Factors Affecting User Experience in Mobile Systems and Services

Heli Väätäjä
Tampere University of Technology
Korkeakoulunkatu 6, P.O.Box 589
33101 Tampere, Finland
+358 40 849 0720
heli.vaataja@tut.fi

ABSTRACT
Understanding the factors affecting user experience of mobile systems and services is becoming increasingly important as the mobile ecosystem is becoming a reality. The aim of my work is to contribute to the theory building of frameworks on factors affecting user experience in the mobile context and to the methodology for studying and evaluating user experience of mobile systems and services.

Categories and Subject Descriptors

General Terms
Measurement, Design, Experimentation, Theory.

Keywords
User experience, mobile systems, mobile service

1. INTRODUCTION
Current studies on user experience are primarily concentrating on consumer products (i.e. mobile devices) and applications, but only few studies exist on user experience of mobile systems or services. User experience research in the field of HCI has been categorized in various ways. There are several theoretical frameworks available (e.g. [2]) and also characteristics and components of user experience have been studied (e.g. [3]). Recently also values have gained increasing interest (see e.g. [1]). User experience of mobile devices and applications has been studied e.g. by Roto [3].

As the mobile devices and systems are evolving to mobile ecosystems, there is a need to gain a deeper understanding of the factors affecting user experience in the mobile context. My research interests are primarily in the area of innovative mobile services and systems, more specifically in understanding user experience related factors and how they affect forming of user experience. My first case studies are related to a multipart mobile system with a mobile journalism application and mobile games promoting health awareness.

Methodology for studying and evaluating user experience is not yet well-established and therefore there is a need to develop these methods further. I have applied the framework of pragmatic and hedonic aspects of user experience by Hassenzahl [2] for studying and evaluating user experience and the approach by Roto [3] for categorizing the factors affecting user experience. Some of the findings are also related to human values.

My work contributes to the theory building on factors affecting user experience in mobile context to serve both academia and practitioners. Work also aims to contribute to the methodology for studying and evaluating user experience.

I am using the case study approach in my research utilizing multiple sources of data including data from e.g. observations, interviews and questionnaires. Validity of the current results is based on data. At the moment I am analyzing the results from the case study related to mobile journalism and writing articles based on the findings. I have also contributed to two articles related to service user experience [4], [5].

2. REFERENCES