Joy of use – Determinants of joy

Michael Hatscher <michael.hatscher@sap.com>
User Interface Design PSO EMEA
SAP Portals Europe GmbH

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1 Introduction

• Why do some people seem to have fun while working with computers and software products while others just hate it?

• What is the difference between software systems they are using? Do the people differ?

• Is the term “joy of use” just some marketing buzzword?

Goals

• Is joy of use just a phenomenon among others, or is it derived from them?

• What are the determinants?

• What characteristics do the users need?

• How must the development process look like?

• What implications do arise?
2 Theory

Determinants of *joy of use*
Research Questions

• How can *joy of use* be defined?
  – Which determinants are of importance?
  – Implications of *joy of use*?

• How can *joy of use* be achieved? Is there any sense in looking for rules?

3 Methods

• Interviews (60’) with nine experts:
  – Computer Science
  – Software Ergonomics/Usability Engineering
  – Industrial Design
  – Graphics Design

• Content analysis of the transcripts

• Develop a preliminary definition of *joy of use*

• Evaluate of the implications and the determinants
some **Questions** …

- “What experiences of joy while working with software do you have?”
- “Do people differ in respect to whether and when they experience joy while using software? What role do expertise and gender play?”
- “How can a developer, usability specialist, designer ... influence people’s having *joy of use* later on?”

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### 4 Results
Interviews (N=9, between 35’ and 105’)

- There is something like joy of use :-) (for most of the interviewees)
- Joy of use stems from certain features of the software (usability, design)
- Builds itself up dynamically:
  - User: expertise, motivational and differential factors, gender
  - Software: unobtrusive functioning, aesthetic design, small handicaps/surprises
  - Context: positive-agreeable

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Implications of joy of use

- Quality and character of work change: more fun, more efficiency
- Perception of software changes: Software becomes more of a partner
- Moreover: broader acceptance, more natural handling ...
Advice offered by the experts

- Listen to the users and their needs (N=9)
  moreover:
- Don’t try to design for joy / fun – it won’t work!
- Have (visual) designers on the team, examine related products (e.g. games), know what’s going on in the community, think different :-)!
- Make developers have fun during development

Discussion

- Relevance for my daily work as a usability specialist: none ... :-(
- Importance/awareness seems to grow
  - Don Norman’s CHIWEB discussion on emotion and design
  - playful elements in MacOS X and Windows XP
Model of joy of use

Questions?

Contact:
<michael.hatscher@sap.com>
<michael.hatscher@incthings.de>