



OPTIMIZING USER EXPERIENCE FOR PRODUCTS AND TECHNOLOGIES

Coffee machine or power plant control center, smart watch or smart home – interaction with technologies determines nearly every aspect of life. This increasing relevance of interactive technologies and the growing demands of users necessitates an early and ongoing involvement of users in the development process.

The AIT Center for Technology Experience offers user experience (UX) studies that help you to identify usability and UX improvement potentials at an early stage. Based on the gathered insights, we present concrete suggestions for optimization when they can be implemented cost-efficiently. This way you are benefitting from our interdisciplinary approach and the team's long-term experience, but also from AIT's leadership in relevant technology sectors.

We support you when designing a unique user experience for your product, your technology, your services or your processes. No matter which user experience you are aiming at – we offer

scientifically sound methods for its definition, measurement and optimization. This includes for example the measurement of emotional response, the modelling of attention, the exposure of personal motifs and barriers to acceptance, or the determination of cognitive load.

OUR APPROACH

- In a workshop, we define problem areas and objectives together with you. In addition, you receive an expert-based assessment of the strengths and weaknesses of your application.
- We then develop a user experience list of criteria and, based on that, an evaluation concept with users from the target group of your product. This study has a strong influence on the development process – we can also offer agile development and participatory design elements.
- Existing products can be reviewed by experts. Our team analyses difficulties in usability and UX – no matter if an app

**Fluidity Satisfaction Naturalness
Protection Sustainability Culture
Barriers Expressiveness Sociality
Willingness-to-Pay
Load Personalization Conscience
Quality-of-Life Cooperation
Customization Perception
Efficiency Embeddedness
Distraction Transparency Visibility**

or industrial machinery is involved. AIT experts provide scientifically based recommendations for the design of your system.

- The Technology Experience Lab is equipped for the conduction of various kinds of studies. We select a representative sample from a user research panel and inquire the participants about their experience (via questionnaires and interviews, but also through observation).
- The results of the study will be presented to you, and you also receive a usability and UX quality profile. If you wish, we can also conduct quantitative benchmarking with respect to similar systems.
- We provide clear indications and a roadmap to a measurable improvement of the usability and the user experience of your product, based on the detailed analysis of usage data and the assessment by our user interface experts.

OUR EXPERTS

- Peter Fröhlich: usability and user experience of mobile applications
- Johann Schrammel: complex systems and big data applications



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