Collaborative Discussion 2 – Summary post: Factors Affecting User Experience

In my initial post, I explored the crucial factors that shape a user's experience (UX). The Interaction Design Foundation (2016) emphasises that UX design, encompassing branding, design, usability, and function, is instrumental in creating products that deliver meaningful and relevant user experiences. As More (2023) elaborates, a well-crafted UX design incorporates clarity, consistency, visibility, accessibility, usability, emotional design, and flexibility. These factors foster customer satisfaction, loyalty, and business growth and underscore the importance of user-centricity, iterative processes, and responsive design. Minge & Thüring (2018) highlight that emotional design significantly influences a user's perception, attention, decision-making, and thought processes.

My tutor presented me with a stimulating challenge: establishing automated testing for some of these factors. This challenge sparked questions about the feasibility of testing all the factors mentioned by the authors and the potential benefits of automating regular testing delivery.

Addressing these questions, Wong (2019) asserts that automated testing is crucial in early development by identifying usability and accessibility issues, partially testing UX factors, and providing quantifiable metrics. It enhances scalability and serves as a valuable complement to user testing, although, as Cummings-John (N.D.) notes, it cannot entirely replace it.

My colleague Claire also contributed to the discussion, sharing her thoughts on the key elements and factors of UX design in the digital age. Her insights and suggestions echoed the points I had raised in my post, further enriching our collective understanding.

This discussion has provided me with a great learning experience. By understanding the role of automated testing, I can become a more well-rounded UX professional. However, Persin (2024) suggests that integrating automation into the design can enhance efficiency and insights by assisting in decision-making, optimising conversational UX experiences, and providing personalised assistance. More importantly, it is suggested that an observational study be carried out to understand better the main success factor of UX design in digital transformation and to compare solid leadership in multicultural companies (Panchev, 2020). Digital transformation is an area of increasing interest as technology becomes more integrated into our daily lives.

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