Unit 5 – Collaborative Discussion 2: Factors Affecting User Experience

User Experience (UX) design is crucial in the digital age. Its primary goal is to create enjoyable and user-friendly experiences that are meaningful. This is achieved through various elements such as usability, accessibility, visual design, information architecture, and interaction design. UX designers adopt a user-centric approach to accomplish this, which involves conducting thorough user research and analysing user behaviour to create prototypes, wireframes, and mockups. They use iterative testing and feedback loops to refine and validate their designs (Interaction Design Foundation, 2016).

Several factors characterise good UX design, such as clarity, consistency, visibility, accessibility, information architecture, usability, emotional design, and flexibility. By prioritising user-centricity, adopting clear design principles, optimising user flows, following an iterative process, and embracing responsive and accessible design, businesses can create exceptional user experiences that foster customer satisfaction, loyalty, and business growth (More, 2023).

According to Minge & Thüring (2018), emotional design is not just an aspect but the heart of UX. It goes beyond usability and functionality, triggering emotions that significantly influence perception, attention, decision-making, and thought processes. The CUE model, a cornerstone of UX design, integrates various theories and explicitly focuses on user characteristics, contextual components, and system properties. This holistic approach to UX design recognises the profound role of emotional experiences in user attachment and satisfaction, underlining the emotional impact of UX design.

Considering the changes in human emotions over time, I would change Figure 1 from Minge & Thüring's (2018) report to emphasise the dynamic nature of emotions during

the user journey. This modification would prioritise UX design, which can unlock a world of tangible benefits, as highlighted by Moldstud (2024). These benefits include greater user satisfaction, improved usability, competitive advantage, increased conversion rates, and significant business growth.

References:

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- More, N. (2023). *What is User Experience (UX) design?* [online] Medium. Available at: https://medium.com/@nandkishor204/what-is-user-experience-ux-design-bf78f063a8e1.
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