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User experience curves (ux curves)

Face-to-face conversations and drawing of experience curves.

JULIA VALLE NORONHA, SARI KUJALA AND KIRSI NIINIMÄKI

When did you start using the method and where did your inspiration come from?

2015. The idea came from Sari Kujala's work on user experience with mobile phones in 2011.

What aspect/question/entity does your method explore?

What attachment do individuals feel for clothes they have owned for about five years with regard to relationship, comfort, versatility, aesthetic satisfaction and frequency of use.

How do you go about using your method?

The ux curves method aims at investigating the relationships people have with designed object over an extended period of time. In this first adaptation of the method to clothes, it looks at individuals' long-term engagements with pieces from commercial and experimental fashion. The main interest was to understand if these two modes of making clothes result in different engagements.

Participants were invited, via an open call in digital media, to participate in a study about their relationships with clothes. They were asked to think of two pieces they owned and still wore; one being a commercial fashion piece and the other an experimental fashion piece from a specific designer. For each piece, they drew a set of five curves that investigated their engagements in regard to overall relationship, comfort, aesthetic satisfaction, frequency of use and versatility in the course of time. During drafting of

the curves, participants explained the reasoning behind the drawing and direction changes in the curves. The horizontal axis represented time while the vertical axis represented the quality of each aspect quantified. Each set of curves took around 20 minutes to be completed, with a total time of around one hour for each participant.

How is your method different to others?

The method aims at recollection of long time user experiences and long-term engagements between wearers and the worn. While other methods focus mostly on the textual and visual part of the data (interviews and pictures), ux curves have the quantification of these engagements (the curves) at the core of the study, with textual data supporting the curves.

In your experience, what insight does this method generate?

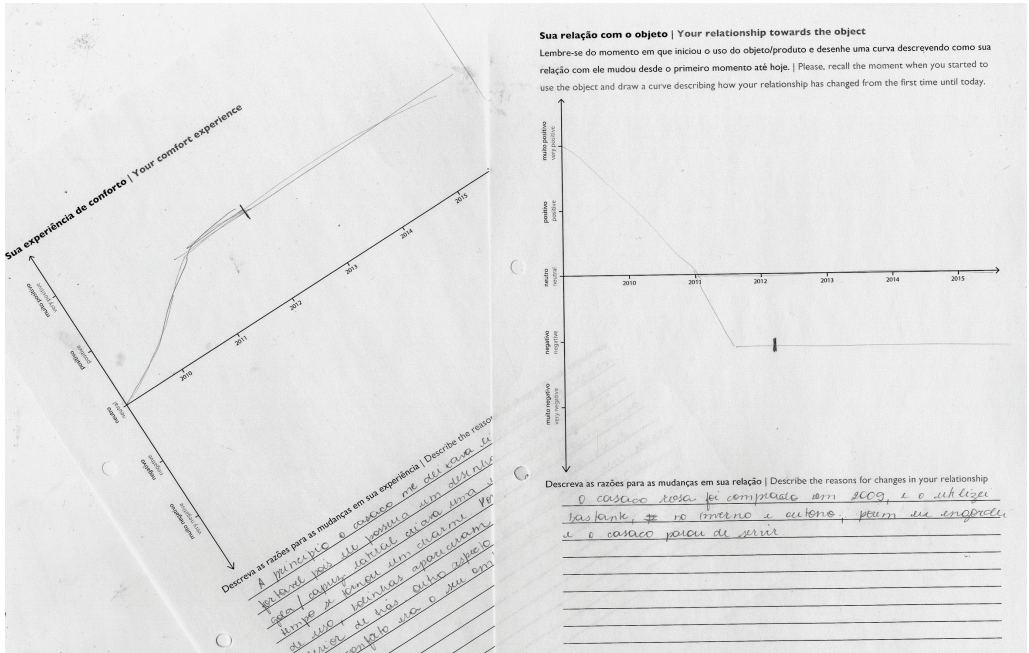
The ux curves method allows the reconstruction of long-term user experiences and the visualization of qualitative aspects in clothing/wearing evaluated by the wearers. In this study, the collected curves were digitized and overlapped in an investigation of possible patterns among wearers in relation to commercial and experimental fashion. At a second stage, the various discourses connected to the direction of the curves (be it ascendant or descendant) were analysed.

How have you used the data your method produces?

The data produced by the ux curves was used to inform academic investigation on wearer worn relations, especially with respect to modes of making. The data was also used as visual input for creative pattern cutting. In general it can be used to bring in user-centred information to the design process.

Links to work demonstrating the method:

- Kujala, S., Roto, V., Väänänen-vainio-mattila, K., Karapanos, E., and Sinnelä, A. (2011). ux Curve: A method for evaluating long-term user experience. *Interacting with Computers*, (23), 473–483.
- Valle-Noronha, J., Niinimäki, K. and Kujala, S. (2017) Learning to wear: Developing person-product attachment to clothes. In review.



Time to conduct method
Time to analyse results
Cost
Additional resources	Audio recorder plus gift of piece of jewellery
People
Location	Workshop
Recruitment to method	Social media
Sample	15