

Human-to-Human Design

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What is Human-to-Human?

"A good website is built on two basic truths - that the internet is an interactive medium and that the end user is in fact human. In other words, it is meant to be an experience" (Lee, 2007, para. 3)

Designing experiences for humans based on their needs



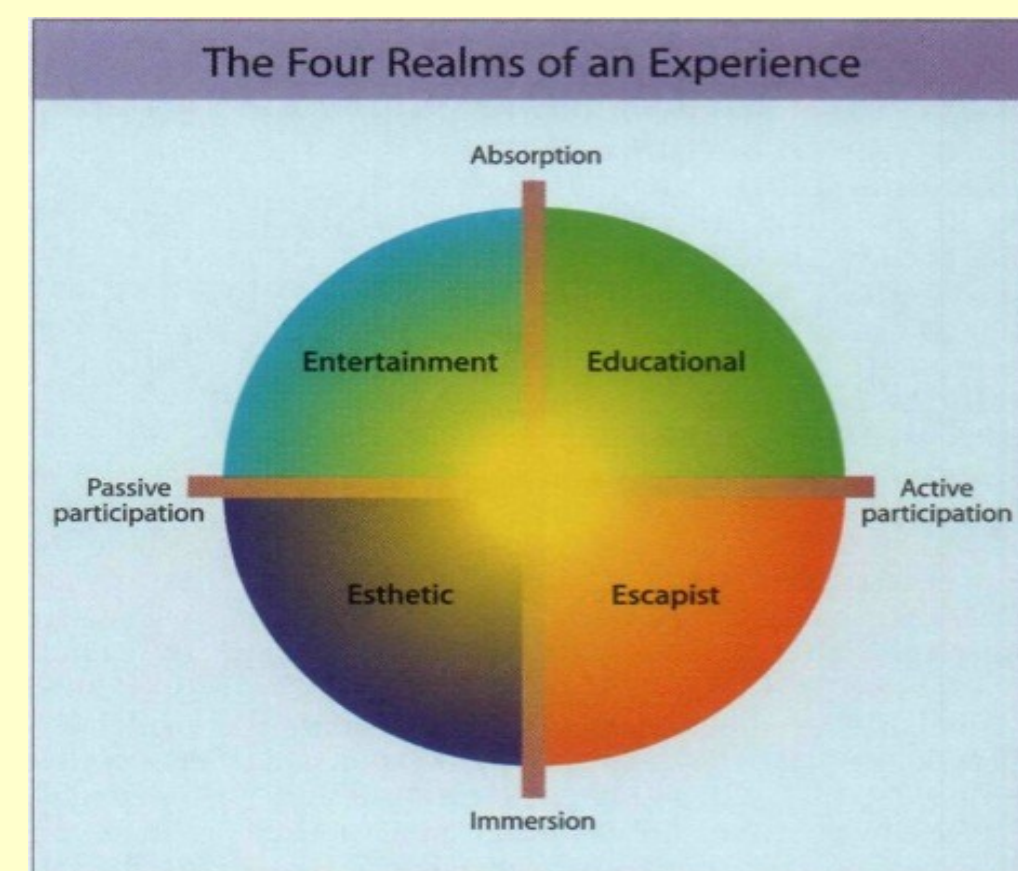
Realms of Experience

Four realms of experience have been devised by Pine & Gilmore (1998)

1. Entertainment
2. Educational
3. Esthetic
4. Escapist

User Participation

- Active / Immersive
- Passive / Absorptive



Dimensions of Experience

Nathan Shedroff (2009) says there are at least 6 dimensions to experiences



1. Time/Duration
2. Interactivity
3. Intensity
4. Breadth/Consistency
5. Sensory and Cognitive Triggers and
6. Significance/Meaning

User Experience Design (UXD)

What is User Experience Design (UXD)?

YES

Applies same approach as Experience Design

Computer-related interaction between user and technology interface

Helps you design more efficiently for your target group

Simple design that has character and power of persuasiveness

NO

Not a remedy that turns products to miracles that everybody likes

Does not kill individuality of perception

Not about aesthetics and brands
Cannot be assessed using traditional metrics

Not the same as Usability

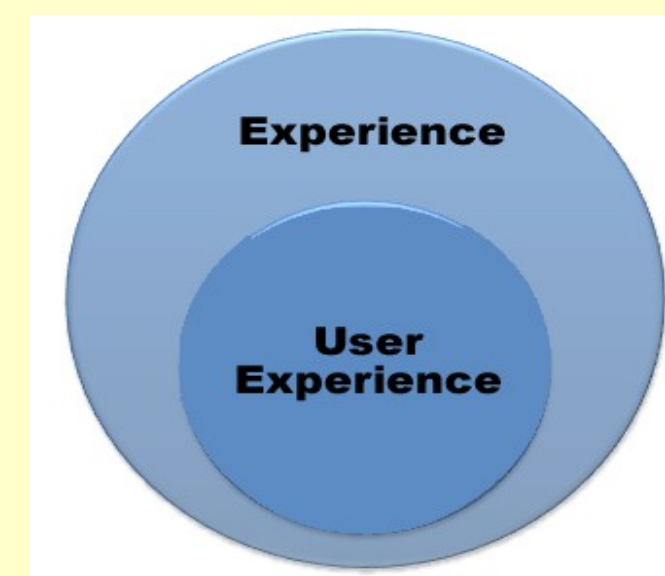
Fundamentals of Experience Design



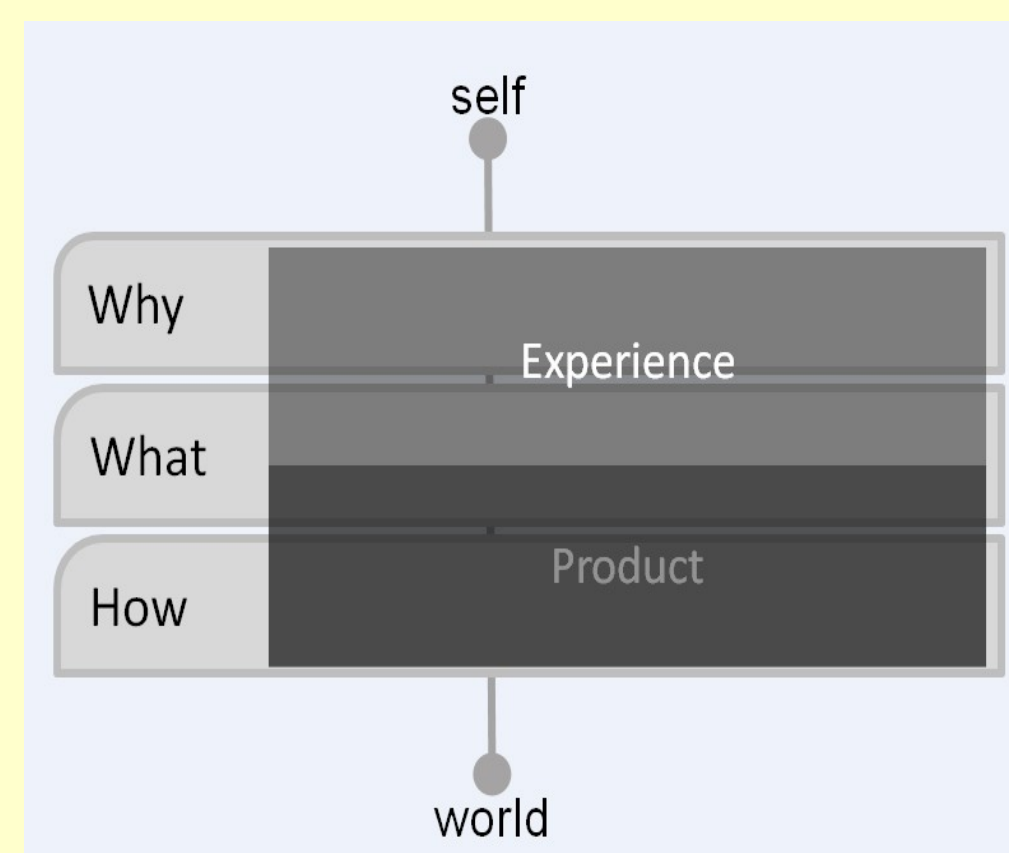
Anderson (2009)

"It's all about People, their Activities and the Context of those activities"

- Experience should focus on People
- Activities can be anything you do
- Context for Activities & Context for People



User Experience as a subset of Experience Design



Hassenzahl (2011)

Why?

Clarify needs and emotions involved in an activity

What?

Determine functionality that will be able to provide the experience

How?

Appropriate way to put functionality to action

Experience Design

What is Experience Design?

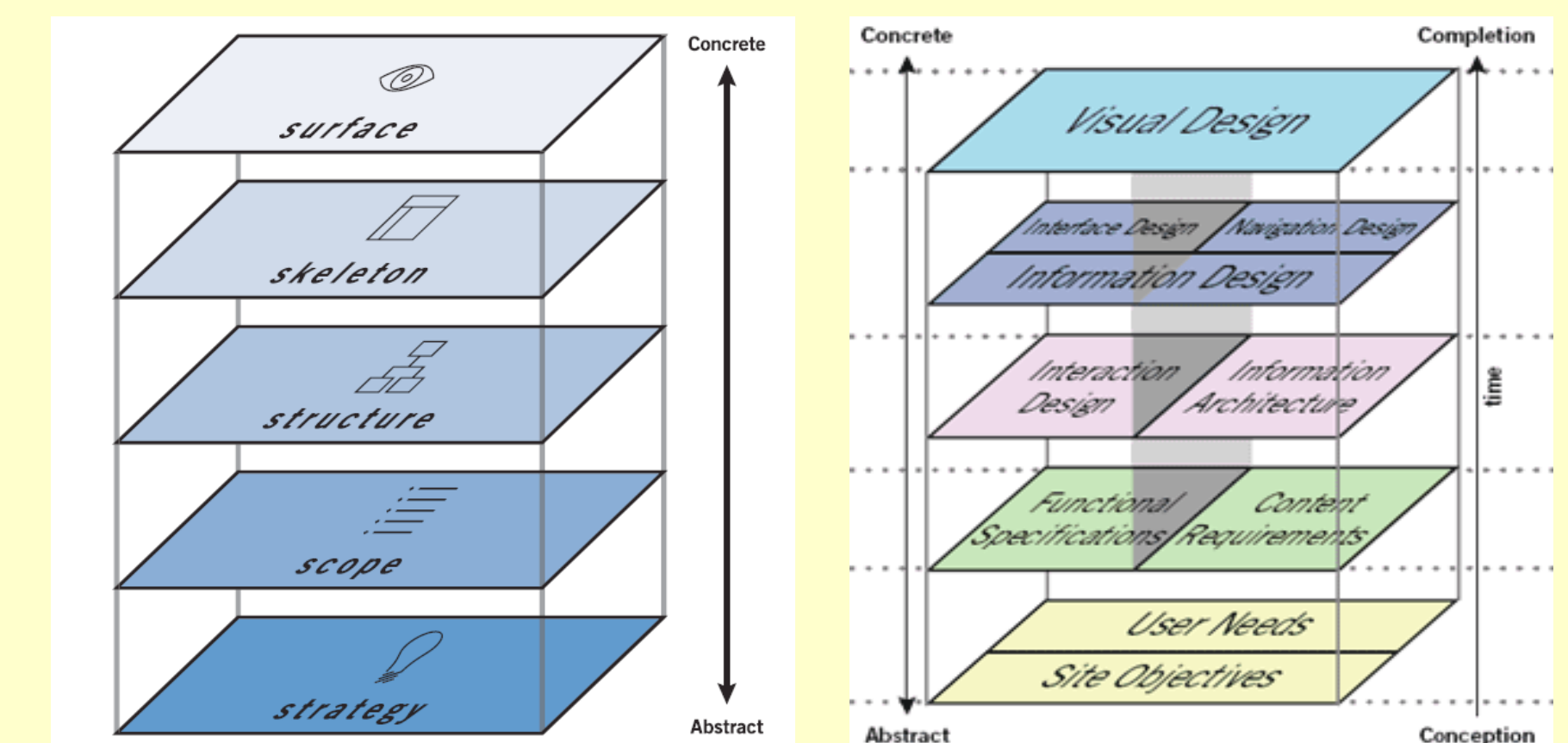
Pine & Gilmore

- Stage Experiences
- Memorable
- Personal
- Sensations

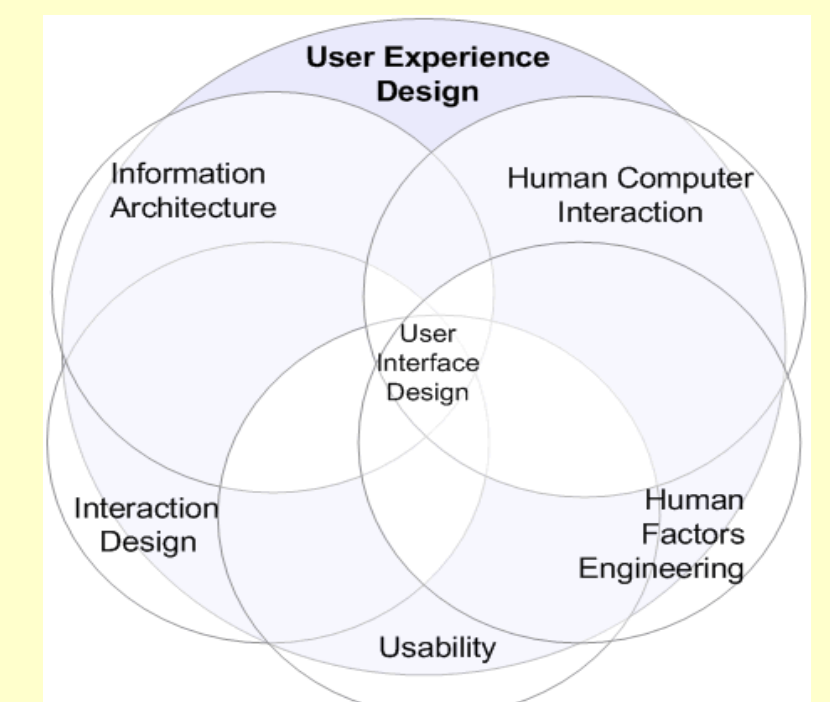
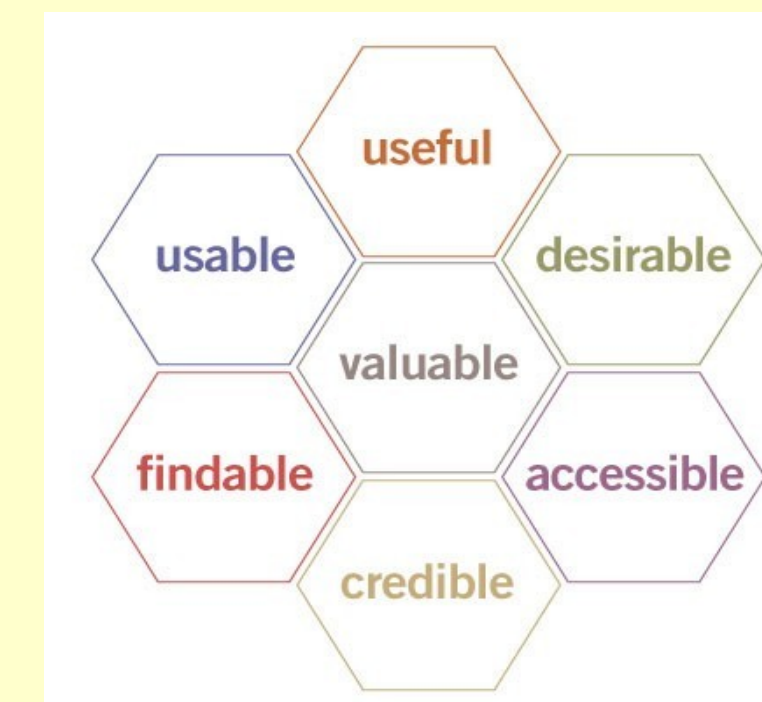
Braz and Lee

- Respect Users
- Tell a Story
- Engage
- Inspire
- Enchant

Elements of UXD



UXD Quality & Contributions



- Peter Morville (2004) and his friends came up with this Honeycomb User Experience quality tests
- Each facet of the honey describes a quality for a UXD

- Many different fields contribute to the UXD
- They converge to form a whole experience