Abstract:
User Experience (UX) can be achieved by a user-related product’s purpose (Macro UX) as well as by pleasant embodiment design in detail concerning material, usability and interface (Micro UX). Existing approaches mostly represent the Macro UX approach and therefore demand influencing the whole development process, in particular the early stage of goal setting. Furthermore, they are often psychology-driven. For that reason they are hardly implemented in industrial practice. We observe that most development projects are not triggered by user considerations but by market or technology influences. We show how to achieve an impact on the product’s emotional quality and UX by supporting the design phase of those projects incrementally (Micro UX). Based on psychological foundation this approach provides pragmatic short-term support to designers in an adequate language to be applicable.

Stichworte:
Enterprise user-experience structure and process; management of DUXU processes; patterns of DUXU practice