User Experience: from the "how" to the "why" of technology use

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To adapt technology to human nature was always the key concern of human factors, human-computer interaction and usability engineering. However, "nature" was often viewed narrowly in terms of perceptual and cognitive processes and the ability to perform with efficiency. Definitely in line with organizational goals, this renders humans as "homo oeconomici", who value technology solely as tool to gain time to do whatever is concerned pleasurable. Recent discussions, however, point at the idea that the technology in itself can be a source of pleasure. Accomplishing a given task might be a limited view of what people gain from technology. Insights, pleasurable stimulation, social exchange are the true underlying motives for technology adoption and use; feelings and experiences its true outcomes. Many of these notions are recently subsumed under the umbrella of User Experience (UX). The talk will give an overview of UX and will discuss resulting challenges and opportunities for the research and practices in our field.