

EXPERIENCE

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Design Methodologie
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**“To be a great designer, you need to look a little deeper into how people think and act.”
Paul Boag, Co-Founder of Headscape Limited**

As a designer, we talk often about user experience, human experience, and the goal to create a great user experience. To create a great user experience, it is important to understand the background.

WHAT IS USER EXPERIENCE?

User experience is the specific point when interaction and the user come together and something happens. It occurs always within an interaction and his context.

For Example

In reading „Communicating Intimacy One Bit at a Time“, the author write about a user study with couples in a long distance-relationship and the goal is to create intimacy between the couples. To create this intimacy, the designer creates a system for the computer, that allows a user to send their partner a very simple, one-bit message.

Now when one person clicks on the button, he immediately sends their friend a one-bit message. At this point, a user experience is happening and we have different reactions.

So the user experience of one man after the user study was well and he asked: “Must we uninstall it? I am asking these things because my girlfriend and I enjoyed a lot using it and wanted to know if we can... ‘keep using it’ after this study...”

For other persons, it was more an obligation, not an optional activity. He said: “I would get yelled at by my partner if I didn’t press it some days.”

A user is an individual person with different aims, habits, emotional, physical needs, culture and in this fact, the user experience is always for every body completely different.

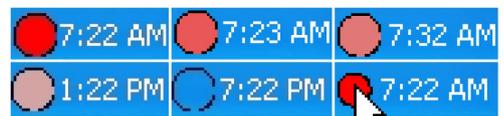
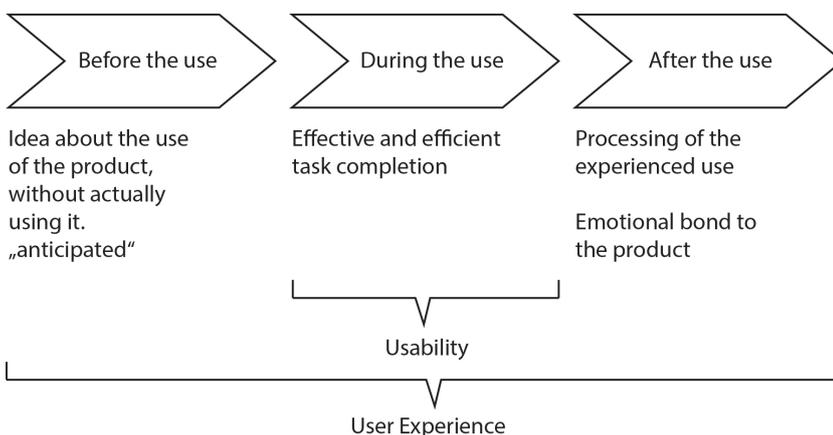


Figure 1: Virtual Intimate Object (VIO) in taskbar, showing color changes over a twelve hour period. Note initial rapid fading in top line. Final image shows display of remote partner’s button state on mouseover.



USER EXPERIENCE DESIGN

Designing is always for people but it is very difficult to see what happens when people interact with something.

In the social network the Profiles are constructed by filling out forms on the site. While the forms were designed to control the layout of the content, MySpace accidentally left open a technological loophole and their forms accepted HTML and CSS code. As a result of this loophole, the user can modify the look and feel of their profiles. Teenagers change now their backgrounds, add videos and images, change the colour of their text.



HUMAN EXPERIENCE

To understand what is human experience you have to change the thinking about the "user". We have to be able to develop a deep empathy with them. It is more a thinking about and within the person. Because it is the person that we're trying to affect when they use our interactions.

When you go deeper in it, it's not user experience. It's human experience. It's how people feel when they use your interactions.

For Example:

"Why Youth (Heart) Social Network Sites: The Role of Networked Publics in Teenage Social Life" is a reading about the use of Social Network from Teenager. The author tried to answer the reader a lot of question like: Why do teenagers go to these sites? Or What are they learning from their participation?

The author describes, that social network can be a dilemma for the relationship between the teenagers and their parents. Because they want to be at the same time cool to their friends and acceptable to their parents.

In one point the parents give their children the rule to clean up the profile.

The reaction of the teenager was that they made a second account with fake names and details.

The parent's set a rule and the reaction "user experience" of the teenager is to find a solution to live with this rule.

The Author describes an other situation in which a girl invites her father to join her at MySpace. After his logging in, the father was surprised to see that her profile included a quiz entitled "What kind of drug are you?", to which she had responded "cocaine." Confused and horrified, he approached his daughter for an explanation. She laughed and explained, "it's just one of those quizzes that tells you about your personality... but you can kind a get it to say what you want." She explained him why she choosed this answer and at the end, her father can understand her. While the father was able to talk with his daughter about other possible interpretations of her choice in presentation, he recognized that her profile was not meant for such audiences.

The father saw deeper as the other parents. He saw how the teenager, his daughter feels when she interacts with Social Network.

CONCLUSION

At first when a designer starts to design, it is very important to get down to understand human experience.

How Steve Job said:

"You've got to start with the customer experience and work back toward the technology - not the other way around." Steve Job

That means, a lot of the time is usually spent to determine who those humans are, what their situation A is and create a vision around what the situation B could be.

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