The ExodUX Framework: Supporting Comprehensive User Experience Design

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.

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