

Contents

1	Introduction	1
1.1	From Usability to Experience	2
1.2	Two Distinct Approaches in User Experience Research	3
1.2.1	Reductionist Approaches	4
1.2.2	Holistic Approaches	6
1.3	Diversity in User Experience	8
1.3.1	A Framework of Diversity in Subjective Judgments	8
1.3.2	Four Sources of Diversity in User Experience	10
1.4	Methodological Issues in Accounting for Diversity	11
1.4.1	Understanding Interpersonal Diversity through Personal Attribute Judgments	13
1.4.2	Understanding the Dynamics of Experience through Experience Narratives	14
1.5	Manuscript Outline	15
2	Personal Attribute Judgments	17
2.1	Introduction	17
2.2	The Repertory Grid Technique	20
2.3	The Quantitative Side of Repertory Grid - Some Concerns	21
2.3.1	Are We Really Interested in Idiosyncratic Views?	21
2.3.2	On Bipolarity	22
2.3.3	On the Measurement of Meaning	25
2.4	Analyzing Personal Attribute Judgments - An Initial Exploration	25
2.5	The Study	27
2.5.1	Method	27
2.6	Analysis Procedure	29
2.6.1	Identifying Homogeneous User Groups in the User Segmentation Map	29
2.6.2	Classifying Attributes for Interpersonal Analysis	29

2.6.3	Charting Perceptual Maps for Homogeneous Groups of Users	31
2.7	Discussion	35
2.8	Conclusion	38
3	Analyzing Personal Attribute Judgments	41
3.1	Introduction	41
3.2	The Study	42
3.3	A Multi-dimensional Scaling Approach to Account for Diversity	42
3.3.1	Identifying the Different Views	44
3.3.2	Defining Goodness-of-Fit Criteria	44
3.3.3	Two Diverse Views for One Participant	45
3.3.4	Assessing the Similarity between Different Views	48
3.3.5	Grouping the Homogeneous Views	49
3.3.6	How Do the Diverse Views Compare to the Average View?	50
3.4	Discussion	53
3.5	Conclusion	56
4	User Experience Over Time	57
4.1	Introduction	57
4.2	Background on Experience and Temporality	58
4.2.1	Temporal Aspects in Frameworks of Experience	59
4.2.2	Beauty, Goodness and Time	59
4.3	Study 1	60
4.3.1	Method	60
4.3.2	Results	61
4.3.3	Discussion	64
4.3.4	Limitations of the Study	65
4.4	Study 2	66
4.4.1	The Study	67
4.4.2	Data Analysis	69
4.4.3	Findings	70
4.4.4	Discussion	78
4.4.5	Implications for Design	79
4.5	Discussion	81
4.6	Conclusion	82
5	iScale: Studying Long-Term Experiences through Memory	85
5.1	Introduction	85
5.2	Reconstructing Experiences from Memory	89
5.2.1	The Constructive Approach	89
5.2.2	The Value-Account Approach	90

5.2.3	Graphing Affect as a Way to Support the Reconstruction of Experiences	91
5.2.4	iScale	91
5.3	Study 1: Understanding Graphing as a Tool for the Reconstruction of Experiences	94
5.3.1	Method	94
5.3.2	Analysis and Results	96
5.3.3	Discussion	101
5.4	Study 2: Benefits and Drawbacks of the Constructive and the Value-Account Version of iScale	102
5.4.1	Method	102
5.4.2	Analysis and Results	105
5.4.3	Discussion	108
5.5	Conclusion and Future Work	110
5.6	Appendix - Temporal Transformation	113
6	A Semi-Automated Approach to the Content Analysis of Experience Narratives	115
6.1	Introduction	115
6.2	Automated Approaches to Semantic Classification	117
6.2.1	The Latent-Semantic Analysis Procedure	117
6.2.2	Limitations of Latent-Semantic Analysis in the Context of Qualitative Content Analysis	119
6.3	A Semi-automated Approach to Content Analysis	120
6.3.1	Incorporating Existing Domain-Specific Knowledge	120
6.3.2	Iterative Open Coding	121
6.3.3	Computing Narrative Similarity	126
6.3.4	Hierarchical Clustering	127
6.3.5	Visualizing Insights	127
6.4	Validation of the Proposed Approach	129
6.4.1	Preparing the Dataset	129
6.4.2	Concept Analysis	130
6.4.3	Latent-Semantic Analysis on Restricted Terms	131
6.4.4	Traditional Latent-Semantic Analysis	132
6.4.5	Cluster Analysis on Dissimilarity Matrices	132
6.5	Discussion	134
6.6	Conclusion	136
7	Conclusions	137
7.1	Contributions of This Work	137
7.1.1	Conceptualizing Diversity in User Experience	138
7.1.2	Establishing Empirical Evidence for the Prevalence of Diversity in User Experience	138
7.1.3	Proposing Methodological Tools for the Study of Diversity	139

- 7.2 Implications for the Product Creation Process 142
 - 7.2.1 Integrating Subjective and Behavioral Data..... 142
 - 7.2.2 The End of Specifications? 144
- 7.3 Avenues for Future Research 144
 - 7.3.1 Leveraging Insights across Different Exploratory Studies 144
 - 7.3.2 Computational Tools for Making Survey Research Scalable 145
 - 7.3.3 Empirical Knowledge Bases for Forming Design Goals ... 146
 - 7.3.4 A New Basis for User Insights? 146
- References 151**