

Reliability of the Experience Recollection Method on University Life

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In the upper stage of Human Centered Design (HCD) process, user experience (UX) for the targeted artifacts (product, system or service) can be evaluated as a part of the user survey. Evaluation methods of UX can be divided into two categories: real-time and memory-based. Real-time UX evaluation methods provide information on the spot, but on the other hand, they require the informants to answer questions during their daily life, thus their life may be disturbed by the evaluation task. This invasive nature of real-time method makes it difficult to repeat the survey for more than several weeks. On the other hand, Memory-based UX evaluation methods do not have such time constraints and can be applied to the long-term UX evaluation, but their evaluation is limited because of the nature of human memory.

A method called Experience Recollection Method (ERM) was developed by Kurosu and Hashizume for evaluating the UX based on the reflection of users. Informants are asked to write about past events/episodes and rate the degree of satisfaction. There are seven time periods: expectation, purchase, early use, major usage, recent use, present time and near future that include all phases of experience with the artifact.

The reliability of ERM was already confirmed using the re-testing method, and the comparison of the contents of written episodes and their evaluations showed a high level of reliability. Therefore, the reliability of ERM could be regarded relatively high under the normal circumstance, but it is not yet sure if the reliability of ERM could be kept at high level under such emergent and special circumstances as the COVID-19 pandemic.

In this presentation, the result of ERM about the university life under this abnormal situation obtained from university students is analyzed in terms of the reliability of the method.