

Human-to-Human Design

(Special Topic)

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A website represents an art of communication and most business and organizations today rely on the effective communication that can be established through the internet. Websites have always been used to present information but the idea of nature of content and its quality is new and important because establishing effective communication with the audience is the key (Lee, 2007),

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)

Although many have tried to standardize the definition, experience design is an emerging field and so it is still in the process of fluctuation (Jacobson, 2000; Lee, 2007; Shedroff, 2009). Shedroff (2009) explains there are at least six dimensions to experiences that can be utilized in experience design: Time/Duration, Interactivity, Intensity, Breadth/Consistency, Sensory and Cognitive Triggers, and Significance/Meaning. In similar terms, some of the key points to create a great experience that Lee (2007) highlights are understanding the user, communicating through stories, engaging and inspiring the user through interaction and involvement and enchanting the users with simplicity of design and use.

Experience Design

In the business domain Pine & Gilmore (1998) talk about the four realms of experience: educational, esthetic, entertainment and escapist. Each realm requires a form of user participation that could be passive and absorbing information or active and immersed interacting with information. Pointing out differences they state that business services provide intangible benefits even though they are customized while experiences are staged in a personal way that connects to

the users sensation and makes it memorable.

Communicating the Knowledge

Braz (2008) and Lee (2007) have similar views when it comes to experience design. They say that users need to be respected by understanding their needs to tailor the message and design. Communicate the knowledge in the site in a simple and understandable way i.e, storytelling. Storytelling is a rich and effective way of communicating because it involves the user, evokes emotional response and enhances learning. Another key point is engagement which is done through visual design, interaction to create rich sensory experience which helps to immerse users in the experience and encourage to become fully involved in the message of the site. Users need to be inspired not just through colors and logos but through personality encapsulation to reinforce their wants and needs. Lastly users should be enchanted by the sites simplicity of design and use and not confused by the complexities.

User Activity

Anderson (2009) says "its all about the People, their Activities and the Context of those activities". He presented his Model on User Experience, "Fundamentals of Experience Design " in the IA 2009 Summit. The model presented by Anderson (2009) is more applicable to the field of information architecture. According to him the focus should be on the activity of the people rather than the task itself. Hassenzahl (2011) takes Anderson's idea further and implies that experience design and user experience design are essentially the same especially when it comes to the technology-mediated world. He says rather than going to the 'how' of an experience, if designers focused first on the 'why' and 'what', they would find the need and emotion involved in an activity, the meaning behind the activity and the entire experience. This will help in determining the functionality that will be able to provide the experience, which in turn will help

in finding the appropriate way to put the functionality to action.

User Experience Design (UXD)

According to Paluch (2006) user experience design is a subset of experience design. She says while experience design applies to customer-product interaction by judging the overall impressions left by these, user experience applies the same approach to computer-related interaction between a user and the technology interface.

Elements of User Experience

Elements of user experience as defined by Garrett (2010) are divided into planes visibly surface, skeleton, structure, scope and strategy. The process starts by developing a strategy based on user needs then the strategy is translated to functional elements then the structure and skeleton of the site is designed respectively with the visual design finalizing the surface element of user experience. All these elements require design contributions from fields ranging from Interaction Design, Information Architecture, Usability to Human Computer Interaction, Human Factors Engineering and User Interface Design. User Experience Honeycomb was designed by Morville (2004) to measure the quality of a UXD.

All the user elements should overlap next to each other to give the user an unhinged experience. Choices made by the user in each of the planes result in a personalized experience i.e, change in one of the planes by a user will result in a unique solution in the other planes. In a more finer way Iyenger explains that "our minds don't organize information alphabetically or chronologically or by Dewey Decimal System but rather by its web of association to other information through 'priming'" (Iyenger, 2010, p. 167). She says, something that activates our senses is 'prime' and its effect on our mental states is 'priming'. In other words experiences are build by the choices users make and the effect of these choices leave memories making it easier

to remember and form meaningful information.

In conclusion, human-to-human design is designing experiences for users. In a technology-mediated environment user needs and activities are the key in designing experiences. In the words of Braz (2008) its all about loving and caring what people need and the world they live in.

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