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

Fundamentals of Experience Design

"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 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

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

YES
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What is User Experience Design (UXD)?

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