Institut für Mechatronik

Dokumenttyp: Konferenzbeitrag

Autor(en) des Beitrags: Pucillo, Francesco; Michailidou, Ioanna; Cascini, Gaetano; Lindemann, Udo

Titel des Beitrags: Storytelling and a narrative analysis based method for extracting users’ motives in UX design processes

Abstract: Users’ emotions are crucial for purchasing decisions. Designing products that evoke positive emotions requires knowledge about users and their psychological needs: the research on User Experience (UX) aims at creating such knowledge. Several UX researchers highlighted that positive emotions emerge in user/product interactions, when user’s psychological motives and needs are met and her/his expectations fulfilled or exceeded. How can users’ motives be acquired? User research in industrial practice usually contributes with insights about users in form personas, user feedback and interviews, but not explicitly with the motives to be addressed. This work aims at creating a systematic method for deriving and understanding users’ motives through the analysis of stories, such as those in product reviews. The identified motives can serve as input for UX design. Thus, basing of existing techniques for the narrative analysis of stories, a method for extracting users’ motives is proposed and an exemplary application shown.

Stichworte: user experience; storytelling; users’ motives; design methods