Measuring the User Experience on a Large Scale: User-Centered Metrics for Web Applications

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Melik Yücel

Measuring The User Experience On A Large Scale

Aaron Marcus,Wentao Wang

Measuring The User Experience On A Large Scale:

Measuring the User Experience Bill Albert,Tom Tullis,2010-07-27 Measuring the User Experience provides the first single source of practical information to enable usability professionals and product developers to effectively measure the usability of any product by choosing the right metric applying it and effectively using the information it reveals Authors Tullis and Albert organize dozens of metrics into six categories performance issues based self reported web navigation derived and behavioral physiological They explore each metric considering best methods for collecting analyzing and presenting the data They provide step by step guidance for measuring the usability of any type of product using any type of technology This book is recommended for usability professionals developers programmers information architects interaction designers market researchers and students in an HCI or HFE program Presents criteria for selecting the most appropriate metric for every case Takes a product and technology neutral approach Presents in depth case studies to show how organizations have successfully used the metrics and the information they revealed *Design, User Experience, and Usability* Aaron Marcus,Elizabeth Rosenzweig,Marcelo M. Soares,2023-07-08 This 5 volume HCII DUXU 2023 book set constitutes the refereed proceedings of the 12th International Conference on Design User Experience and Usability DUXU 2023 held as part of the 24th International Conference HCI International 2023 which took place in Copenhagen Denmark in July 2023 A total of 1578 papers and 396 posters have been accepted for publication in the HCII 2023 proceedings from a total of 7472 submissions The papers included in this volume set were organized in topical sections as follows Part I Design methods tools and practices emotional and persuasive design Part II Design case studies and creativity and design education Part III Evaluation methods and techniques and usability user experience and technology acceptance studies Part IV Designing learning experiences and chatbots conversational agents and robots design and user experience Part V DUXU for cultural heritage and DUXU for health and wellbeing **Measuring User Engagement** Mounia Lalmas,Heather O'Brien,Elad Yom-Tov,2022-05-31 User engagement refers to the quality of the user experience that emphasizes the positive aspects of interacting with an online application and in particular the desire to use that application longer and repeatedly User engagement is a key concept in the design of online applications whether for desktop tablet or mobile motivated by the observation that successful applications are not just used but are engaged with Users invest time attention and emotion in their use of technology and seek to satisfy pragmatic and hedonic needs Measurement is critical for evaluating whether online applications are able to successfully engage users and may inform the design of and use of applications User engagement is a multifaceted complex phenomenon this gives rise to a number of potential measurement approaches Common ways to evaluate user engagement include using self report measures e g questionnaires observational methods e g facial expression analysis speech analysis neuro physiological signal processing methods e g respiratory and cardiovascular accelerations and decelerations muscle spasms and web analytics e g number of site visits click depth These methods

represent various trade offs in terms of the setting laboratory versus in the wild object of measurement user behaviour affect or cognition and scale of data collected For instance small scale user studies are deep and rich but limited in terms of generalizability whereas large scale web analytic studies are powerful but negate users motivation and context The focus of this book is how user engagement is currently being measured and various considerations for its measurement Our goal is to leave readers with an appreciation of the various ways in which to measure user engagement and their associated strengths and weaknesses We emphasize the multifaceted nature of user engagement and the unique contextual constraints that come to bear upon attempts to measure engagement in different settings and across different user groups and web domains At the same time this book advocates for the development of good measures and good measurement practices that will advance the study of user engagement and improve our understanding of this construct which has become so vital in our wired world

Design, User Experience, and Usability: UX Research and Design Marcelo M. Soares,Elizabeth Rosenzweig,Aaron Marcus,2021-07-03 This three volume set LNCS 12779 12780 and 12781 constitutes the refereed proceedings of the 10th International Conference on Design User Experience and Usability DUXU 2021 held as part of the 23rd International Conference HCI International 2021 which took place in July 2021 Due to COVID 19 pandemic the conference was held virtually The total of 1276 papers and 241 posters included in the 39 HCII 2021 proceedings volumes was carefully reviewed and selected from 5222 submissions The papers of DUXU 2021 Part I are organized in topical sections named UX Design Methods and Techniques Methods and Techniques for UX Research Visual Languages and Information Visualization Design Education and Practice **Human-Computer Interaction – INTERACT 2017** Regina Bernhaupt,Girish Dalvi,Anirudha Joshi,Devanuj K. Balkrishan,Jacki O'Neill,Marco Winckler,2017-09-19 The four volume set LNCS 10513 10516 constitutes the proceedings of the 16th IFIP TC 13 International Conference on Human Computer Interaction INTERACT 2017 held in Mumbai India in September 2017 The total of 68 papers presented in these books was carefully reviewed and selected from 221 submissions The contributions are organized in topical sections named Part I adaptive design and mobile applications aging and disabilities assistive technology for blind users audience engagement co design studies cultural differences and communication technology design rationale and camera control Part II digital inclusion games human perception cognition and behavior information on demand on the move and gesture interaction interaction at the workplace interaction with children Part III mediated communication in health methods and tools for user interface evaluation multi touch interaction new interact ion techniques personalization and visualization persuasive technology and rehabilitation and pointing and target selection **Digital Marketing Fundamentals** Marjolein Visser,Mike Berry,2025-02-04 Digital Marketing Fundamentals covers the entire marketing process The academic theory behind Digital Marketing as well as techniques and media are discussed Digital Marketing Fundamentals is easy to read and contains many international examples and cases The Dutch version of this book Basisboek Online Marketing has become a standard issue in The Netherlands In this book all

relevant aspects of Digital Marketing are addressed digital transformation strategy and business models online customer behaviour and learning to understand the customer online branding customer acquisition and customer engagement facilitating online purchases and setting up digital services The book addresses step by step the role of Digital Marketing in each phase of the customer cycle from the inspiration phase and research phase to the maintenance and replacement phase Designing effective websites and apps digital analytics and experimentation and planning and organization are also discussed The book gives the reader an integrated basis with which they can respond to new trends and techniques in the future Digital Marketing Fundamentals is suitable for commercial and management courses in Higher Education including Universities and Business Schools and also for professionals working in Digital Marketing **Acceleration of Digital Innovation & Technology towards Society 5.0** Dian Puteri Ramadhani,Indira Rachmawati,Cahyaningsih,Nidya Dudija,Hani Gita Ayuningtias,Arien Arianti Gunawan,Dania Syanetta Dennyra,2022-11-14 Sustainable Collaboration in Business Technology Information and Innovation SCBTII 2021 focused on Acceleration of Digital Innovation Strategy Entrepreneurship Economics Finance and Corporate Governance and Accounting This valuable research will help academicians professionals entrepreneurs researchers learners and other related groups from around the world who have a special interest in theories and practices in the field of business and digital innovation and technology towards society 5 0 **Design, User Experience, and Usability: Theory, Methodology, and Management** Aaron Marcus,Wentao Wang,2017-06-28 The three volume set LNCS 10288 10289 and 10290 constitutes the proceedings of the 6th International Conference on Design User Experience and Usability DUXU 2017 held as part of the 19th International Conference on Human Computer Interaction HCII 2017 in Vancouver BC Canada in July 2017 jointly with 14 other thematically similar conferences The total of 1228 papers presented at the HCII 2017 conferences were carefully reviewed and selected from 4340 submissions These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems The papers accepted for presentation thoroughly cover the entire field of Human Computer Interaction addressing major advances in knowledge and effective use of computers in a variety of application areas The total of 168 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three volume set LNCS 10288 The 56 papers included in this volume are organized in topical sections on design thinking and design philosophy aesthetics and perception in design user experience evaluation methods and tools user centered design in the software development lifecycle DUXU education and training LNCS 10289 The 56 papers included in this volume are organized in topical sections on persuasive and emotional design mobile DUXU designing the playing experience designing the virtual augmented and tangible experience wearables and fashion technology LNCS 10290 The 56 papers included in this volume are organized in topical sections on information design understanding the user DUXU for children and young users DUXU for art culture tourism and environment DUXU practice and case studies **Design Studies and Intelligence Engineering** Valentina

Emilia Balas,Qun Wu,2022-03-15 The technologies applied in design studies vary from basic theories to more application based systems and intelligence engineering technologies such as computer aided industrial design human factor design and greenhouse design play a significant role in design science Intelligence engineering technologies encompass both theoretical and application perspectives such as computational technologies sensing technologies and video detection Intelligence engineering is multidisciplinary in nature promoting cooperation exchange and discussion between organizations and researchers from diverse fields This book presents the proceedings of DSIE2021 the 2021 International Symposium on Design Studies and Intelligence Engineering held in Hangzhou China on 27 28 November 2021 This annual conference invites renowned experts from around the world to speak on their specialist topics providing a platform for many professionals and researchers from industry and academia to exchange and discuss recent advances in the field of design studies and intelligence engineering The 210 submissions received were rigorously reviewed and each of the 50 papers presented here was selected based on scores from three or four referees Papers cover a very wide range of topics from the design of a pneumatic soft finger with two joints and the emotion of texture to the design evaluation of a health management terminal for the elderly and a multi robot planning algorithm with quad tree map division for obstacles of irregular shape Providing a varied overview of recent developments in design and intelligence engineering this book will be of interest to researchers and all those working in the field   *Cross-Cultural Design* P.L.Patrick Rau,2014-06-02 This volume constitutes the refereed proceedings of the 6th International Conference on Cross Cultural Design CCD 2014 held as part of the 16th International Conference on Human Computer Interaction HCI International 2014 held in Heraklion Crete Greece jointly with 13 other thematically similar conferences The total of 1476 papers and 220 posters presented at the HCII 2014 conferences was carefully reviewed and selected from numerous submissions The papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems They thoroughly cover the entire field of human computer interaction addressing major advances in knowledge and effective use of computers in a variety of application areas The 76 papers included in this volume deal with the following topics cross cultural product and service design cross cultural issues in interaction social aspects and implications of cross cultural design cross cultural issues in e commerce marketing and branding cross cultural design for knowledge sharing and learning cross cultural design for the smart city and cross cultural design for creativity   **Ways of Knowing in HCI** Judith S. Olson,Wendy A. Kellogg,2014-04-19 This textbook brings together both new and traditional research methods in Human Computer Interaction HCI Research methods include interviews and observations ethnography grounded theory and analysis of digital traces of behavior Readers will gain an understanding of the type of knowledge each method provides its disciplinary roots and how each contributes to understanding users user behavior and the context of use The background context clear explanations and sample exercises make this an ideal textbook for graduate students as well as a valuable reference for

researchers and practitioners It is an impressive collection in terms of the level of detail and variety M Sasikumar ACM Computing Reviews CR144066   UX For Dummies Kevin P. Nichols,Donald Chesnut,2014-04-28 Get up to speed quickly on the latest in user experience strategy and design UX For Dummies is a hands on guide to developing and implementing user experience strategy Written by globally recognized UX consultants this essential resource provides expert insight and guidance on using the tools and techniques that create a great user experience along with practical advice on implementing a UX strategy that aligns with your organisation s business goals and philosophy You ll learn how to integrate web design user research business planning and data analysis to focus your company s web presence on the needs of your customers gaining the skills you need to be effective in the field of user experience design Whether it s the interface graphics industrial design physical interaction or a user manual being anything less than on point can negatively affect customer satisfaction and retention User experience design fully encompasses traditional human computer interaction design and extends it to address all aspects of a product or service as perceived by users UX For Dummies provides comprehensive guidance to professionals looking to understand and apply effective UX strategies Defines UX and offers assistance with determining users and modelling the user experience Provides details on creating a content strategy and building information architectures Explores visual design and designing for specific channels Delves into UX testing and methods for keeping your site relevant The UX field is growing rapidly as companies realise that meeting your business goals requires a web presence aligned with customer needs This alignment demands smart strategy and even smarter design Consultants designers and practitioners must all be on board if the result is to be cohesive and effective UX For Dummies provides the information and expert advice you need to get up to speed quickly   **Developer Experience** Addy Osmani,2023-11-16 Developer Experience DX is all about how easily and effectively developers can get things done Good DX is like good UX for developers It is about creating tools APIs and services that enable developers to be productive satisfied and empowered This book by Addy Osmani makes the case for why DX matters it impacts developer happiness retention innovation velocity and business performance It also explores core principles like ensuring a smooth onboarding minimizing complexity providing good documentation and community support It discusses frameworks to measure DX using metrics for usability findability usefulness Developer journey mapping is proposed as a technique to identify pain points and friction The book explains how to enable a DX mindset in your organization implement a DX roadmap and track DX maturity levels There are case studies demonstrating where investments in DX translated to tangible business value With a great DX developers can create exceptional end user experiences Read ahead for insights and a practical guide to improve your DX The key takeaway is that optimizing DX should be a priority and requires a cross functional effort spanning product engineering and community engagement   *Intelligent Environments 2020* Carlos A. Iglesias,Jose Ignacio Moreno Novella,Alessandro Ricci,Diego Rivera Pinto,Dumitru Roman,2020-08-15 Intelligent Environments IEs aims to empower users by enriching their experience raising

their awareness and enhancing their management of their surroundings The term IE is used to describe the physical spaces where ICT and pervasive technologies are used to achieve specific objectives for the user and or the environment The growing IE community from academia and practitioners is working on the materialization of IEs driven by the latest technological developments and innovative ideas This book presents the proceedings of the workshops held in conjunction with the 16th International Conference on Intelligent Environments IE2020 Madrid Spain 20 23 July 2020 The conference focused on the development of advance intelligent environments as well as newly emerging and rapidly evolving topics The workshops included here emphasize multi disciplinary and transverse aspects of IE as well as cutting edge topics 10th International Workshop on Intelligent Environments Supporting Healthcare and Well being WISHWell 20 9th International Workshop on the Reliability of Intelligent Environments WoRIE2020 4th International Workshop on Legal Issues in Intelligent Environments LIIE 20 4th International Workshop on Intelligent Systems for Agriculture Production and Environment Protection ISAPEP 20 4th International Workshop on Citizen Centric Smart Cities Services CCSCS 20 2nd International Workshop on Intelligent Environments and Buildings IEB 20 1st International Workshop on Research on Smart Grids and Related Applications SGRA 20 1st International Workshop on Open and Crowdsourced Location Data ISOCLoD 20 1st International Workshop on Social Media Analysis for Intelligent Environment SMAIE 20 The proceedings contain contributions reflecting the latest research developments in IEs and related areas focusing on stretching the borders of the current state of the art and contributing to an ever increasing establishment of IEs in the real world It will be of interest to all those whose work involves the design or application of Intelligent Environments   Accelerating Digital Transformation Jan Bosch,Jan Carlson,Helena Holmström Olsson,Kristian Sandahl,Miroslaw Staron,2022-10-19 This book celebrates the 10 year anniversary of Software Center a collaboration between 18 European companies and five Swedish universities by presenting some of the most impactful and relevant journal or conference papers that researchers in the center have published over the last decade The book is organized around the five themes around which research in Software Center is organized i e Continuous Delivery Continuous Architecture Metrics Customer Data and Ecosystems Driven Development and AI Engineering The focus of the Continuous Delivery theme is to help companies to continuously build high quality products with the right degree of automation The Continuous Architecture theme addresses challenges that arise when balancing the need for architectural quality and more agile ways of working with shorter development cycles The Metrics theme studies and provides insight to understand monitor and improve software processes products and organizations The fourth theme Customer Data and Ecosystem Driven Development helps companies make sense of the vast amounts of data that are continuously collected from products in the field Eventually the theme of AI Engineering addresses the challenge that many companies struggle with in terms of deploying machine and deep learning models in industrial contexts with production quality Each theme has its own part in the book and each part has an introduction chapter and then a carefully selected

reprint of the most important papers from that theme This book mainly aims at researchers and advanced professionals in the areas of software engineering who would like to get an overview about the achievement made in various topics relevant for industrial large scale software development and management and to see how research benefits from a close cooperation between industry and academia   Human-Computer Interaction Constantine Stephanidis,Gavriel Salvendy,2024-09-28 The pervasive influence of technology continuously shapes our daily lives From smartphones to smart homes technology is revolutionizing the way we live work and interact with each other Human computer interaction HCI is a multidisciplinary research field focusing on the study of people interacting with information technology and plays a critical role in the development of computing systems that work well for the people using them ensuring the seamless integration of interactive systems into our technologically driven lifestyles The book series contains six volumes providing extensive coverage of the field wherein each one addresses different theoretical and practical aspects of the HCI discipline Readers will discover a wealth of information encompassing the foundational elements state of the art review in established and emerging domains analysis of contemporary advancements brought about by the evolution of interactive technologies and artificial intelligence as well as the emergence of diverse societal needs and application domains These books Showcase the pivotal role of HCI in designing interactive applications across a diverse array of domains Explore the dynamic relationship between humans and intelligent environments with a specific emphasis on the role of Artificial Intelligence AI and the Internet of Things IoT Provide an extensive exploration of interaction design by examining a wide range of technologies interaction techniques styles and devices Discuss user experience methods and tools for the design of user friendly products and services Bridge the gap between software engineering and human computer interaction practices for usability inclusion and sustainability These volumes are an essential read for individuals interested in human computer interaction research and applications

   Design, User Experience, and Usability: Users and Interactions Aaron Marcus,2015-07-20 The three volume set LNCS 9186 9187 and 9188 constitutes the proceedings of the 4th International Conference on Design User Experience and Usability DUXU 2015 held as part of the 17th International Conference on Human Computer Interaction HCII 2015 in Los Angeles CA USA in August 2015 jointly with 13 other thematically similar conferences The total of 1462 papers and 246 posters presented at the HCII 2015 conferences were carefully reviewed and selected from 4843 submissions These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems The papers accepted for presentation thoroughly cover the entire field of Human Computer Interaction addressing major advances in knowledge and effective use of computers in a variety of application areas The total of 132 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three volume set The 67 papers included in this volume are organized in topical sections on users in DUXU women in DUXU information design touch and gesture DUXU mobile DUXU and wearable DUXU   *Frontiers of Multimedia Research* Shih-Fu Chang,2018-01-03 The field

of multimedia is unique in offering a rich and dynamic forum for researchers from traditional fields to collaborate and develop new solutions and knowledge that transcend the boundaries of individual disciplines Despite the prolific research activities and outcomes however few efforts have been made to develop books that serve as an introduction to the rich spectrum of topics covered by this broad field A few books are available that either focus on specific subfields or basic background in multimedia Tutorial style materials covering the active topics being pursued by the leading researchers at frontiers of the field are currently lacking In 2015 ACM SIGMM the special interest group on multimedia launched a new initiative to address this void by selecting and inviting 12 rising star speakers from different subfields of multimedia research to deliver plenary tutorial style talks at the ACM Multimedia conference for 2015 Each speaker discussed the challenges and state of the art developments of their prospective research areas in a general manner to the broad community The covered topics were comprehensive including multimedia content understanding multimodal human human and human computer interaction multimedia social media and multimedia system architecture and deployment Following the very positive responses to these talks the speakers were invited to expand the content covered in their talks into chapters that can be used as reference material for researchers students and practitioners Each chapter discusses the problems technical challenges state of the art approaches and performances open issues and promising direction for future work Collectively the chapters provide an excellent sampling of major topics addressed by the community as a whole This book capturing some of the outcomes of such efforts is well positioned to fill the aforementioned needs in providing tutorial style reference materials for frontier topics in multimedia At the same time the speed and sophistication required of data processing have grown In addition to simple queries complex algorithms like machine learning and graph analysis are becoming common And in addition to batch processing streaming analysis of real time data is required to let organizations take timely action Future computing platforms will need to not only scale out traditional workloads but support these new applications too This book a revised version of the 2014 ACM Dissertation Award winning dissertation proposes an architecture for cluster computing systems that can tackle emerging data processing workloads at scale Whereas early cluster computing systems like MapReduce handled batch processing our architecture also enables streaming and interactive queries while keeping MapReduce s scalability and fault tolerance And whereas most deployed systems only support simple one pass computations e g SQL queries ours also extends to the multi pass algorithms required for complex analytics like machine learning Finally unlike the specialized systems proposed for some of these workloads our architecture allows these computations to be combined enabling rich new applications that intermix for example streaming and batch processing We achieve these results through a simple extension to MapReduce that adds primitives for data sharing called Resilient Distributed Datasets RDDs We show that this is enough to capture a wide range of workloads We implement RDDs in the open source Spark system which we evaluate using synthetic and real workloads Spark matches or exceeds the performance of specialized systems in

many domains while offering stronger fault tolerance properties and allowing these workloads to be combined Finally we examine the generality of RDDs from both a theoretical modeling perspective and a systems perspective This version of the dissertation makes corrections throughout the text and adds a new section on the evolution of Apache Spark in industry since 2014 In addition editing formatting and links for the references have been added **Design, User Experience, and Usability: Theory and Practice** Aaron Marcus,Wentao Wang,2018-07-10 The three volume set LNCS 10918 10919 and 10290 constitutes the proceedings of the 7th International Conference on Design User Experience and Usability DUXU 2018 held as part of the 20th International Conference on Human Computer Interaction HCII 2018 in Las Vegas NV USA in July 2018 The total of 1171 papers presented at the HCII 2018 conferences were carefully reviewed and selected from 4346 submissions The papers cover the entire field of human computer interaction addressing major advances in knowledge and effective use of computers in a variety of applications areas The total of 165 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three volume set The 55 papers included in this volume are organized in topical sections on design thinking methods and practice usability and user experience evaluation methods and tools and DUXU in software development **Advances in Visual Computing** George Bebis,Richard Boyle,Bahram Parvin,Darko Koracin,Matt Turek,Srikumar Ramalingam,Kai Xu,Stephen Lin,Bilal Alsallakh,Jing Yang,Eduardo Cuervo,Jonathan Ventura,2018-11-09 This book constitutes the refereed proceedings of the 13th International Symposium on Visual Computing ISVC 2018 held in Las Vegas NV USA in November 2018 The total of 66 papers presented in this volume was carefully reviewed and selected from 91 submissions The papers are organized in topical sections named ST computational bioimaging computer graphics visual surveillance pattern recognition vitrual reality deep learning motion and tracking visualization object detection and recognition applications segmentation and ST intelligent transportation systems

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