Principles for User Experience Design – Adapting the TIPS Approach for the Synthesis of Experiences

The idea of User Experience (UX) is to achieve a positive emotional reaction of users on a product interaction and thereby to create a unique selling proposition. Unfortunately, people's needs, perception and resulting emotions are subjective and thereby very diverse. Furthermore, UX is highly dependent on the physical and social context. We developed the User Experience Interaction Model (UXIM) which consists of UX-relevant elements from the disciplines industrial design, human factors and psychology to handle this complexity. Based on UXIM, we propose concrete principles derived from examples of successful experiences to support UX design. These were taken from real product reviews found in magazines and internet (e.g. Amazon). Thereby, we bridge the gap between abstract UX theory and concrete principles with practical examples.

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