Abstract:

User Experience Design (UXD) incorporates the increasing importance of emotional aspects in user product interaction and aims at creating holistic experiences. In UXD teams, members with various competences and tasks have to collaborate towards a common experience goal. Roles define which tasks and competences are required. Linking requirements from traditional product development and UXD, we defined an UXD role model in a previous project. Nevertheless, UXD is a rather young discipline within product development. But creating experiences is a traditional focus of other disciplines outside engineering design. We aim at transferring knowledge from those disciplines to support the design of fascinating User Experience. We identified relevant experience disciplines and selected the four most promising ones for our analysis: game development, film production, tourism and marketing. Based on an interview study we analyzed a broad range of roles. We joined the main insights into the existing UXD role model – confirming and enriching exiting
roles and introducing the new role of an Experience Author. Our approach widens the scope of experience designers and supports product development teams by providing required roles on the way to User Experience.

Stichworte:
User experience, Design processes, Emotional design, Interdisciplinary teams, Team roles

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