

Applying the method of Taxonomy of Experience (ToE) to Design Education

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ABSTRACT

User experience is an important perspective in design process. General methodologies would be taught to students to obtain and analyse user experience. For the purpose of improving students' sensitivity to users' thoughts; the method of Taxonomy of Experience (ToE) and its analytic process which was named SEEing were applied to the lectures of User Experience in the Department of Media Design in a university in Taiwan. A total of eighty students were taught this method through lecturing with slides. Four news applications were selected for analysing user experience by ToE as an assignment. Three focus group interviews were conducted after the completion of the assignment to understand the pros and cons of applying this method in design education. Most students agreed that ToE provides clear categories for referring to users' feelings and verbal commentary of the news applications; in addition, the nine steps help to distil and highlight necessary elements that impact users' satisfaction of the news applications. However, the SEEing process is lengthy for impatient students. Large time consumption for finding the meaning of the users' verbal commentary was also a concern. Overall, this method opens the students' mind and evokes the students' sensitivity to think further regarding user experience.

Keywords: User experience, ToE, verbal commentary, news application.