

# Providing Feedback to UX Designers Using UX Evaluation Methods

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Ways to Design in Experience

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## Introduction

### Challenges for UCD and UX Design in the Interactive Television Domain:

- Rising Expectations
- Shift from usability to UX
- Increased focus on the user
- Designing for excellent UX challenging task



## Problem ...

**Design decisions** likely in the end based on **personal judgment and skill** of the designer

- how to be sure that vision of the designer matches with users' needs and requirements?
- How to get feedback how properly the design addressed experience-related factors?
- How to know which changes could improve the users' experiences?
- How to get unbiased, context-sensitive data without *availability bias*\*?

\* unique/rare experiences overrepresented in the design  
(Kahneman et al 1982)

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## Knowing about UX factors

to be able to understand the user's experiential system and design for better UX:

- Crucial to know factors influencing UX
- How they are connected
- Role of usability and its contribution to overall UX

And have **means to evaluate** them!



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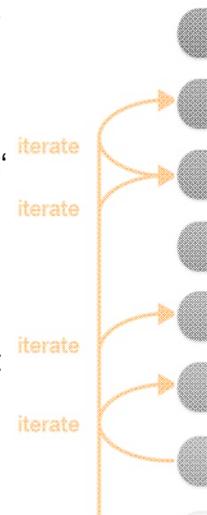
## Our Proposed Solution

Scientifically-oriented methods to evaluate UX during product development

*To inform design about*

- How precise their perception of the future users' experiences and needs is
- How appropriate major UX factors have been supported, and which ones

And provide feedback on how to improve the overall (UX) design and which factors might need further attention



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## Research Focus

Developing a set of UX evaluation methods for Interaction technologies in the living room, especially for iTV

- Based on findings from two ethnographically oriented studies and UX factors identified in the literature
  - Studies in 2 countries, 179 participants
  - Goal: identify factors influencing UX of entertainment technology usage
- Method Mix:
  - UX Questionnaire: get quantitative data
  - Expert UX Evaluation (future)
- Topic of my PhD thesis ☺



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## UX Evaluation and Designer Experience

**UX evaluation** can **support designing for experiences** and thus **improve product quality** by:

- Providing feedback how well major UX factors are supported (in various design phases)
- Highlight areas that could be further improved
  - making users' needs visible to the designer
- To assure scientific UX evaluation during development
  - independent from personal judgement of the designer
- BUT: not helping to experience or feel like the user (like e.g. inspirational methods) but feedback about *quality of UX design*



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## Thank you for your attention!

Questions?



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