

ICT&S | PODIUM

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ICT&S Center
Wr. Philharmonikergasse 5
(Entrance next to Triangel)



ICT&S Center

Advanced Studies and Research in Information
and Communication Technologies & Society
University of Salzburg

Measuring users' experiences - or, the memory of them?

Users' experiences are increasingly becoming central to design activity. Designers and engineers strive for experiential design goals such as enhancing feelings of connectedness across family members, and consequently use experiential metrics in the evaluation of products and services. But can we measure experience in a valid and reliable manner? Research in Psychology suggests that experiences can only be measured at the time of their occurrence. Once they have ended, experiential information does not exist; it can only be reconstructed from contextual cues found in episodic memory. In this talk I will highlight the relation between memory and experience and its implications for the evaluation of products and services, in particular mobile and pervasive ones. I will describe techniques aimed for measuring experiences in a valid and reliable way such as the Experience Sampling Method (ESM) and the Day Reconstruction Method (DRM). I will take the view that memories of experiences are sometimes more interesting and relevant than the actual experiences, and I will illustrate a new methodological approach I call technology assisted reconstruction as explicated through my PhD work on the measurement of user experience over time and iScale, a tool that uses sketching to assist users in reconstructing their experiences with a product and thus uses human memory as a source of longitudinal HCI data, as well as more recent work on using visual and location data to support reconstruction processes.

Evangelos Karapanos

The ICT&S|PODIUM

The Event Series of the Center for Advanced Studies and Research in Information and Communication Technologies & Society at the University of Salzburg towards the interplay of human, technology and society aiming for the discussion and presentation of interdisciplinary themes.



Christian Doppler Labor
Contextual Interfaces

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Evangelos Karapanos is Assistant Professor at Madeira Interactive Technologies Institute where he also acts as the academic director of the Carnegie Mellon | Portugal Professional Masters of Human-Computer Interaction. He holds a PhD (cum laude) from Eindhoven University of Technology on methods and tools for user experience evaluation. His research focuses on the design and evaluation of pervasive computing systems with a focus on the experiential and social consequences of their adoption. His work has been published at venues such as ACM CHI, IwC, IJHCS. He has been a visiting researcher at Philips Research, Philips Consumer Lifestyle and the Human-Computer Interaction Institute at Carnegie Mellon University.



Evangelos Karapanos