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Autore	Karapanos Evangelos
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Sommario/riassunto	Over the past decade the field of Human-Computer Interaction has evolved from the study of the usability of interactive products towards a more holistic understanding of how they may mediate desired human experiences. This book identifies the notion of diversity in users experiences with interactive products and proposes methods and tools for modeling this along two levels: (a) interpersonal diversity in users responses to early conceptual designs, and (b) the dynamics of users experiences over time. The Repertory Grid Technique is proposed as an alternative to standardized psychometric scales for modeling interpersonal diversity in users responses to early concepts in the design process, and new Multi-Dimensional Scaling procedures are introduced for modeling such complex quantitative data. iScale, a tool for the retrospective assessment of users experiences over time is proposed as an alternative to longitudinal field studies, and a semi-automated technique for the analysis of the elicited experience narratives is introduced. Through these two methodological contributions, this book argues against averaging in the subjective

evaluation of interactive products. It proposes the development of interactive tools that can assist designers in moving across multiple levels of abstraction of empirical data, as design-relevant knowledge might be found on all these levels. Foreword by Jean-Bernard Martens and Closing Note by Marc Hassenzahl.