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User Experience

... is a subjective state

cannot be...

...objectively measured

...experienced as such by another person

almost impossible for humans

... to imagine in a hypothetical situation

... to compare

Experimental pilots

... expose new technology into the *real* use

Aims at

...high experimental realism

...evoking UX that can be expected IRL

...collecting UX data in real time

...using direct (subjective) information

A design tool, not experimental research!

Methods

1. Before-use

- Especially valuable for collecting data about expectations and values of the user.
- Needs to be done if change is measured.

2. During use

- Critical for capturing experiences as they happen
- Difficult not to influence UX with the method

3. Immediately after use

- Effects of pilot on user and environment

4. Follow up studies

- Long time effect and ethical evaluation