The ExodUX Framework: Supporting Comprehensive User Experience Design

Abstract:
Designing positive User Experience (UX) with products enables the creation of unique selling propositions. Being strongly driven by cognitive processes rather than mere product properties, UX is difficult to realize successfully. While User Experience Design (UXD) is a rather young discipline within product development other disciplines outside engineering design traditionally focus on creating experiences. We aim at transferring knowledge from those disciplines to support the design of fascinating UX with technical products. Our work is based on the ExodUX model (from Experience Oriented Disciplines to User eXperience) consisting of 41 experience triggers from disciplines outside engineering design (e.g. sports). Our overarching goal is to support UXD based on the ExodUX approach - extending the model to a broader framework. As part of this, we documented concrete design information for all 41 experience triggers in a consistent and applicable way. Furthermore, we present a supplementing process how to implement gained knowledge of single triggers in a product development project. Finally, we provide situation specific application methodologies for
the whole framework.

Stichworte:
User Experience, Emotional Design, Design Methods

Herausgeber:
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Kongress- / Buchtitel:
2017 Proceedings of PICMET ’17: Technology Management for Interconnected World

Ausrichter der Konferenz:
Portland International Center for Management of Engineering and Technology

Datum der Konferenz:
09.07 - 13.07.2017

Verlag / Institution:
Portland International Center for Management of Engineering and Technology

Verlagsort:
Portland, USA

Jahr:
2017

Quartal:
3. Quartal

E-ISBN:
978-1-890843-36-6

Hinweise:
Innovation & Kreativität

Semester (für SAP-Datenerfassung):
SS 17

Occurences:
- Einrichtungen > Fakultäten > Fakultät für Maschinenwesen > Institut für Mechatronik > Lehrstuhl für Produktentwicklung, Konstruktionssystematik und Leichtbau (Prof. Zimmermann) > Konferenzbeiträge
- Hochschulbibliographie > 2017 > Fakultäten > Maschinenwesen > Lehrstuhl für Produktentwicklung (Prof. Volk komm.)
- Einrichtungen > Fakultäten > Fakultät für Maschinenwesen > Institut für Mechatronik > Lehrstuhl für Produktentwicklung (Prof. Volk komm.) > Konferenzbeiträge

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