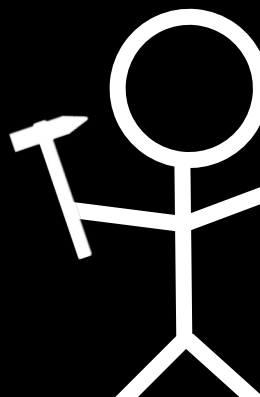
The Thing and I:
Understanding the Relationship Between User and Product



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UX as buzzword

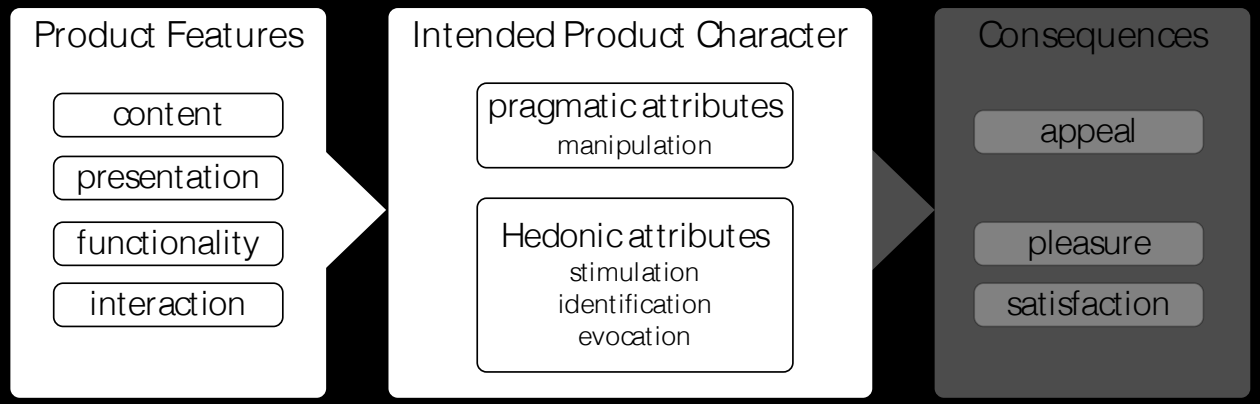
Few models

No coherence

Often simplistic

- Marc Hassenzahl -

Designer perspective:



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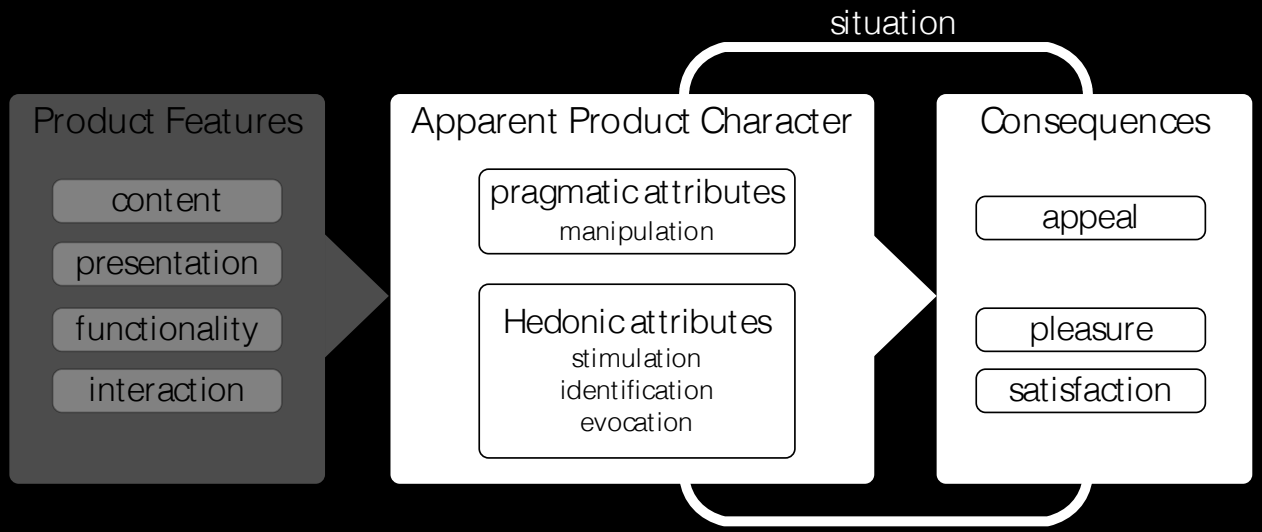

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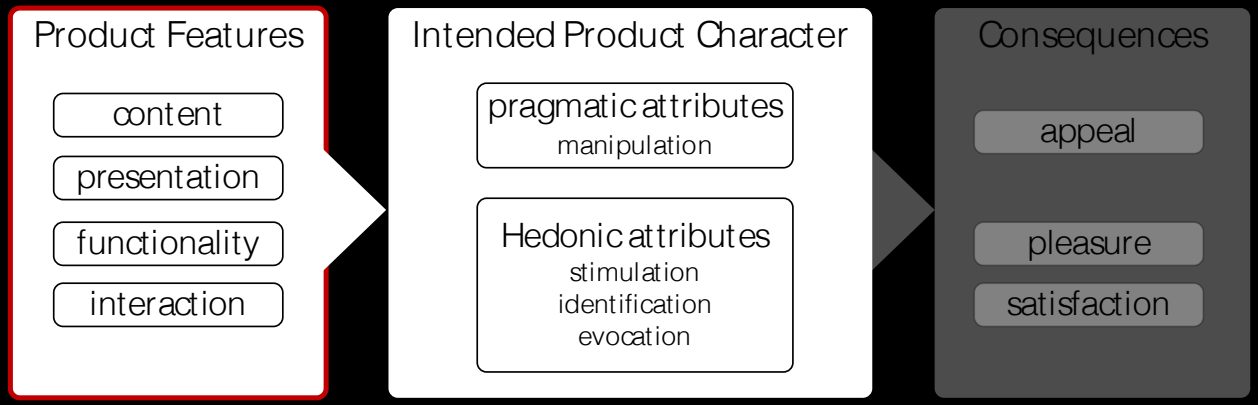
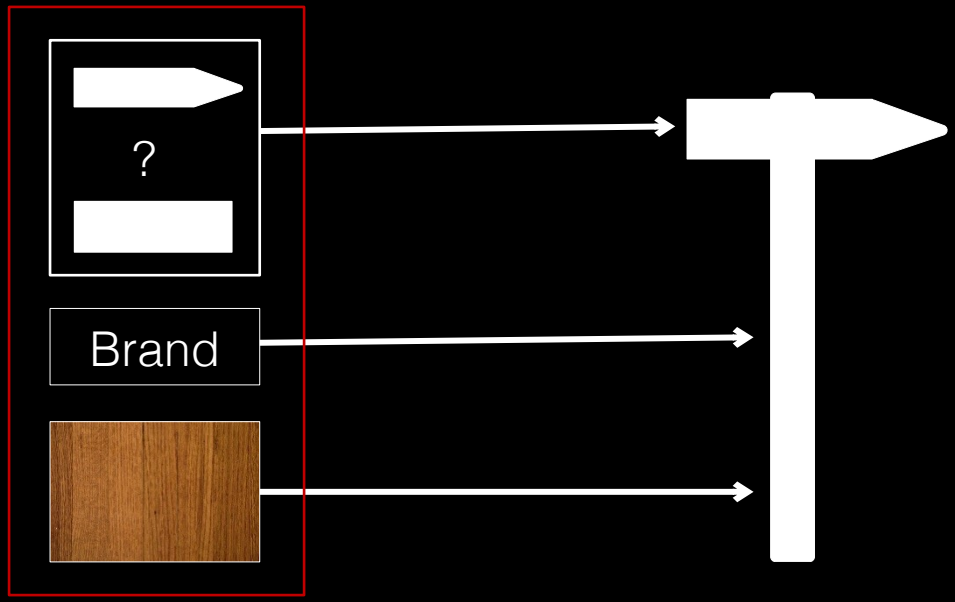
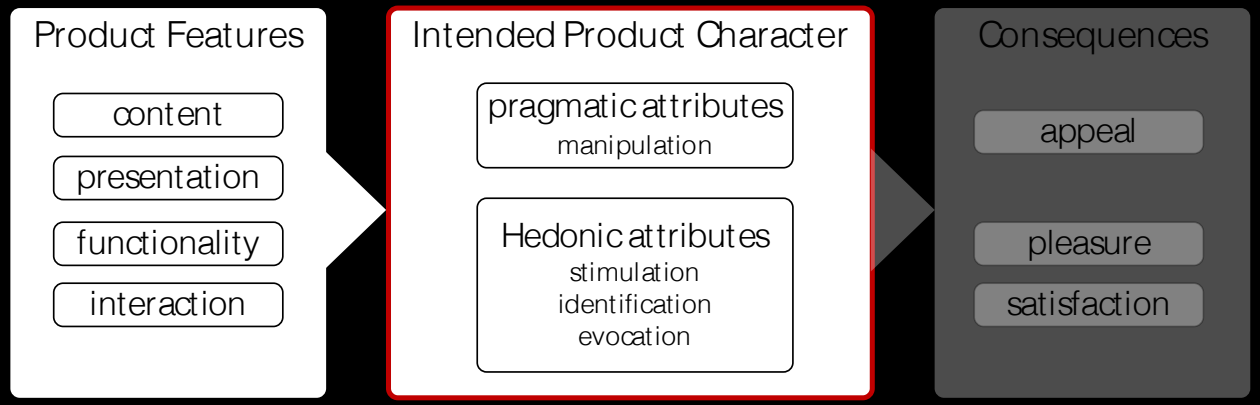
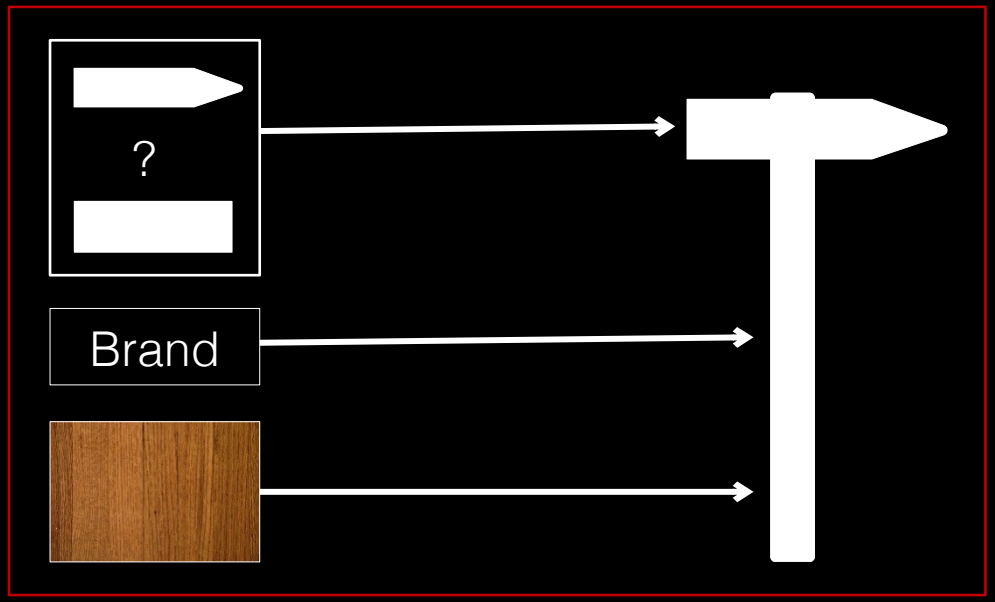




Designer perspective:





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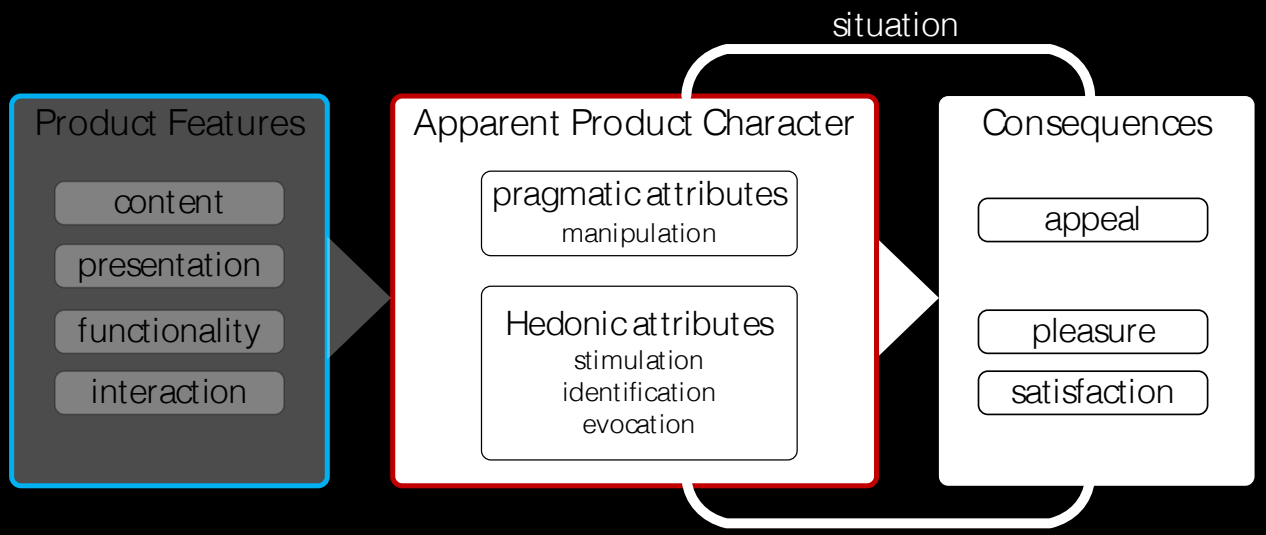

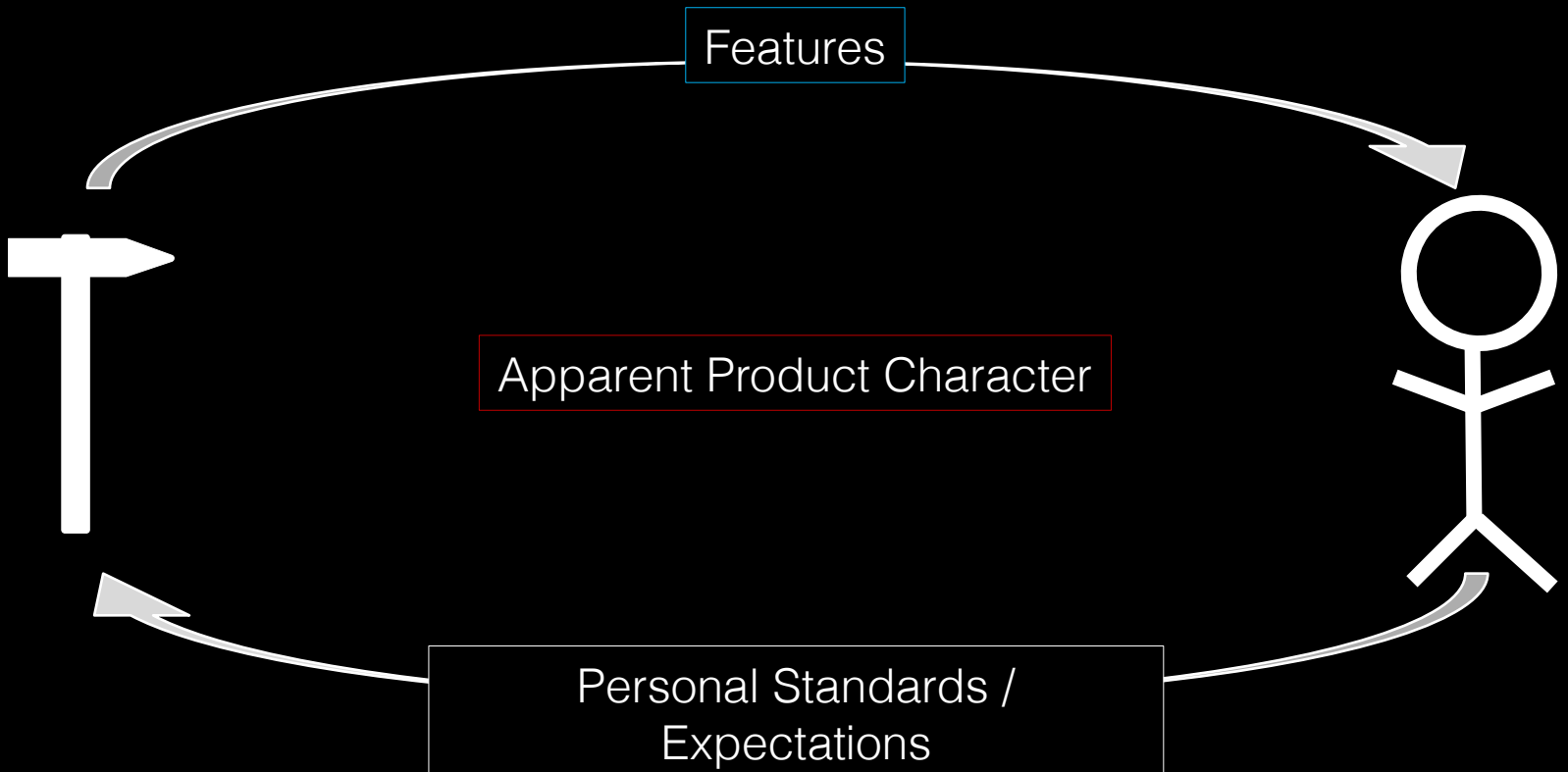

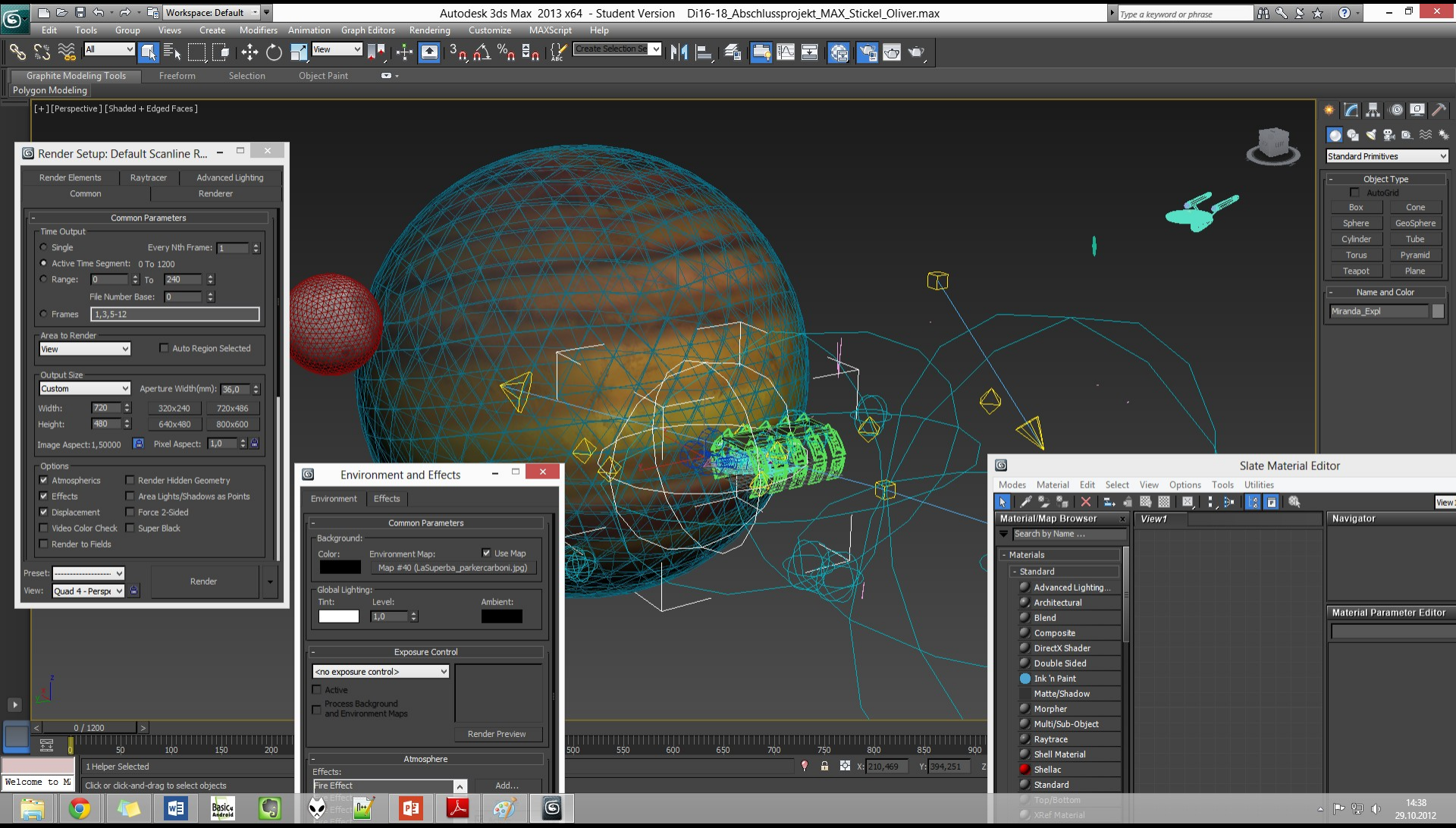
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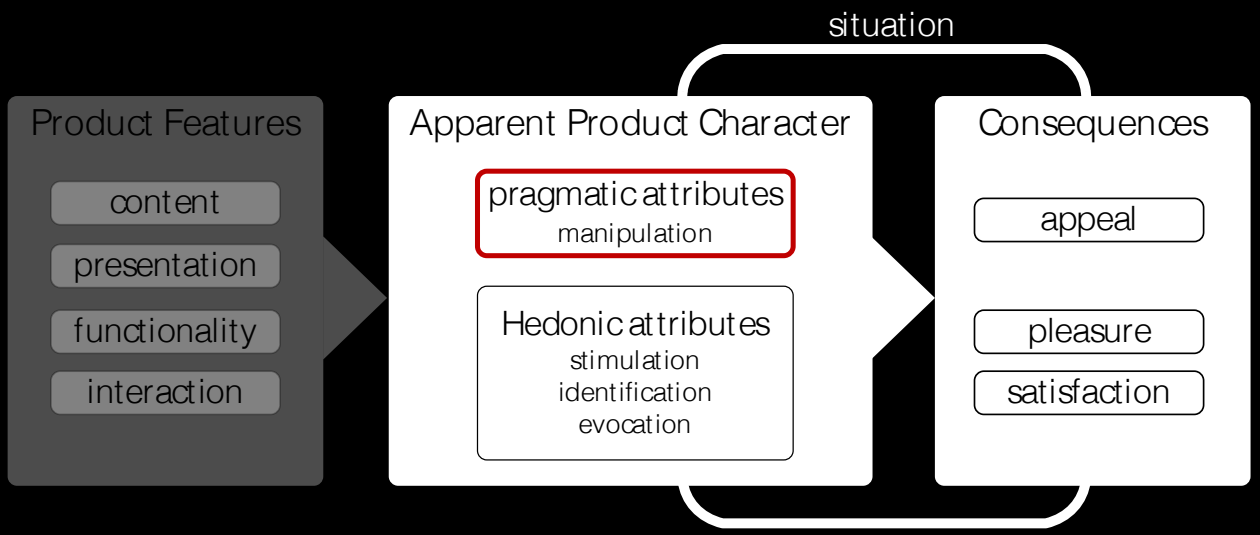
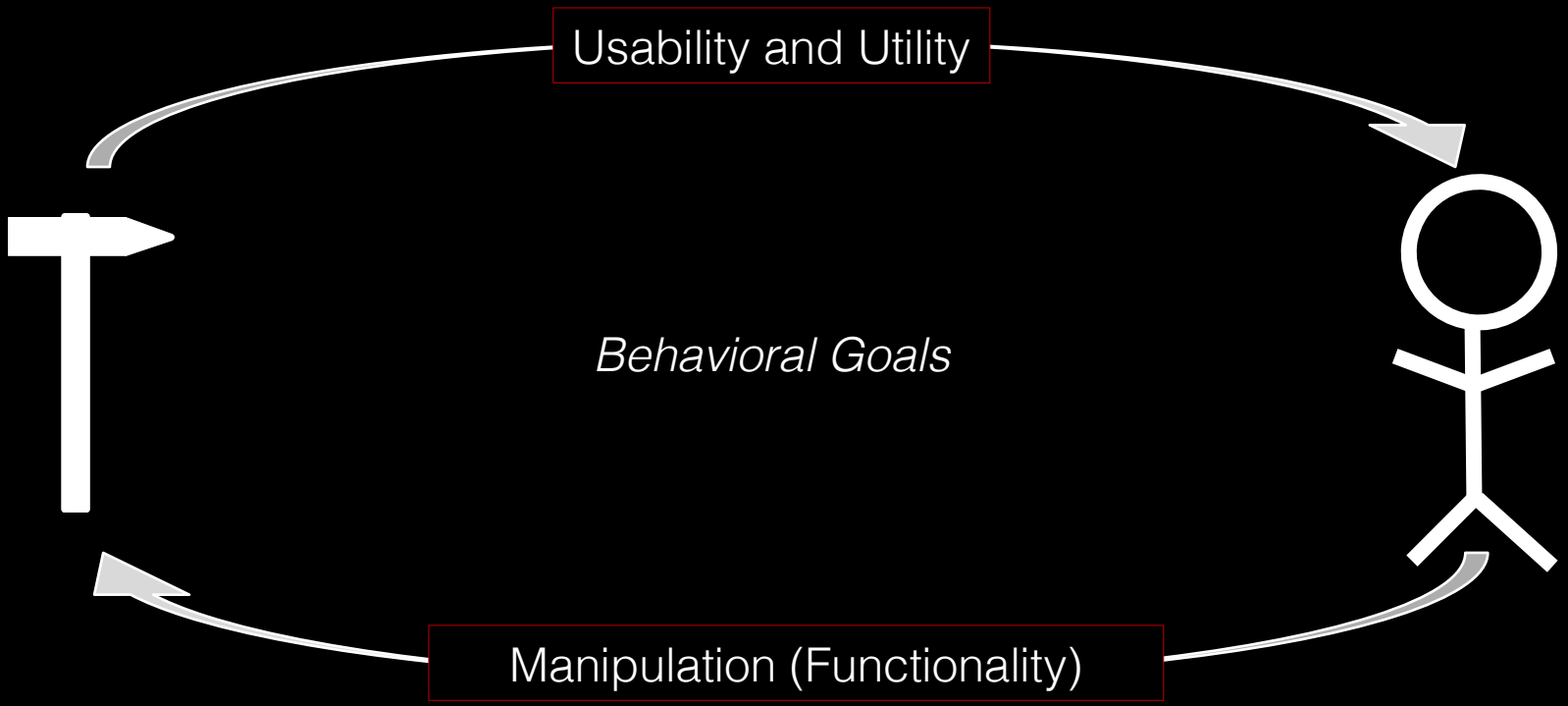
Environment and Effects
Slate Material Editor
Material/Map Browser
Navigator
Material Parameter Editor

User perspective:





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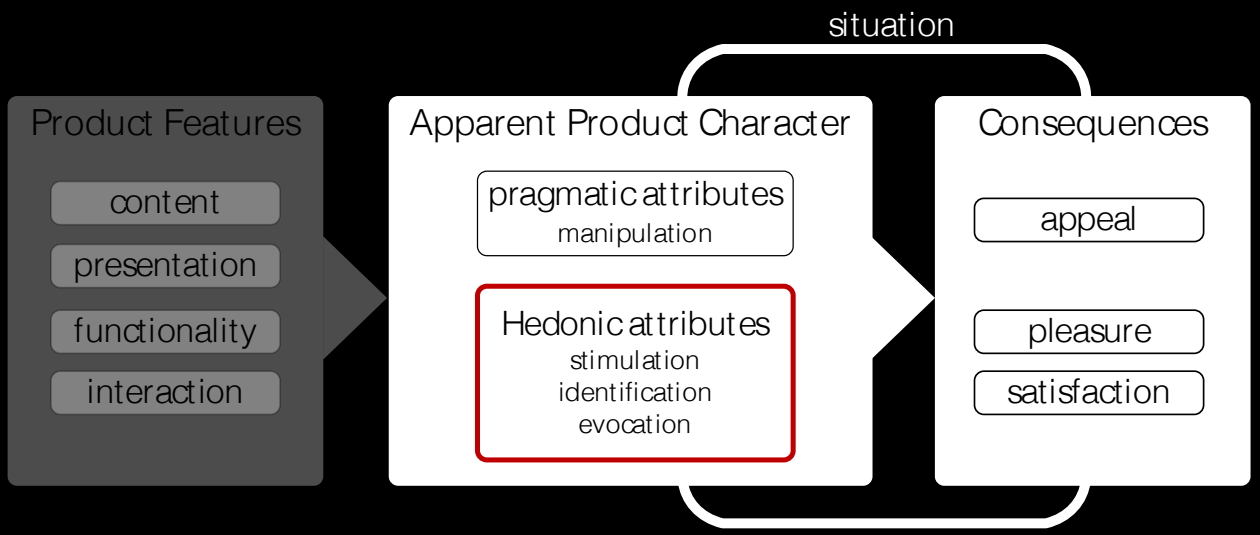

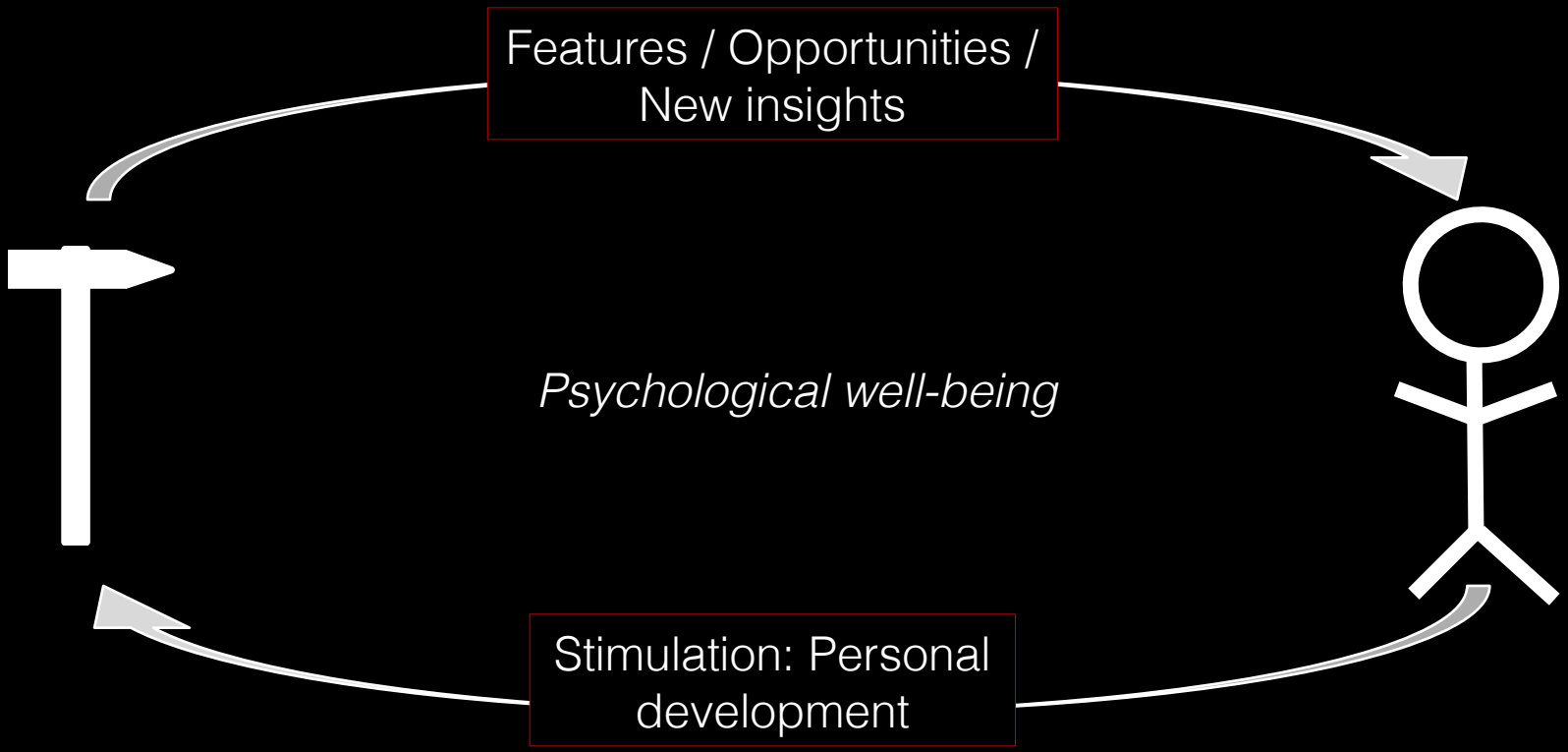

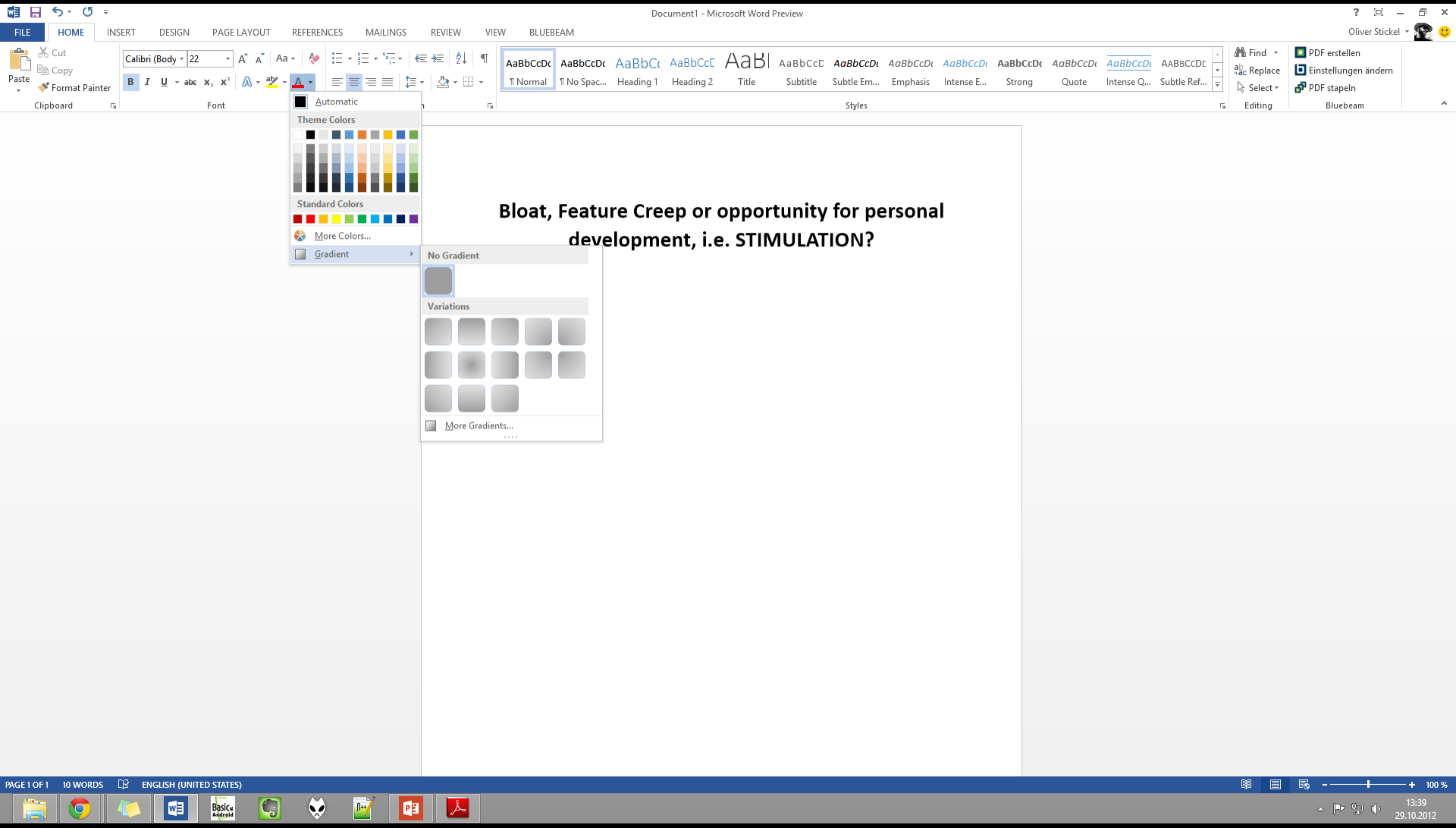
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MAILINGS
REVIEW
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BLUEBEAM
Oliver Stickel
Paste
Cut
Copy
Format Painter
Clipboard
Calibri (Body
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Font
Automatic
Theme Colors
Standard Colors
More Colors...
Gradient
No Gradient
Variations
More Gradients...
¶ Normal
¶ No Spac...
Heading 1
Heading 2
Title
Subtitle
Subtle Em...
Emphasis
Intense E...
Strong
Quote
Intense Q...
Subtle Ref...
Styles
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Replace
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Bluebeam
Bloat, Feature Creep or opportunity for personal development, i.e. STIMULATION?
PAGE 1 OF 1
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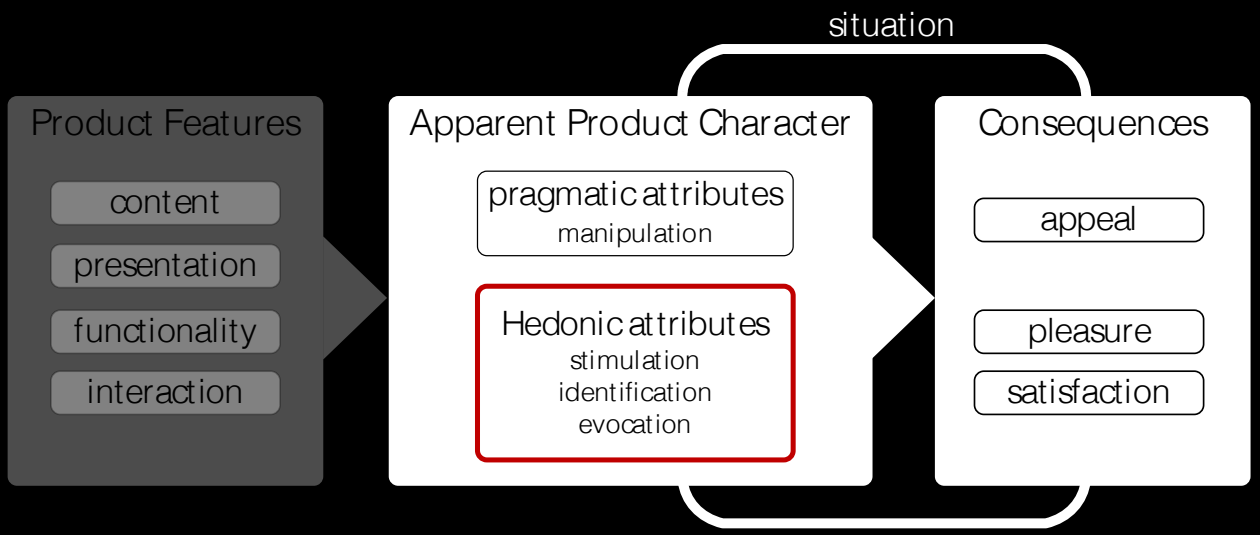
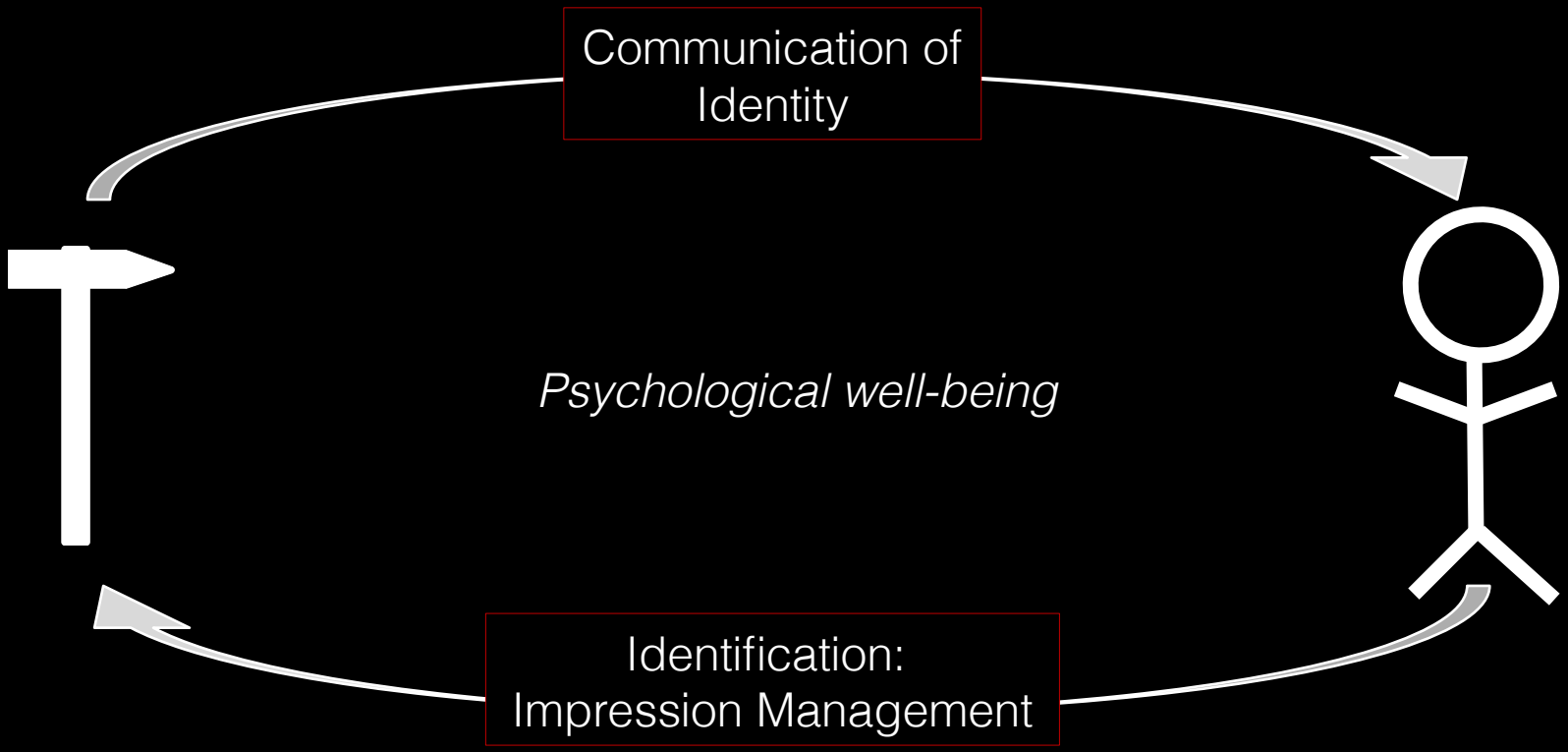
29.10.2012

User perspective:

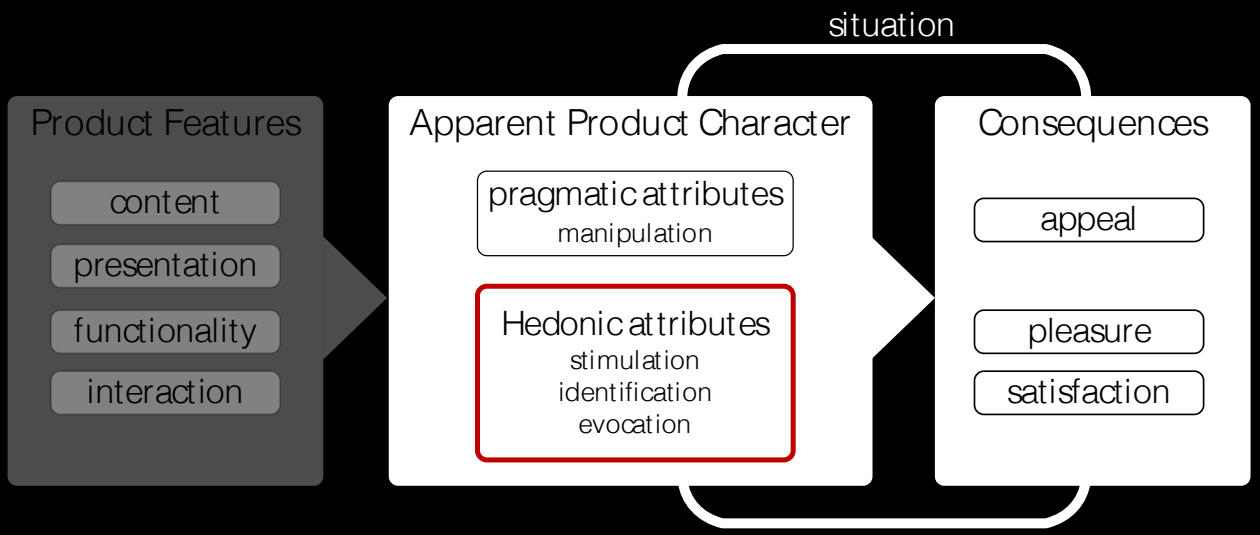


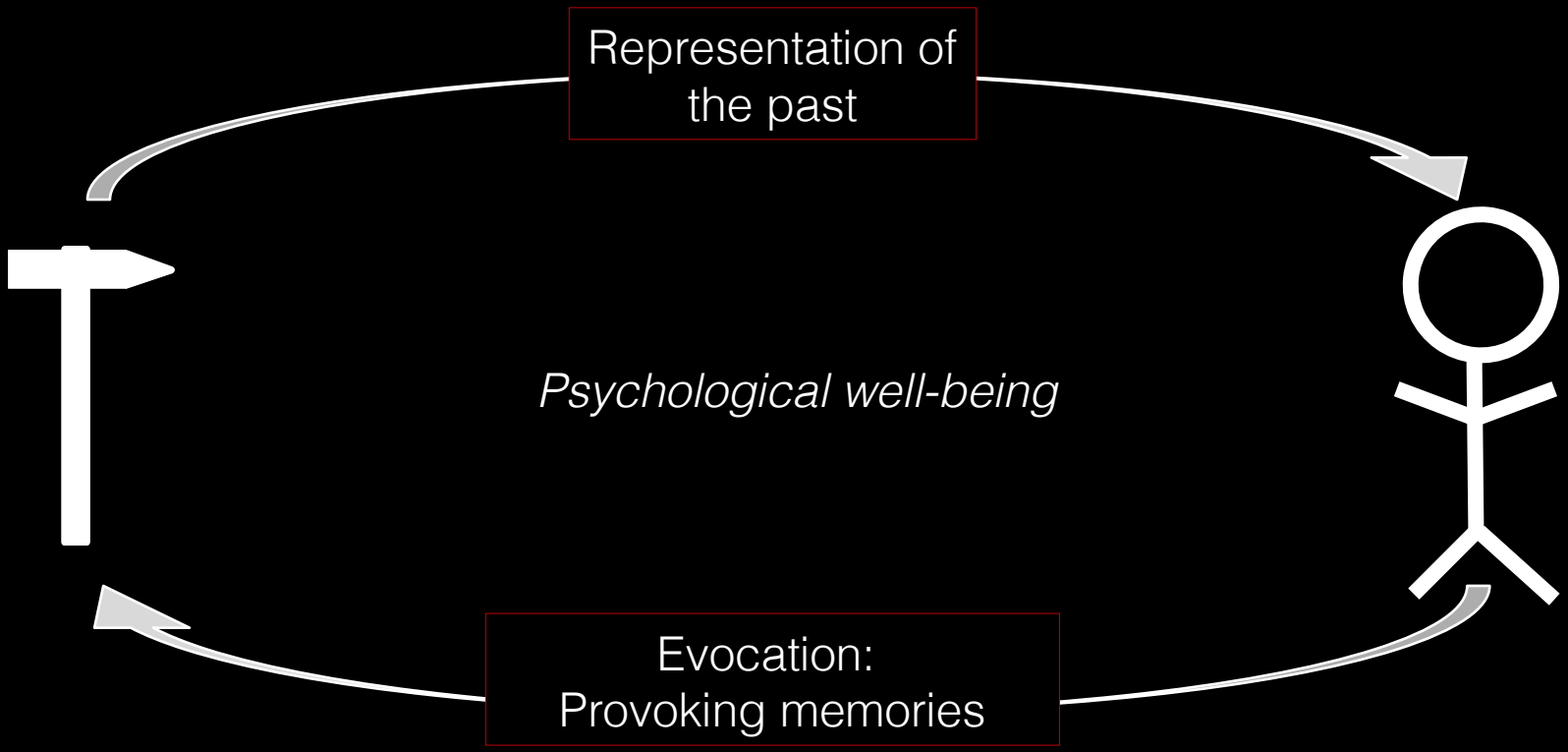


MONDAY
ROLEX
28

swatch
SWISS

User perspective:





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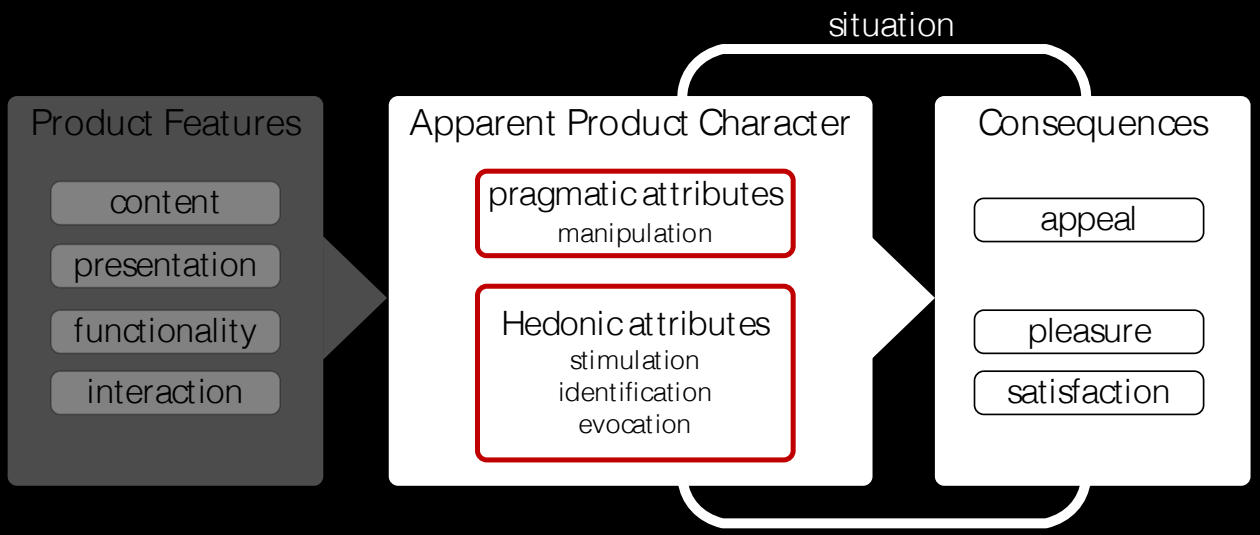

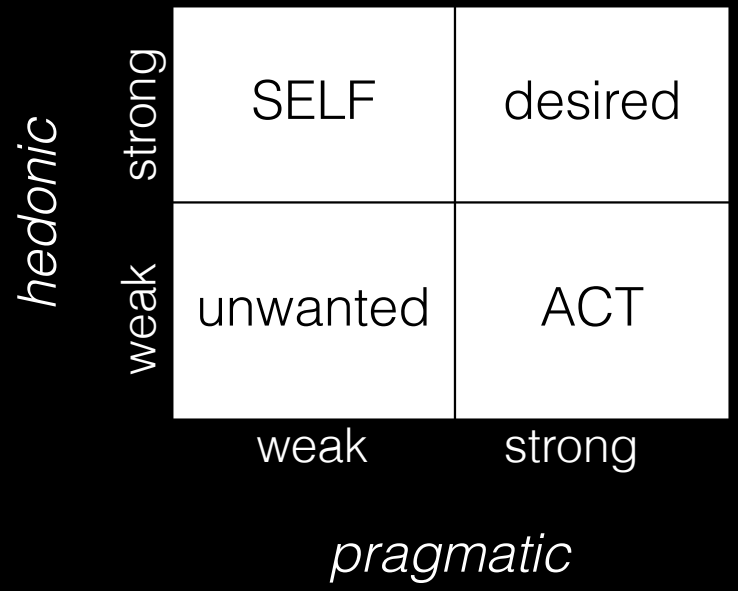

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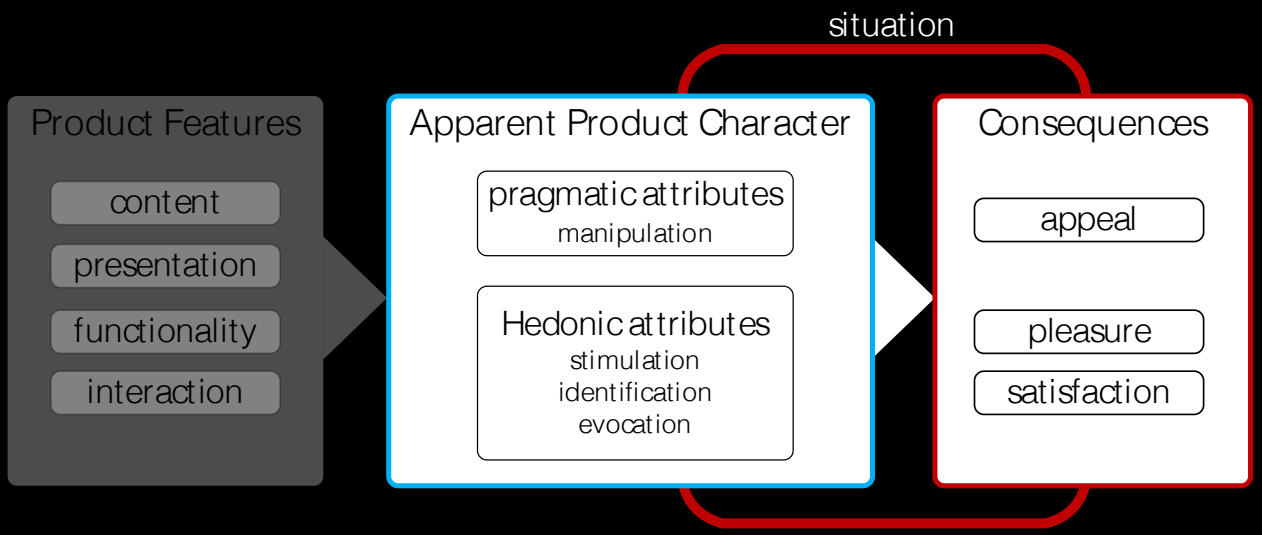
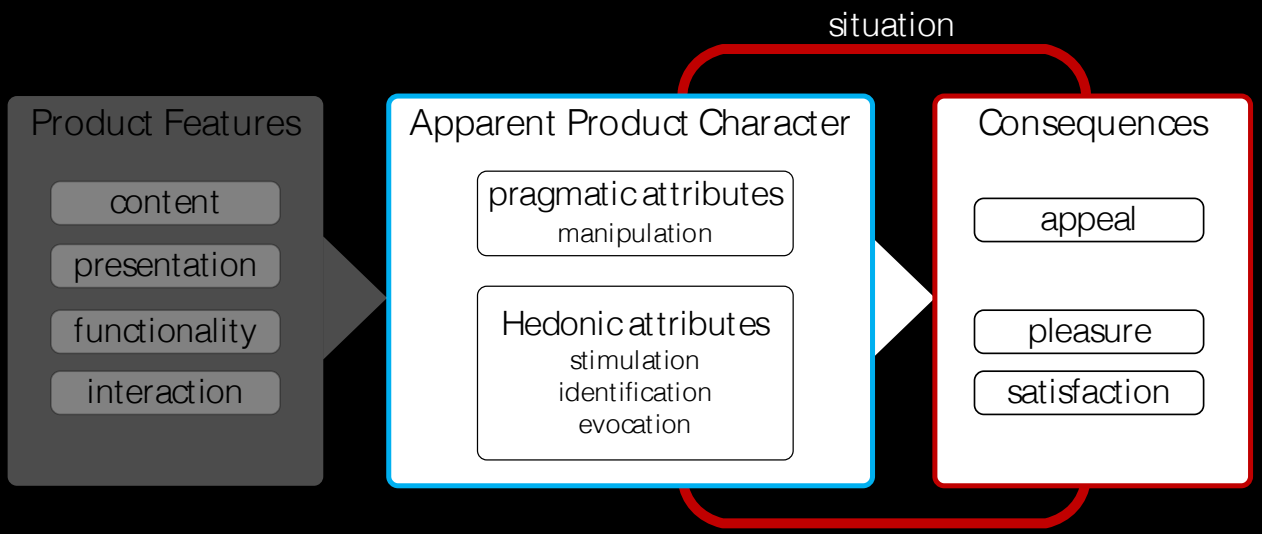
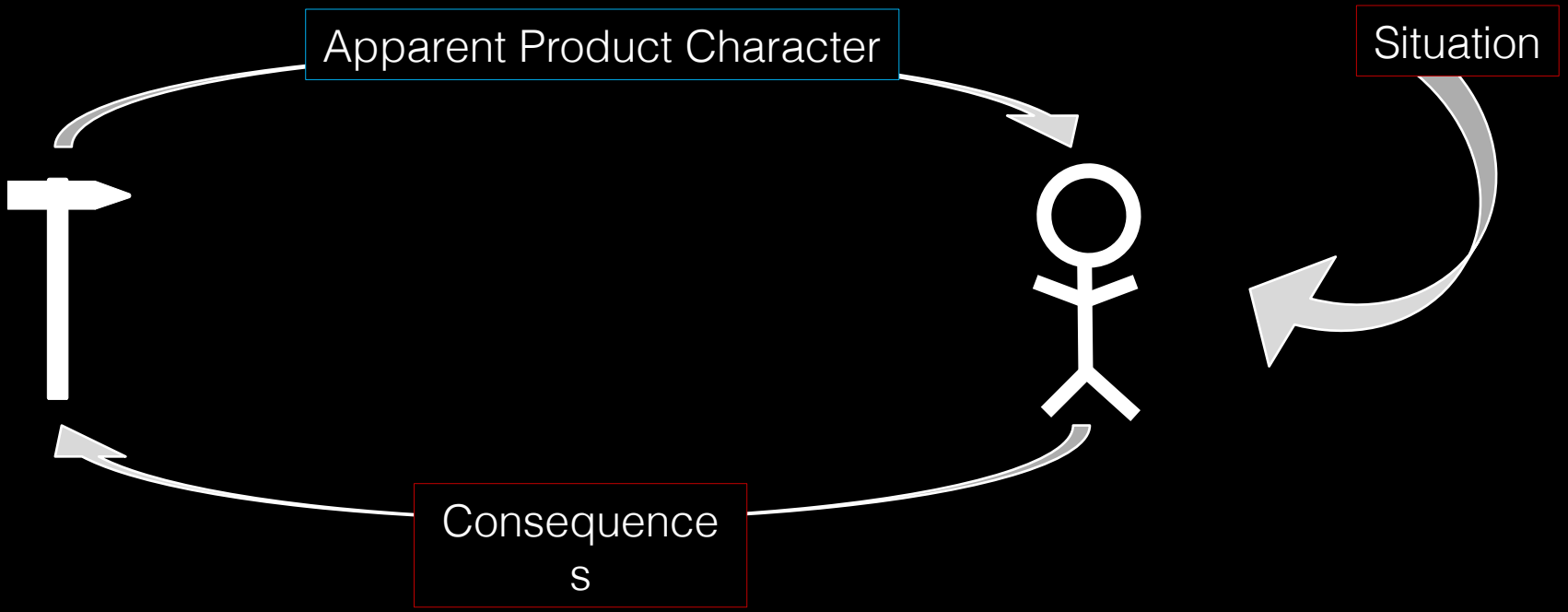


Satisfaction as HCI design goal: A Positive attitude toward the product (ISO 9241-11)

This is superficial!
(Hassenzahl)

User perspective:





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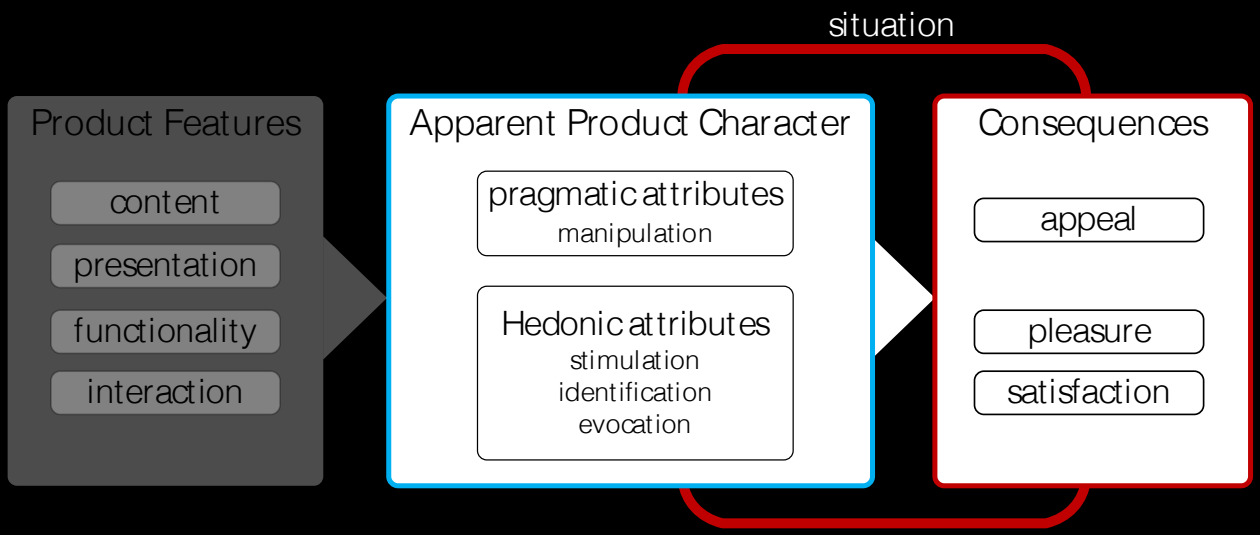

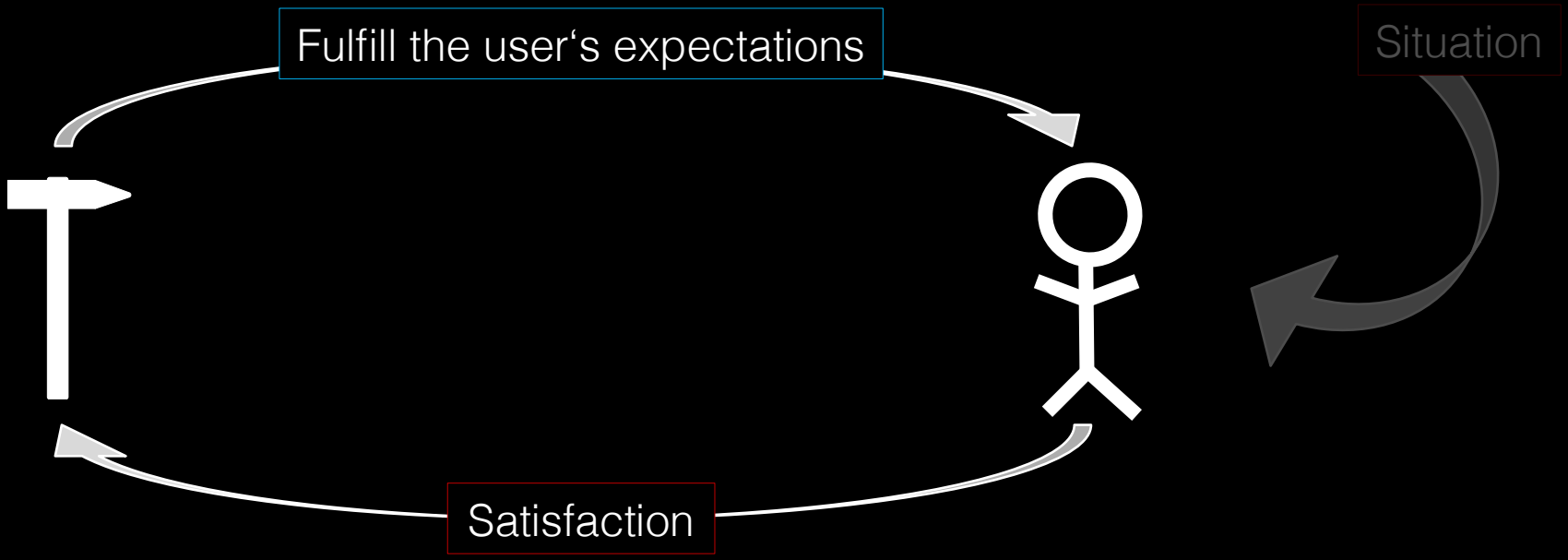

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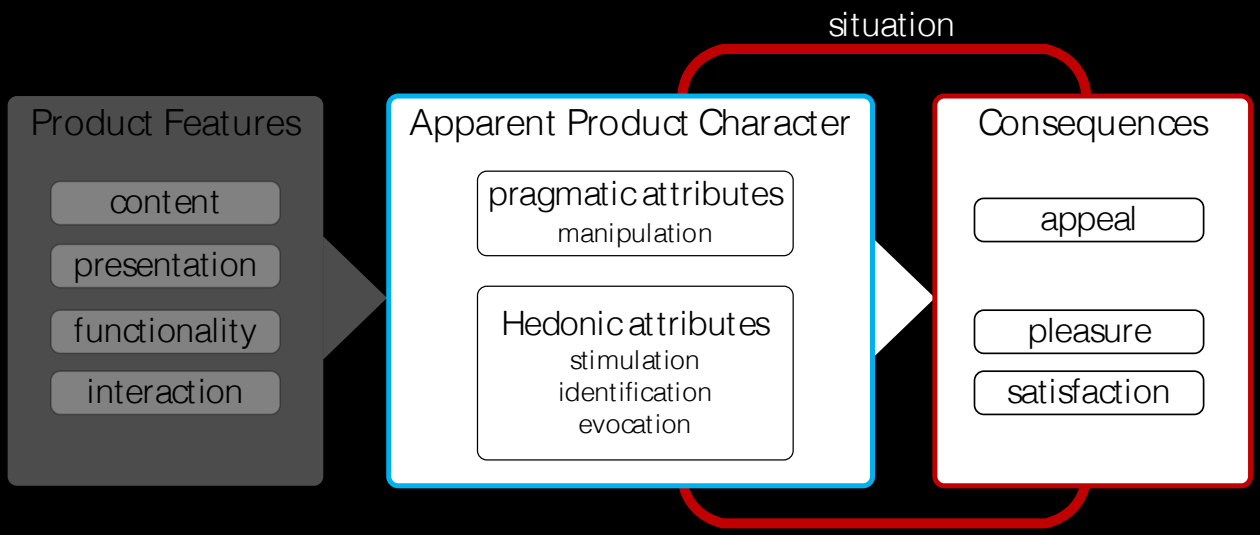

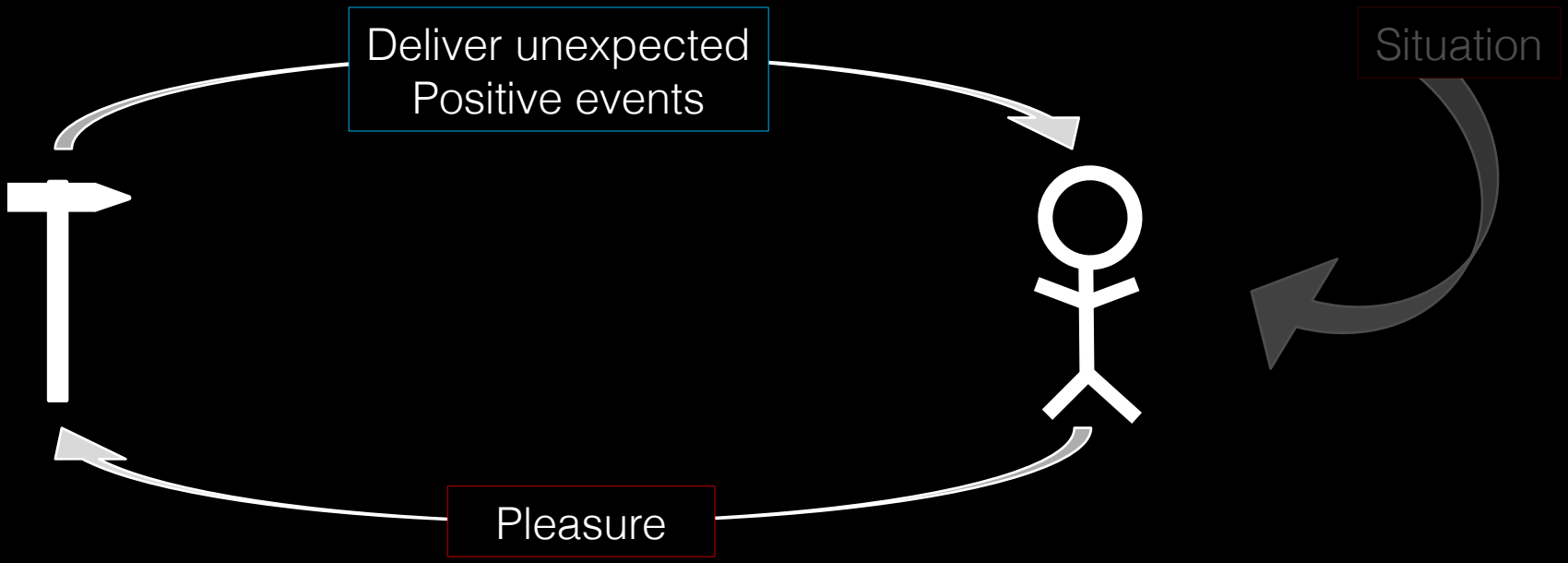

Dropbox

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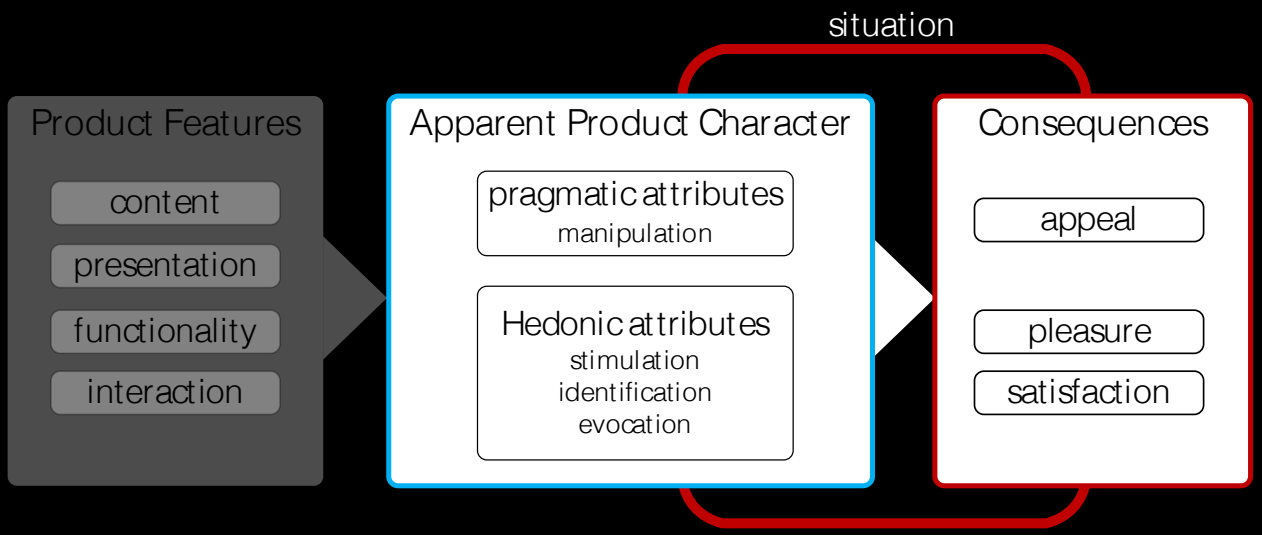
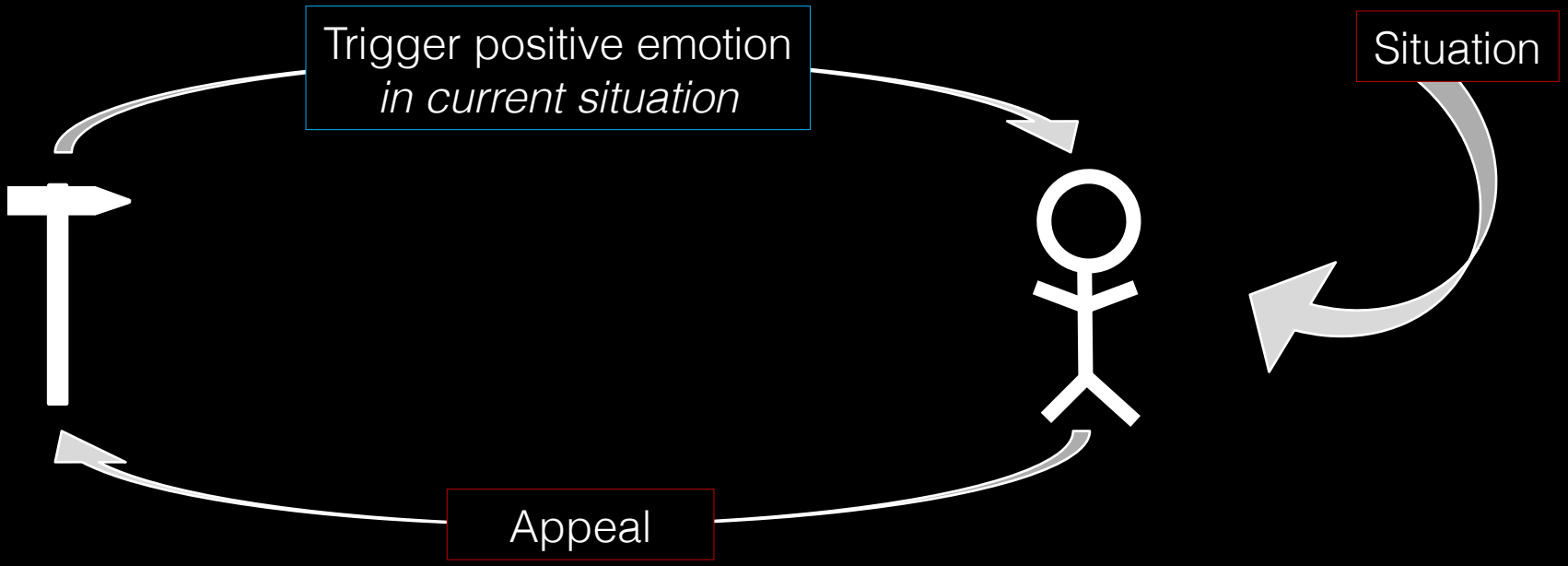
User perspective:





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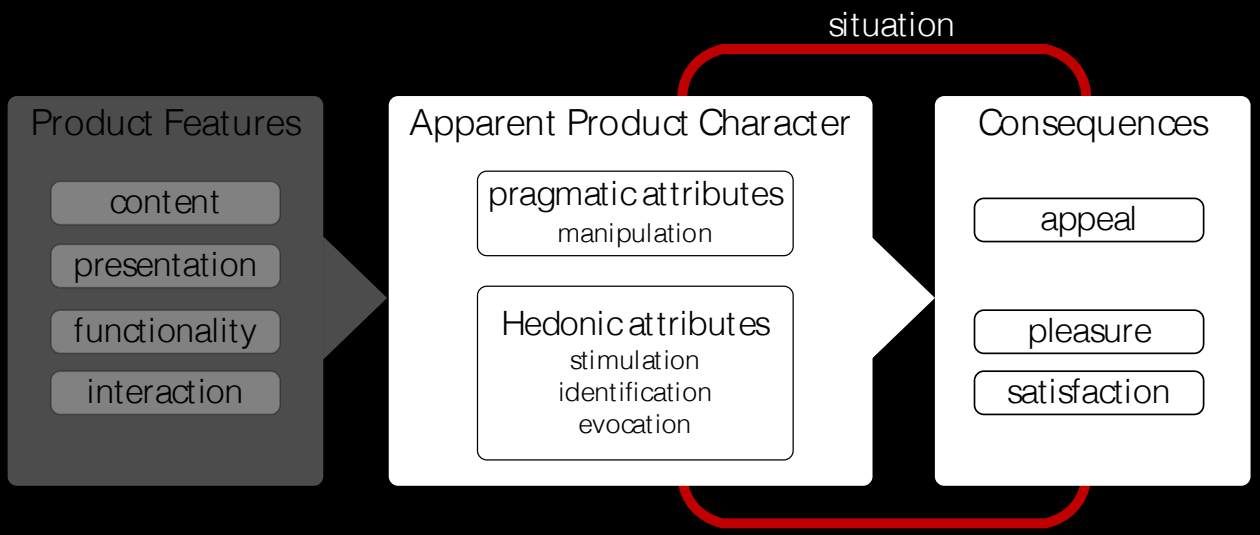

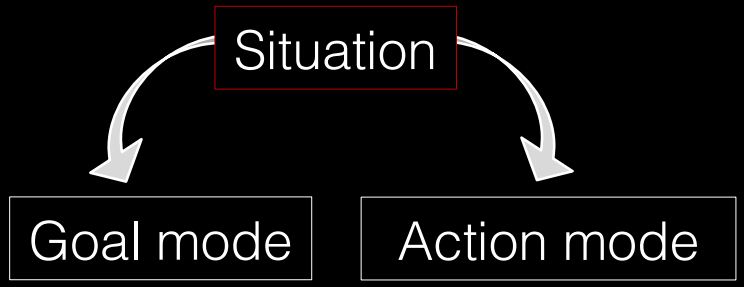

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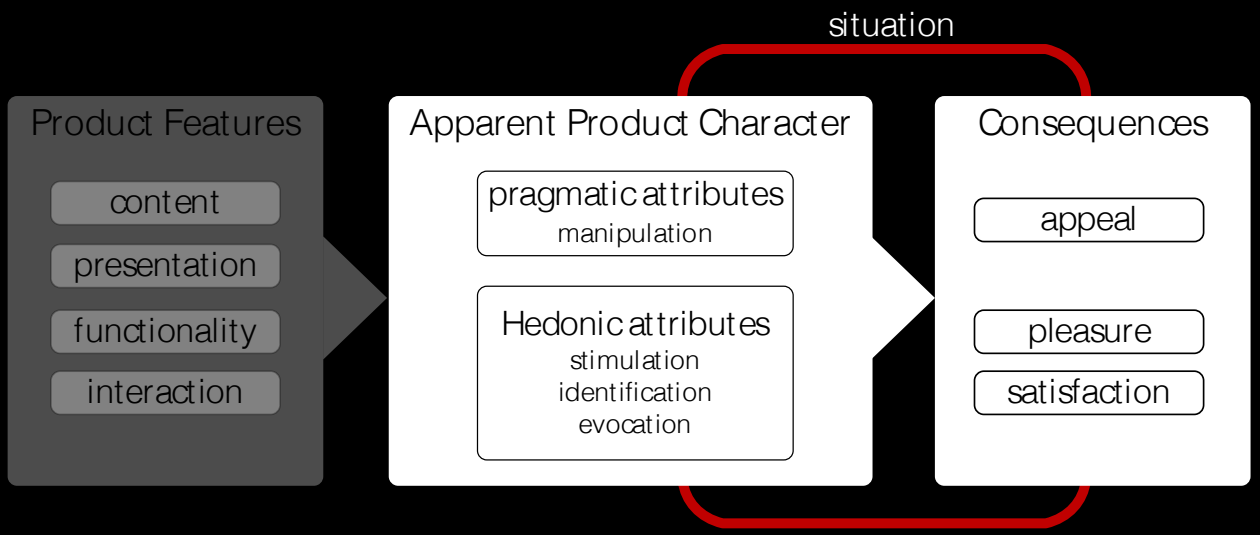
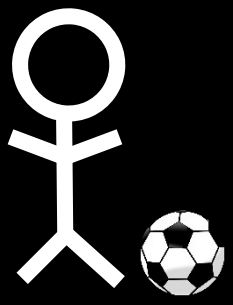


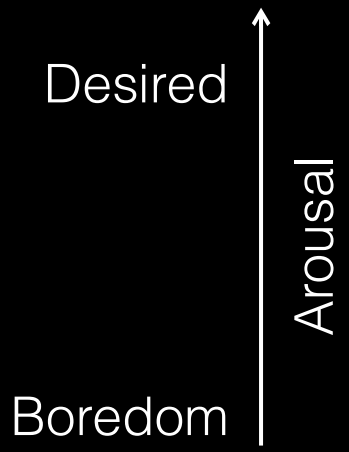
Action mode



Playful

Volatile Goals

„End in itself“



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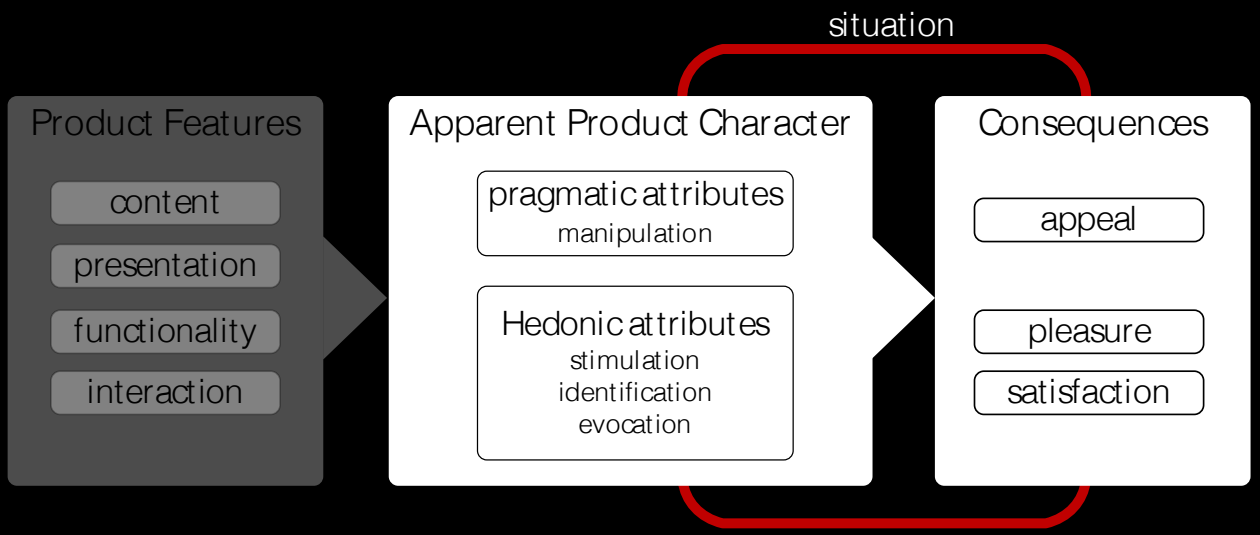
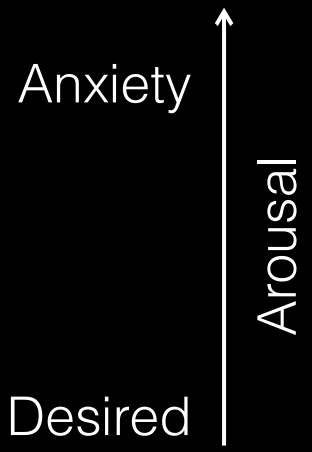


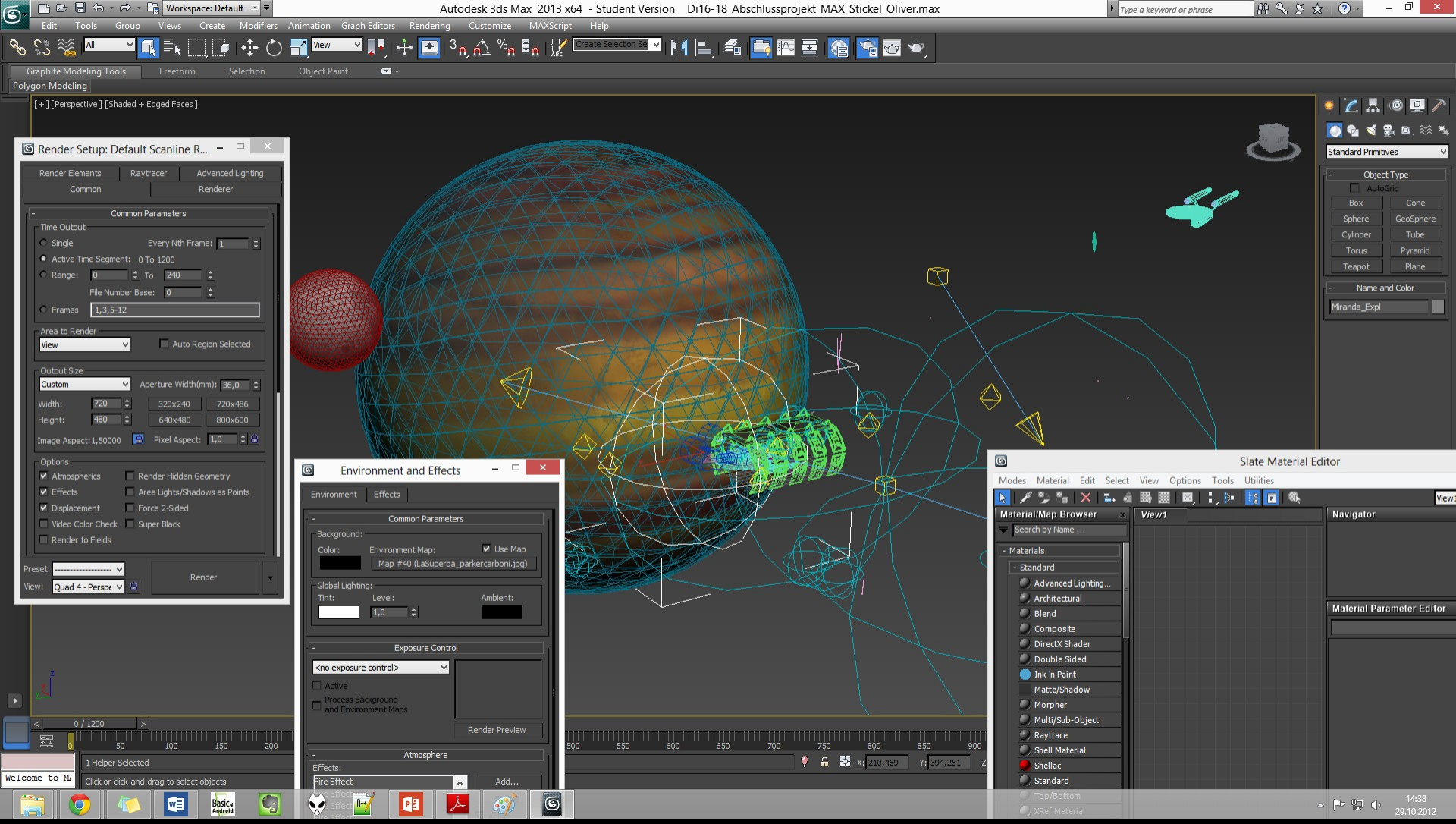
Goal mode

Goal determines actions

Product as means to an end

Efficiency is key

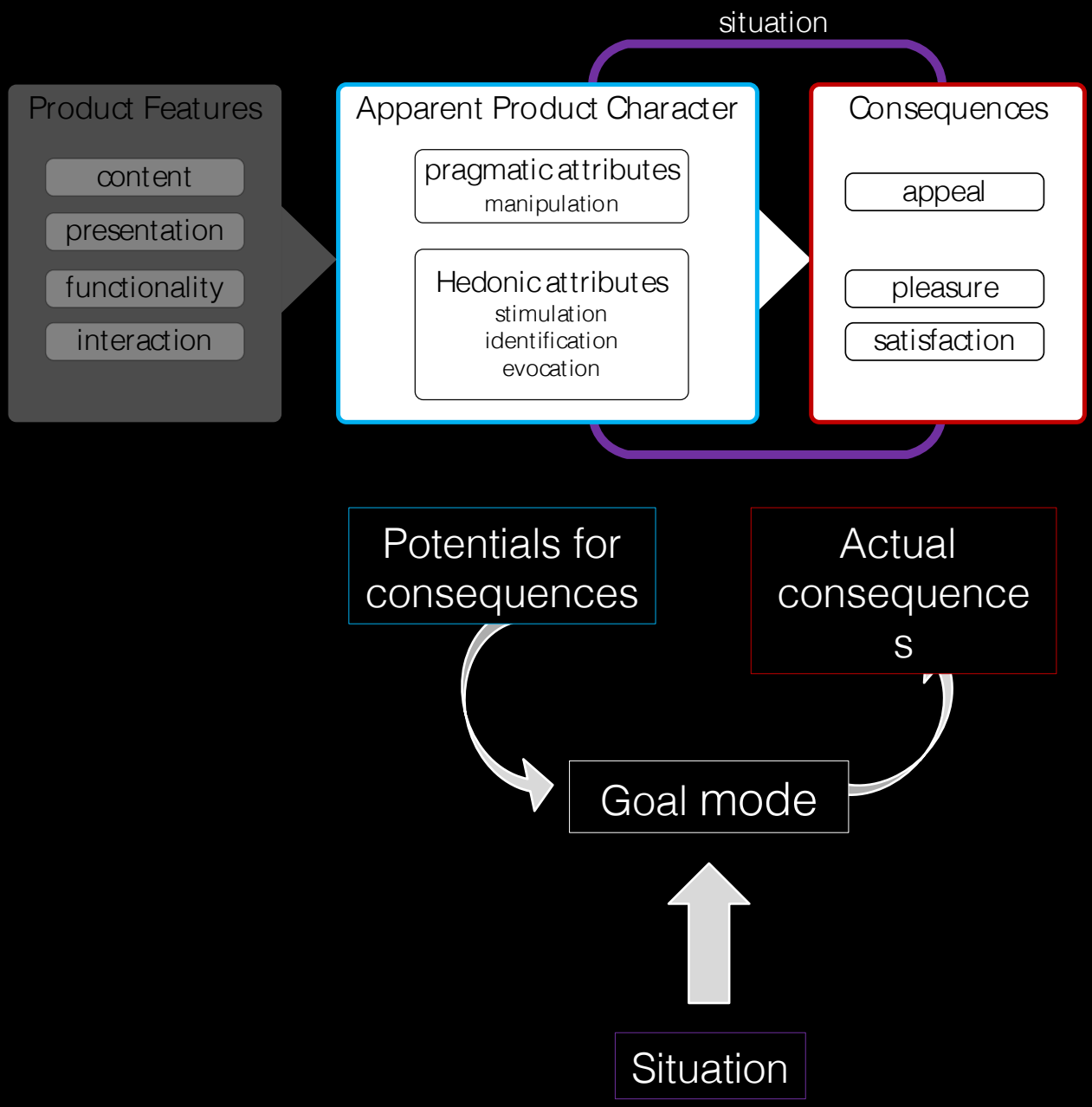




Complex software, user without experience

Project, deadline: Goal mode

Free time: Action mode


situation
Product Features
content
presentation
functionality
interaction
Apparent Product Character
pragmatic attributes
manipulation
Hedonic attributes
stimulation
identification
evocation
Consequences
appeal
pleasure
satisfaction
Potentials for consequences
Actual consequences
Goal mode
Situation

Model is preliminary

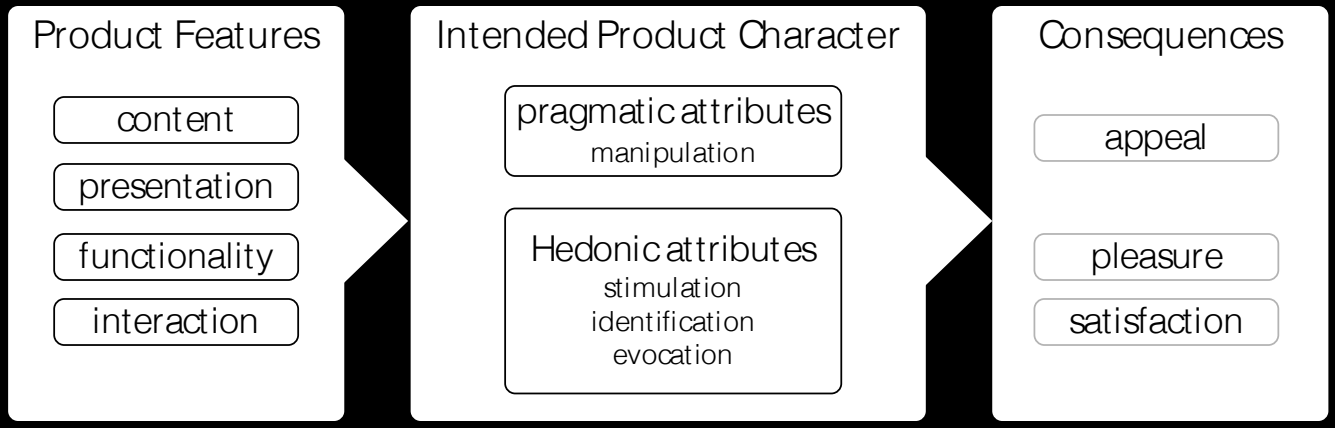
Lacks empirical proof

Model (diagram) is semi-complete

Model is catchy (can be dangerous)

Basis for designers

Basis for operationalisation


Product Features
content
presentation
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Intended Product Character
pragmatic attributes
manipulation
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identification
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appeal
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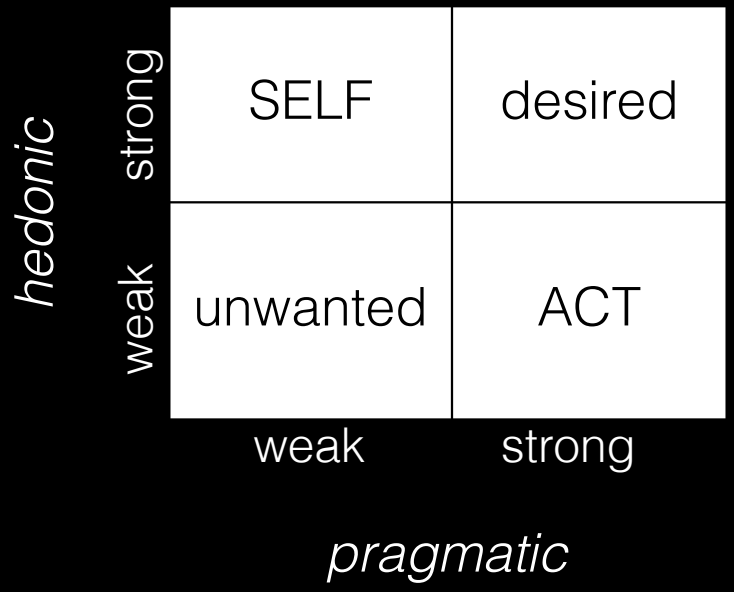
satisfaction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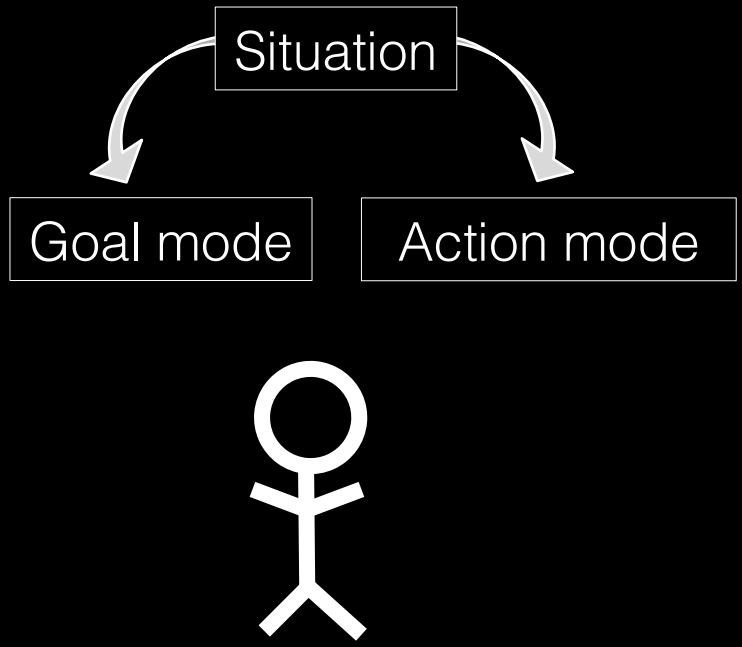
weak
SELF
desired
unwanted
ACT
weak
strong
pragmatic


Situation
Goal mode
Action mode