SUBTLE   Subtle Changes Result in Great User Experience

Abstract

This project first investigates what user's identify as a great product experience. The focus is then to understand how a user's great experience compares with previous versions of the same product or to similar products. By analyzing the experiences, product characteristics that contribute to positive and negative user experience is identified. The identified characteristics are grouped by category to conclude that distinct differences from version to version of the same product or between similar products can allow a user to have a greater experience.

Objective

The objective is to compare different designs aimed to solve the same problem, and understand how subtle changes result in greater user experience.

Introduction

User experience (UX) is
- the way a person feels about a product, system or service
- is subjective in nature because it's about an individuals feelings and thoughts
- includes perceptions of the practical aspects such as utility, ease of use, and performance
- is dynamic because it changes over time as the circumstances change

UX is important because it
- exists everywhere
- impacts human behavior negatively or positively
- affects human acceptance and adoption of a product or service

Research Approach & Methodology

Initial approach focused on differences
- What differences allowed for better user experience?

Redirected approach to focus on experience
- What is the experience? How does it compare to previous versions of the same product or to similar products to understand the differences that allowed for greater user experience?

Primary Research
- Online surveys (ultimately not included)
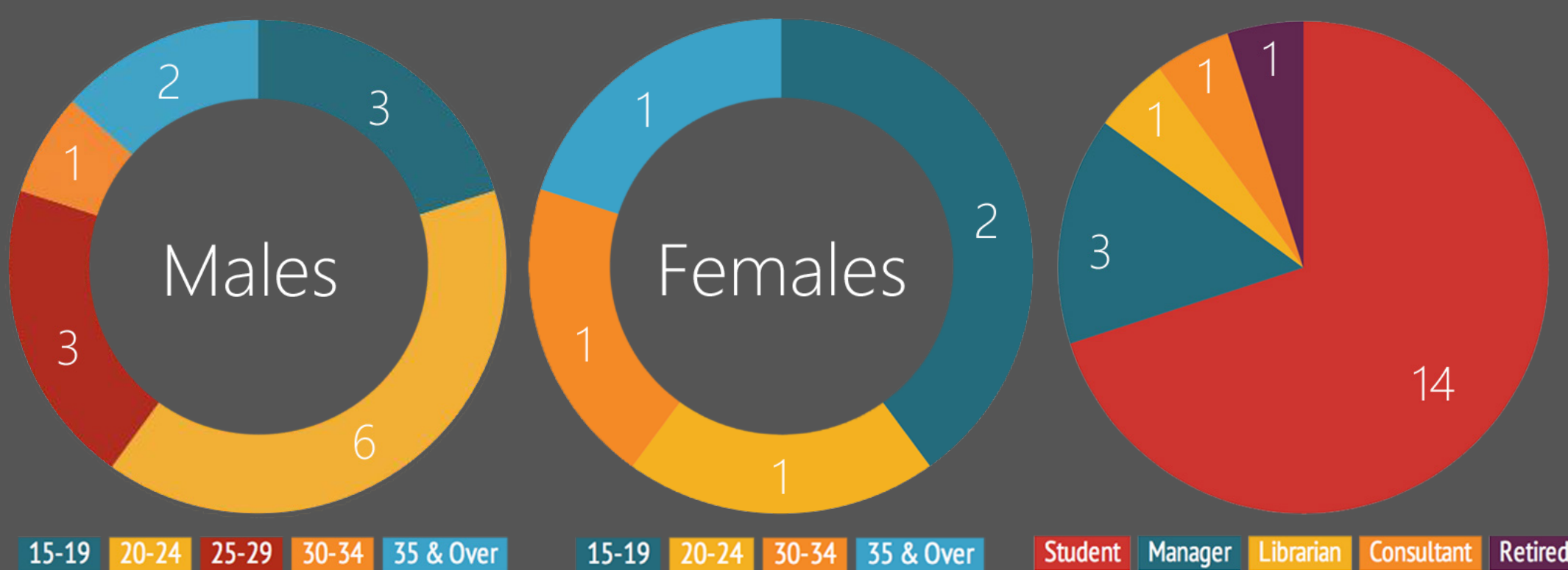- Direct Interviews

Secondary Research
- Scholarly and reputable sources

Interviews

Questions
1. Take a moment to think about the products you use regularly. Recently, what product have you had a great experience using?
2. What do you like the most about this product? Why?
3. Have you used a previous version of this product? If yes, how did you like it? How does it compare to the current version? Which do you prefer? Why?
4. Have you used a similar product? If yes, what was the product? How did you like it? How does it compare to the current product? Which do you prefer? Why?
5. Do you have additional input or any questions regarding this project?

Participants

Males: 15-19: 2, 20-24: 3, 25-29: 1, 30-34: 3, 35 & Over: 6

Females: 15-19: 1, 20-24: 1, 30-34: 1, 35 & Over: 2

Student: 14, Manager: 3, Librarian: 1, Consultant: 1, Retired: 1

Results

Products by category
- Sporting goods
- Toiletries
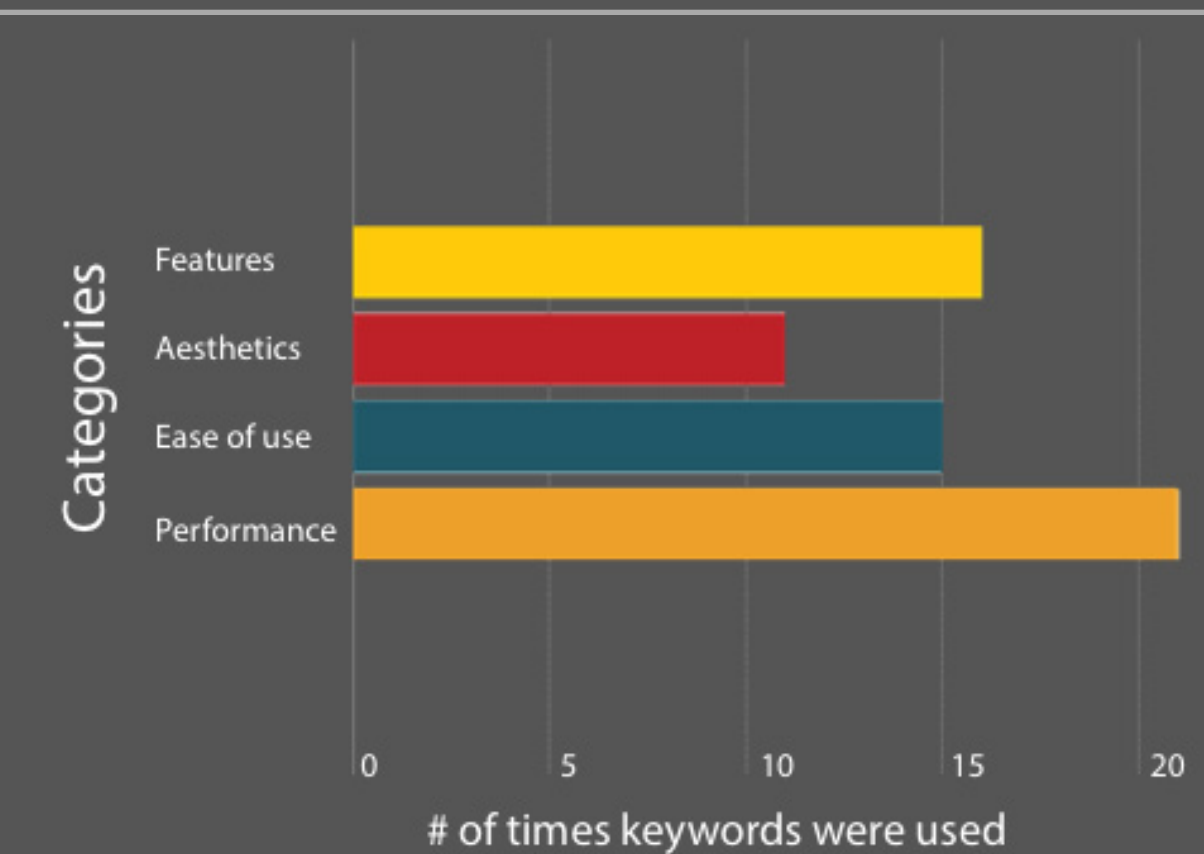- Automotive
- Software technology
- Hardware technology

Great product experience word cloud

Easy-to-use Features Communicate Speed Performs Enjoy Convenient Capable Allows Appealing Improved Comfortable Play-games Lighter Awesome Reliable Access Compatible Smaller Without Entertaining Utilize Large-display Value Worry-free What-I-need

Previous version/similar product experience word cloud

Slow Limited Problematic Did-not-like Inconvenient Not-preferred Overwhelming Lost-appeal Not-as-good Complicated Compatible Fit Demanding Bulky Heavy Reliable Expensive Not-secure

Experience results grouped by category

Categories: Features, Aesthetics, Ease of use, Performance
x-axis: # of times keywords were used (0 to 20)

Conclusion

Whether an object is a toiletry or a technology, subtle changes can result in great user experience between current and previous versions of the same object or similar objects, specifically when these changes address features, performance, aesthetics or ease of use.