Unit 7: e-Portfolio activity

In relation to the 'Components of User Experience' model from Van der Linden et al. (2019) (below), consider the 'Emotional reactions' of user experience.
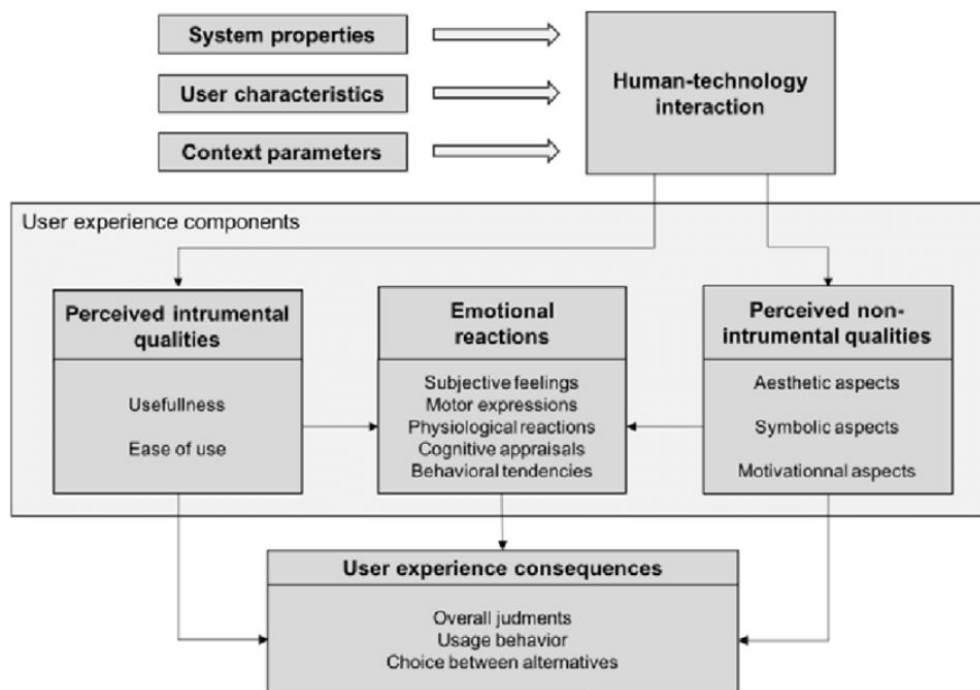

Figure: Components of User Experience Model (Van der Linden et al., 2019)

Description of image

On the highest level, system properties, user characteristics and context parameters feed into human-technology interaction. In the CUE model, the core aspects of the user experience are summarised in three distinct components: the Perceived instrumental qualities, the Perceived non-instrumental qualities and the Emotional reactions. These three make up User experience consequences: overall judgments, usage behaviour and choice between alternatives.

Question: As a project manager, what might be your response to managing the emotional reactions of a customer? You should use at least three academic papers to support your response and write a minimum of 300 words as your response.

Managing Customer Emotional Reactions: A Project Manager's Perspective

When managing any project, it is crucial to consider the impact of customer emotional reactions. The CUE model, introduced by Van Der Linden et al. (2003), provides a practical framework for analysing user experience (UX) and is instrumental in understanding the significant influence of emotional reactions on user judgment, usage behaviour, and decision-making. However, according to Da Silva & Alwi (2006), it's important to note that cognitive and affective branding are closely intertwined, with the emotional brain interacting with the cognitive brain. Yet, despite recent studies attempting to comprehend the interaction between cognition and emotion in branding, there is no consensus on the sequence or causality between the two. This lack of consensus underscores the complexity of the topic and the need for further research. In sum, as per Hornbæk & Hertzum (2017), UX models seek to comprehend the impact of user experience on product quality and satisfaction.

Project managers must employ effective techniques to manage customers' emotional reactions. Here are some key tactics to consider:

- **Emphasis on perceived instrumental qualities:** According to Mahlke's (2008) research, perceived instrumental attributes play a crucial role in user experience. To minimise annoyance and unpleasant feelings, offering a product or service that is easy to use and fulfils user demands is essential.

- **Recognising and validating users' emotions:** Acknowledging and validating customers' emotions is essential in managing their reactions. As Grieve (2023) highlights, listening to customers' concerns and acknowledging their feelings is vital, mainly when they express dissatisfaction or disappointment.

- **Expectation management:** To effectively navigate relationships, it is crucial to consider factors such as cultural background, biases, and changing relationship dynamics. Constant negotiation and adjustment are essential for better understanding and cooperation in personal and professional contexts, fostering trust and averting unpleasant feelings resulting from unexpected setbacks (Shakeri & Khalilzadeh, 2020).

- **Transparency and effective communication:** Regularly updating the project's status and addressing any obstacles or delays can foster trust and prevent adverse emotional reactions resulting from unexpected setbacks (Sithambaram et al., 2021).

- **Positive reinforcement:** Celebrating and recognising customer achievements and providing gratifying evaluations greatly influence emotional reactions, strengthen the value proposition, and foster community (Lonczak, 2019).

- **User Experience (UX):** Prioritizing User Experience (UX) is imperative for successful customer emotions. Implementing UX principles, such as understanding client needs, co-creation, clear communication, prototyping, user testing, training, and post-implementation evaluation, can significantly enhance customer satisfaction, trust, and overall project success (Dyson, 2023).

References:

Da Silva, R.V. & Alwi, S.F.S. (2006) Cognitive, affective attributes and conative, behavioural responses in retail corporate branding, *Journal of Product and Brand Management*, 15(5), pp. 293–305. Available from: https://doi.org/10.1108/10610420610685703/FULL/PDF.

Dyson, S. (2023) *Elevating Customer Project Management: The Role of User Experience*. [online] Available from: https://www.linkedin.com/pulse/elevating-customer-project-management-role-user-experience-dyson-eluze/ [Accessed 2 May 2024].

Grieve, P (2023) *17 ways to deal with angry customers: Templates and examples*. [online] Available from: https://www.zendesk.co.uk/blog/the-best-templates-for-dealing-with-angry-customers/ [Accessed 2 May 2024].

Hornbæk, K. & Hertzum, M. (2017) Technology Acceptance and User Experience. *ACM Transactions on Computer-Human Interaction*, [online] 24(5), pp.1–30. Available from: https://dl.acm.org/doi/pdf/10.1145/3127358.

Lonczak, H.S. (2019) *Positive Reinforcement in the Workplace (90+ Examples & Reward Ideas)*. [online] PositivePsychology.com. Available from: https://positivepsychology.com/positive-reinforcement-workplace/ [Accessed 2 May 2024].

Mahlke. S. (2008) Visual aesthetics and the user experience. Available from: https://www.researchgate.net/publication/30816097_Visual_aesthetics_and_the_user_experience [Accessed 2 May 2024].

Shakeri, H. & Khalilzadeh, M. (2020) Analysis of factors affecting project communications with a hybrid DEMATEL-ISM approach (A case study in Iran). *Heliyon*, 6(8). Available from: https://doi.org/10.1016/j.heliyon.2020.e04430.

Sithambaram, J., Nasir, M.H.N.B.M. & Ahmad, R. (2021 (2021) Issues and challenges impacting the successful management of agile-hybrid projects: A grounded theory approach. *International Journal of Project Management*, 39(5). Available from: https://www.sciencedirect.com/science/article/pii/S0263786321000260 [Accessed 29 May 2024].

Van Der Linden, J., Amadieu, F., Vayre, E. & Van De Leemput, C. (2019) User Experience and Social Influence: A New Perspective for UX Theory. *Design, User Experience, and Usability. Design Philosophy and Theory*, pp.98–112. Available from: https://doi.org/10.1007/978-3-030-23570-3_9.