 **HUMAN-COMPUTER INTERACTION** THIRD EDITION DIX FINLAY ABOUDD BEALE

chapter 3

the interaction


extracts for MSc/MRes AISD
value and experience

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Experience, engagement and fun





designing experience
physical engagement
managing value


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Experience?


- home, entertainment, shopping
 - not enough that people can use a system
 - they must want to use it!
- psychology of experience
 - flow (Csikszentimihalyi)
 - balance between anxiety and boredom
- education
 - zone of proximal development
 - things you can just do with help
- wider ...
 - literary analysis, film studies, drama

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Managing value

people use something
ONLY IF
it has perceived value
AND
value exceeds cost

BUT NOTE

- exceptions (e.g. habit)
- value **NOT** necessarily personal gain or money

Weighing up value

value

- helps me get my work done
- fun
- good for others

cost

- download time
- money £, \$, €
- learning effort

Discounted future

- in economics Net Present Value:
 - discount by $(1+rate)^{years}$ to wait
- in life people heavily discount
 - future value and future cost
 - hence resistance to learning
 - need low barriers and high perceived present value

example - HCI book search

- value for people *who have* the book helps you to look up things
 - chapter and page number
- value for those *who don't* ... sort of online mini-encyclopaedia
 - full paragraph of context

... but also says "buy me"!!



Value and organisational design

- coercion
 - tell people what to do!
 - value = keep your job
- enculturation
 - explain corporate values
 - establish support (e.g. share options)
- emergence
 - design process so that individuals value → organisational value

General lesson ...

if you want someone to do something ...

- make it easy for them!
- understand their values