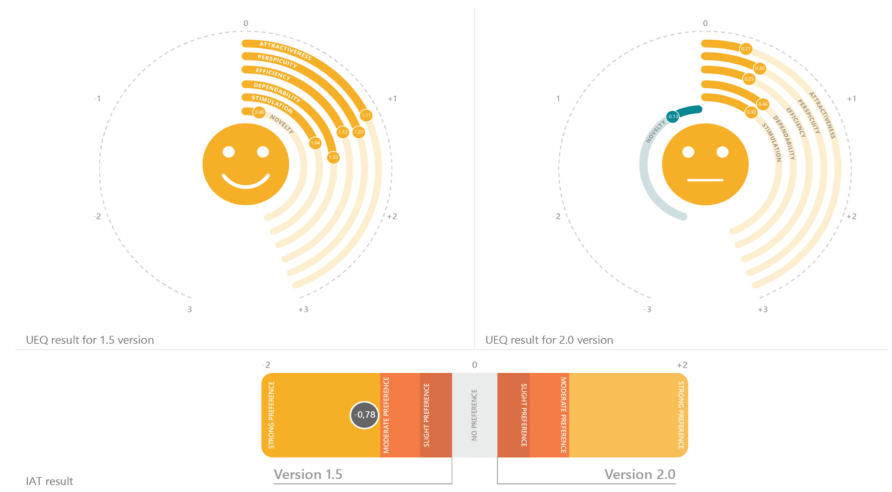
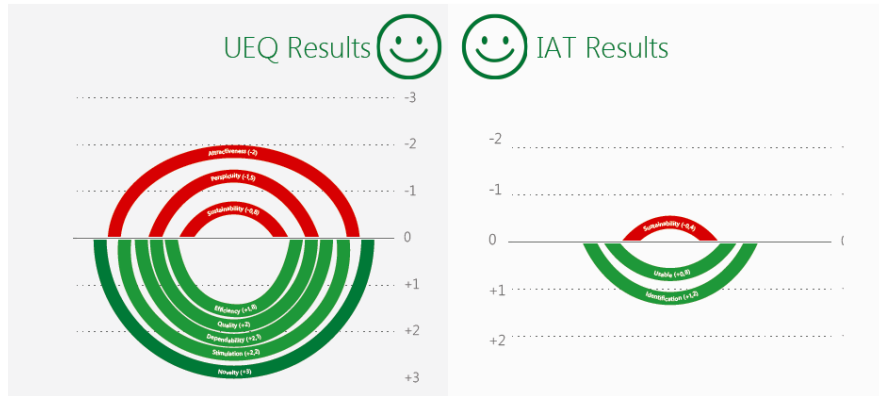
- We prepared a very simple algorithm that (a) allows an easy implementation of the IAT and (b) returns to the client an outcome “easy to read” by transforming both the UEQ results and the D index of the IAT in a “smile-score card”.



Score



Smile Scorecard | Customized Approach



Smile score-card: pros

- Not time-consuming (15 days – 10 mandays)
- Quantitative data “easy to read” (and possibly useful for basic research)
- Do not require many participants (at least 50)
- Easy to be conducted also with participants based in different nations (Google Form, Qualtrics, Survey Monkey for UEQR/Inquisit, PsychoPy for IAT)
- Other measures could be easily added (eye-tracker with heat-map, face reader...)

Smile score-card: pros

- In this way we could collect data for basic research while helping industries to enhance their user’s experience (with low budget).

Smile score-card: what is left out

- Temporal dimension (momentary characters)
- Difference between experts and new beginners: expertise is not necessarily monothonic

Measuring UX: what has to be done

- To establish a procedure for tester recruiting
- To establish a sample method specific for UX
- Team work at an international level to decide what and how to measure (and relative metrics)

Measuring UX: three points still to be defined (just a reminder...)

- 1) What to measure;
- 2) How to measure;
- 3) Who to involve in the measuring process

The principle of pleasure...

Experience design is about recognizing that interactive products and services do not just exist in the world, they affect who we are.

The principle of pleasure...

Designing for pleasure implies to consider pleasure as multifaceted (Physio- Socio- Psycho- Ideo-pleasure, Jordan 2000), and to put engagement in the centre of the design process.

How to face interactions of fifth and sixth type? Half humans and half “technology” interacting with objects...



Or even interacting with technology
“pretending” to be human...



Is the technology “an extension” of the
inner self or is “a product”?

Until now, the available studies are mainly clinical..

F.O.M.O. (Fear of Missing Out)



Phubbing (Snobbing with phone)



Hikikomori



Nomophobia (No-Mobile-phobia)



Some questions

How has the interaction changed?

What does this changing implies for designers, psychologist, educators?

Are we able to make any prediction?

The most important question

What are we really designing when we design the interaction?

What sort of new individual, whit which srto of fragility and which strengths?

Whatever is your answer...

Do research and design with AWARENESS, to give a real positive value to the design of "new" human being.

