

MOBILE INTERACTION DESIGN RESEARCH

from usability to user experience

Jesper Kjeldskov og Mikael B. Skov
Centre for Socio-Interactive Design
Aalborg Universitet

Usability

- Usability beskriver kvaliteten af et interaktionsdesign
- Brugeren forhindres eller sinkes i at realisere hensigten/målet med at anvende systemet. Forhindringen er oplevet af en konkret bruger
- Interaktive systemer som er brugbare er:
 - Let at lære
 - Let at huske
 - Effektivt at bruge
 - Forståeligt
 - Tilfredsstillende at bruge

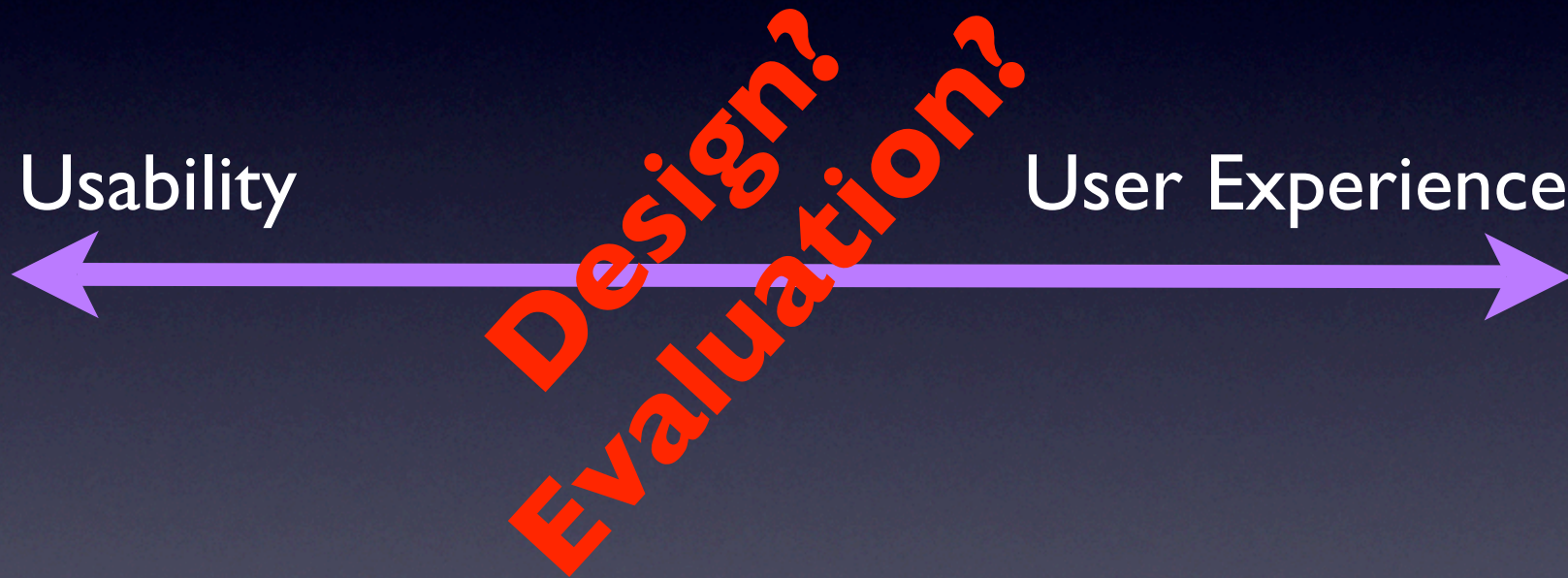
User Experience

engagement is
identity, adaptivity,
narrative, immersion,
flow

pleasure is physio-,
socio-, psycho- and
ideo-pleasure



From Usability to User Experience



Lab vs. field

Field studies

- Realistic use context
- Difficult to control
- Complicated data collection
- Complex and time consuming
- Safety and ethical issues

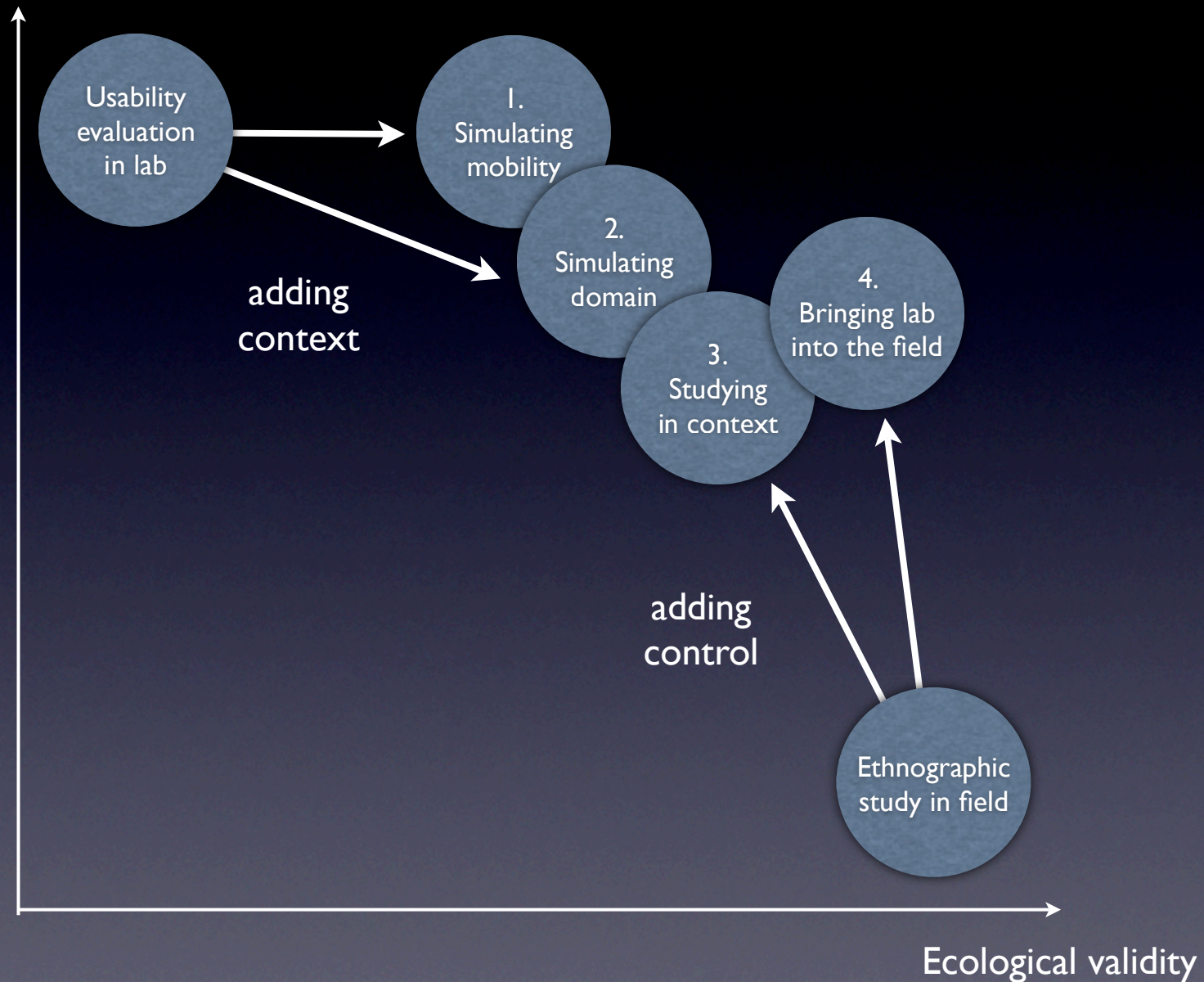


Laboratory studies

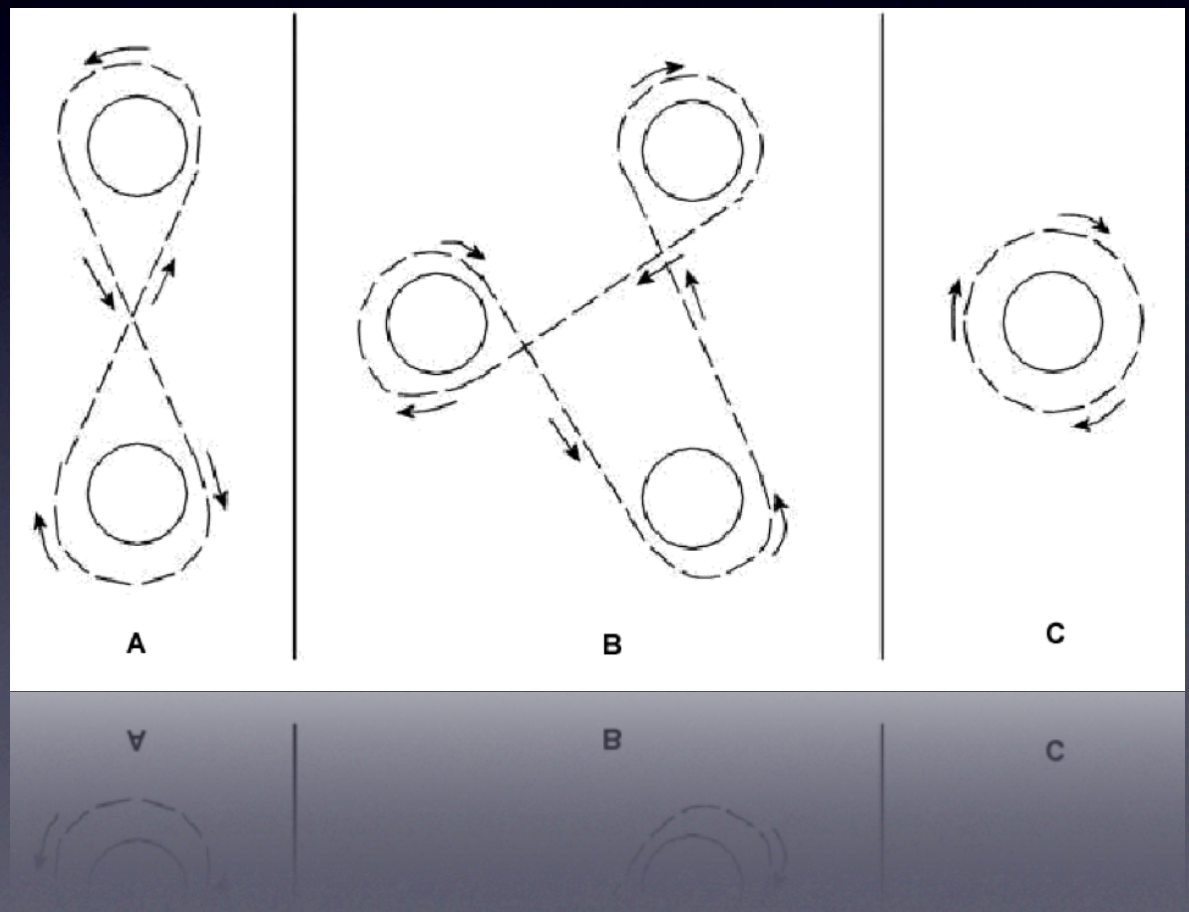
- Experimental control
- High quality data collection
- Lack of realism



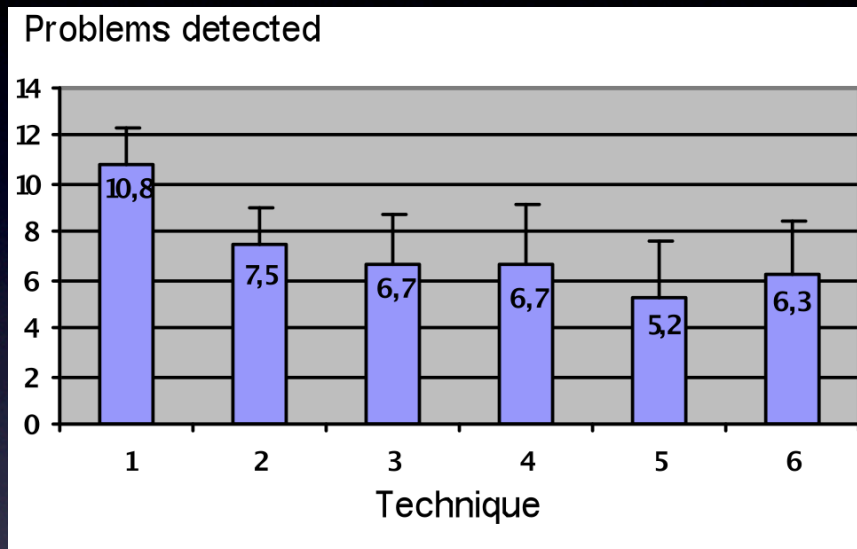
Control



Simulating mobility



6 techniques compared



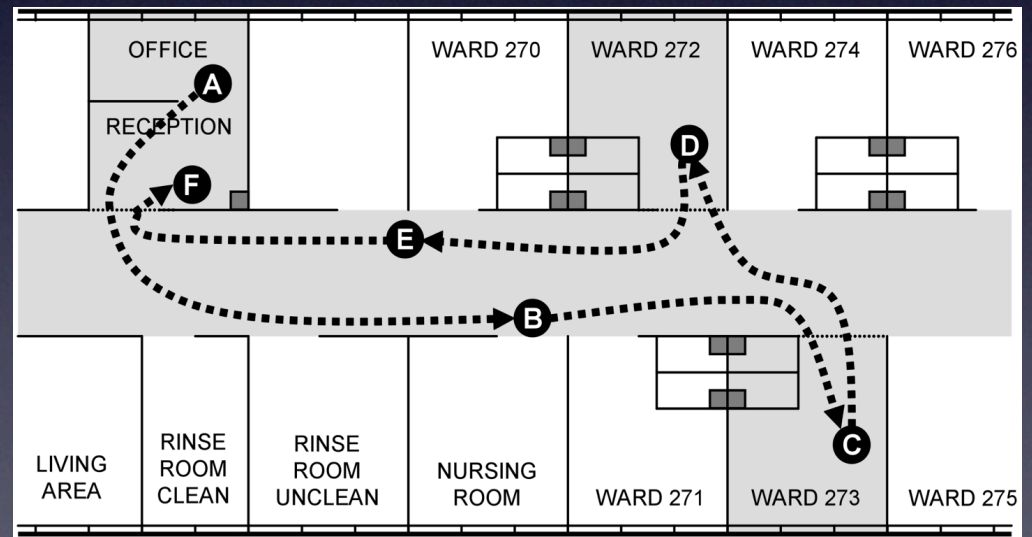
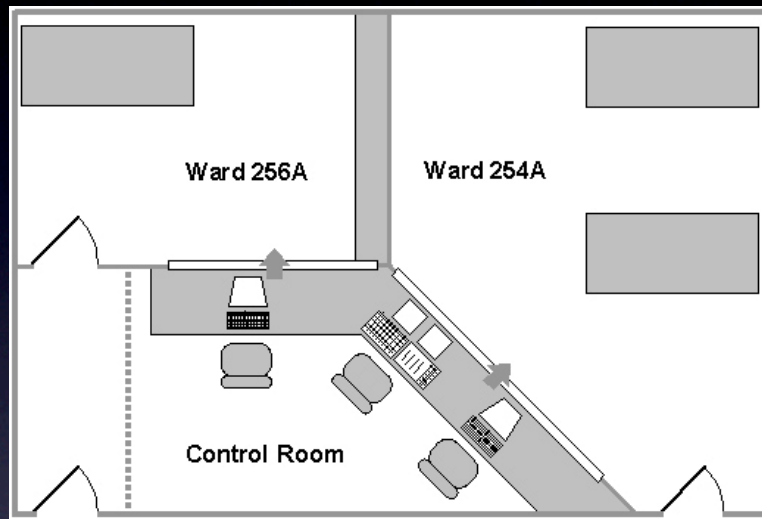
1. Sitting at a table
2. Walking on a treadmill with constant speed
3. Walking on a treadmill with varying speed
4. Walking at constant speed on a changing track
5. Walking at varying speed on a changing track
6. walking in a pedestrian street

- More usability problems found on average when seated at a table
- Physical mobility in the lab triggered identification of unique interaction problems also found in the field
- Added value in relation to e.g. layout and button sizes

Simulating the domain



example: a hospital ward

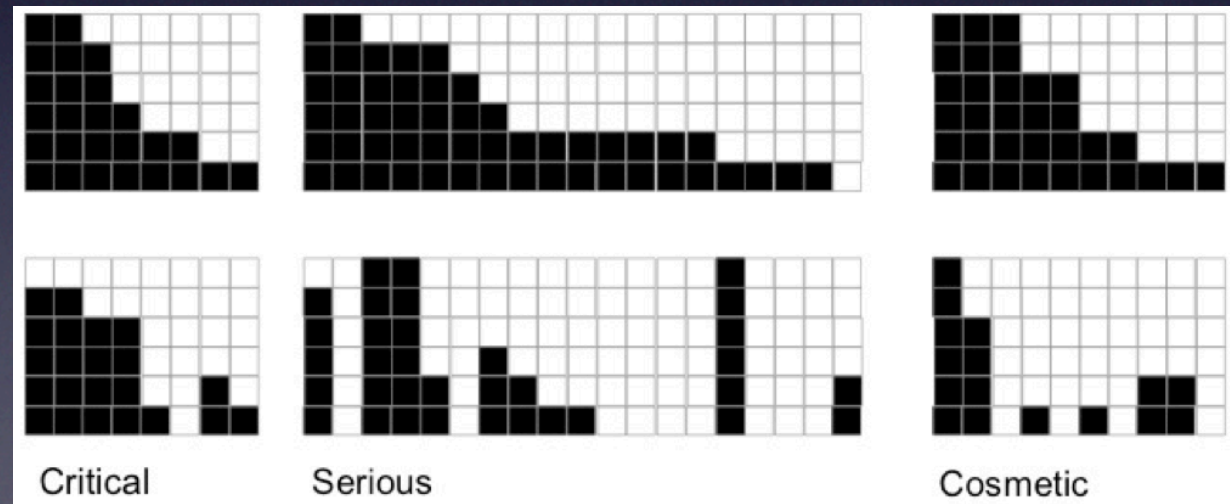


How well did the simulation work?

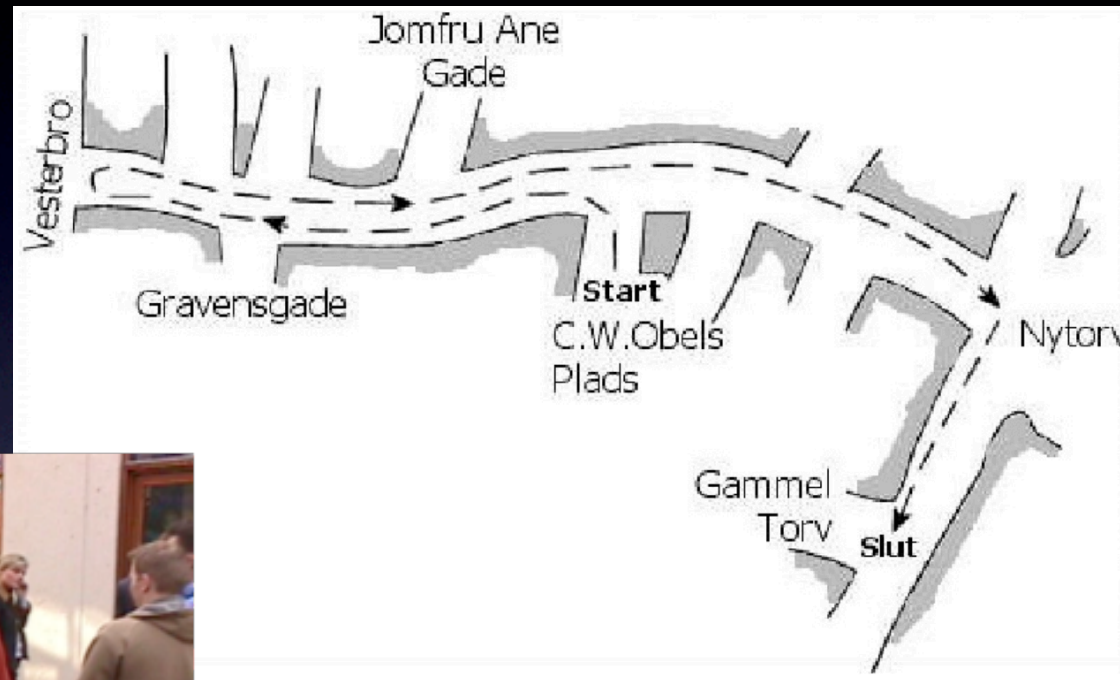
- Very well - at least not for *usability problem* identification
- However, the field provided additional information on real world *user experience*

Simulated ward

Real ward



Studying in context



- Recorded with a camcorder
- Difficult to capture good images of screen
- The “bodyguard” effect

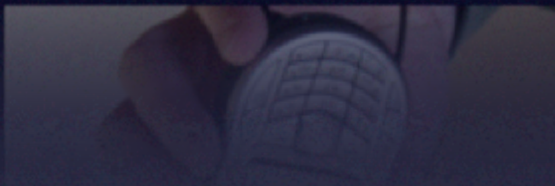


Bringing the lab with you



Lab = a lot of equipment

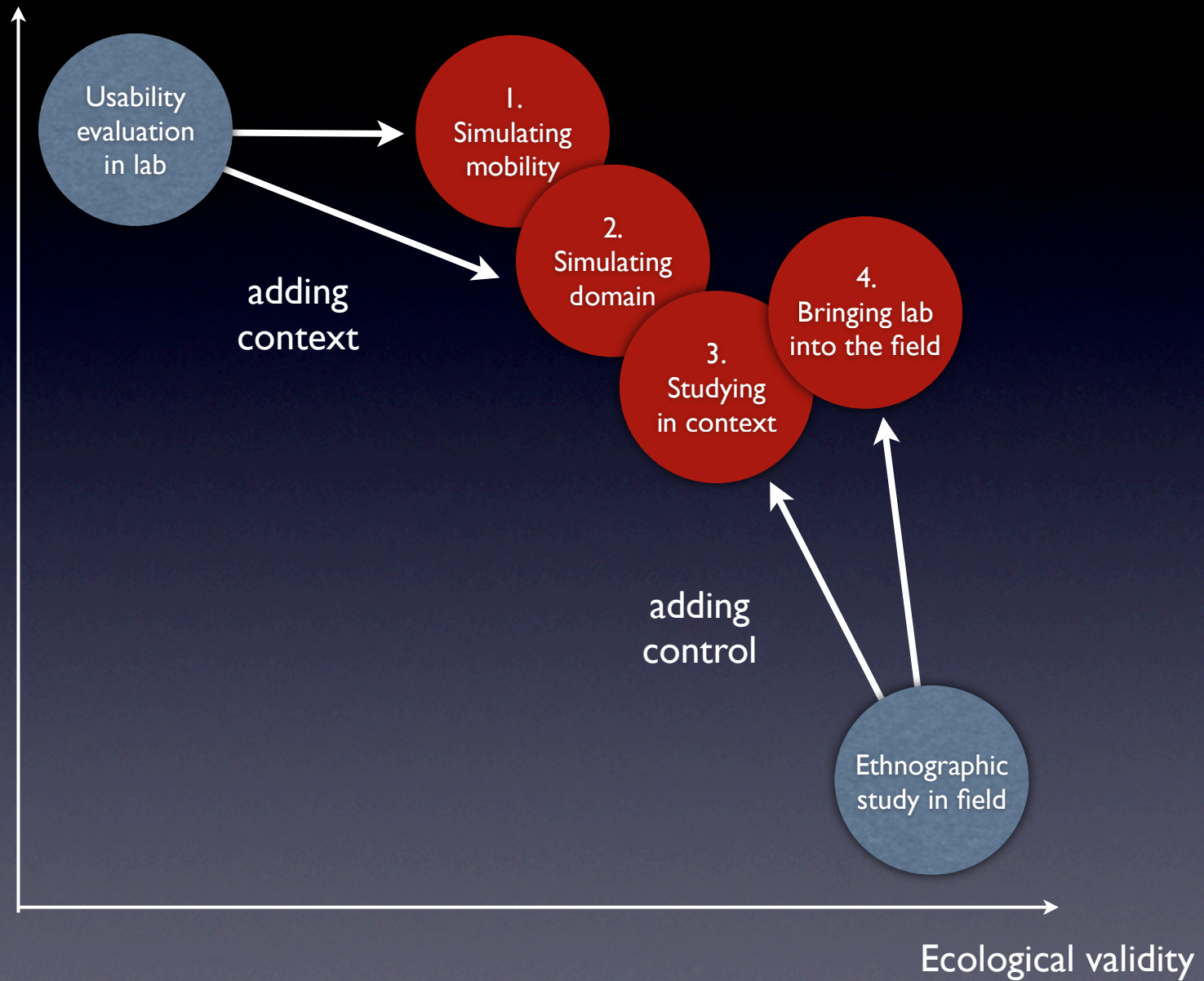




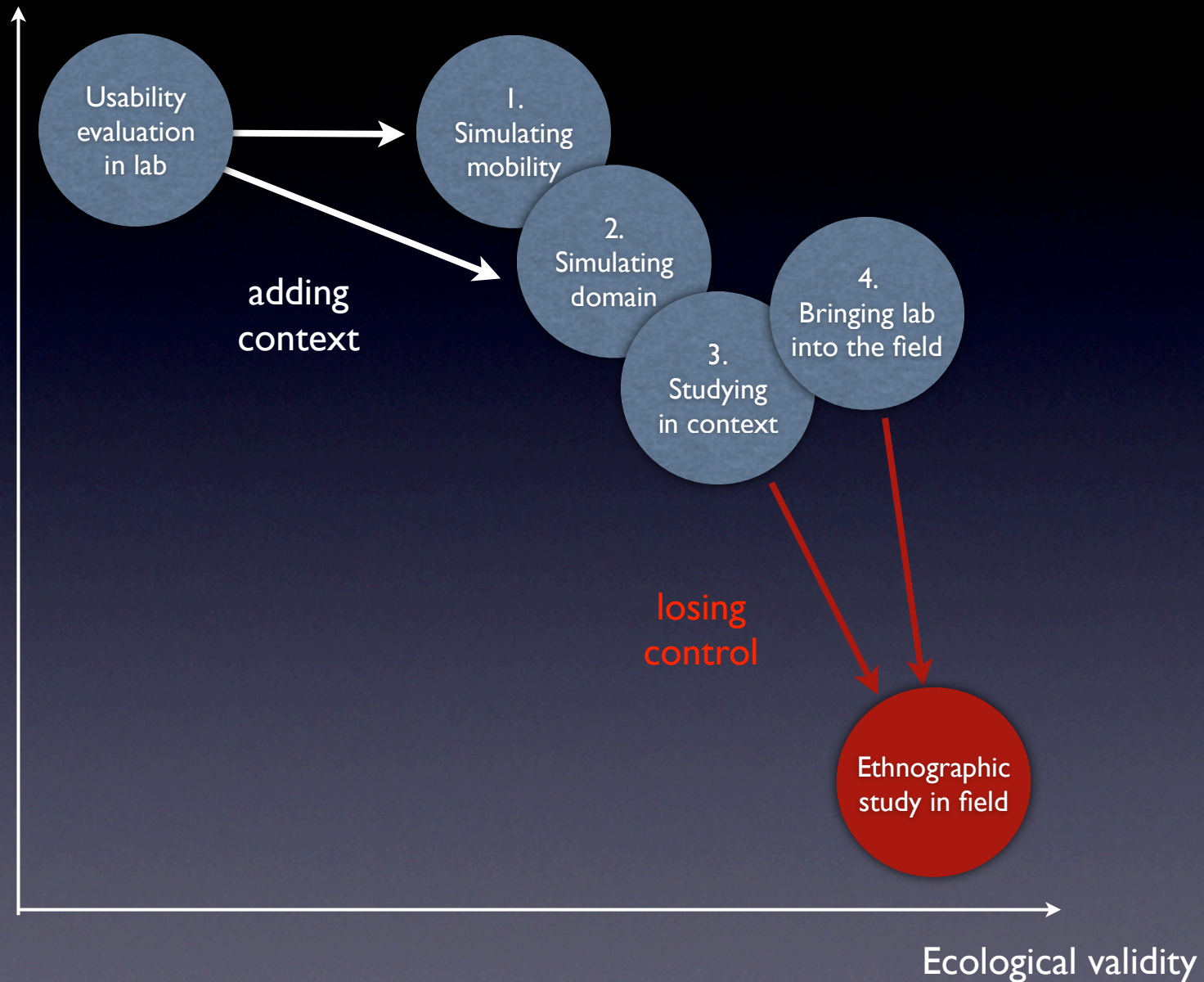
Bringing the lab with you

- 2 kg and measuring 18x14x25 cm
- Facilitating high-quality data collection
- Facilitating control and realism
- Still restricted to traditional “snapshot of use” methods

Control



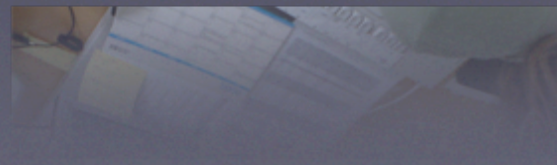
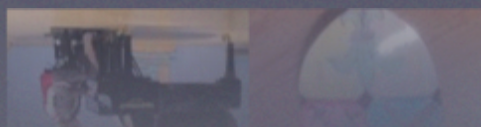
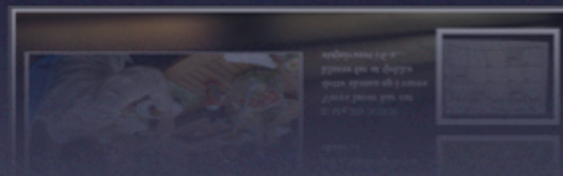
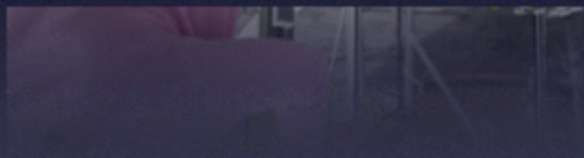
Control



Observation, no Task



No observation, no task



From Usability to User Experience

Usability

User Experience

