

HKES Seminar

Human Factors of Affect and Its Application to Holistic User Experience

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Date: 3rd February 2015 (Tuesday)

Time: 10:30am

Venue: P4701, 4/F, AC1

Abstract:

This seminar showcases the research topics related to affective quality in product design and user experience. UX (User Experience) is a term widely used throughout the product design life cycle. However, few formal researches exist investigating its relationship to human factors/ergonomics. Satisfying usability-oriented goal affects the performance of product/service. This possibility is greatly shown in the increasing interest in UX among researchers and practitioners. The concept of UX also emerged as a promising lead to the potential contribution that user-centered design can provide to the design of product and systems in general. While these are promising indications of the wide acceptance of human factors/ergonomics in industries, there is still the lack of understanding and appropriate linkage between human factors and UX. While ergonomics/human factors in the fields such as usability of product/services and user experiences concerning their use are developed relatively recently, how humans feel about the product/services is an interesting question studied intensively in the area of affect, affective engineering, and Kansei engineering. This seminar reviews and discusses the fundamental concepts of affect and affective engineering in its relation to recent trends in UX research/application by using industrial application cases where the theory of affect contribute to the positive user experience.

Speaker bio:

Dr. Myung Hwan Yun is a professor in Industrial Engineering Seoul National University, South Korea. He is also the director of the Center for Human Interface Systems in the Institute of Industrial Systems Innovation at SNU. He teaches and conducts basic and applied research in human factors and ergonomics engineering with an emphasis on the affective product/service design. He spent most of his career advising, consulting and co-operating with new product development teams from various companies in Korea. He worked with Samsung Electronics (Mobile Products, Displays and Home Appliances) and LG Electronics (Home Entertainment). He is currently advising Hyundai/KIA Motors in their presidential advisory group. He received his B.S. and M.S. in industrial engineering from Seoul National University, Seoul, Korea and a PhD in industrial and manufacturing engineering from Penn State University, USA. His research interests include Human Factors in Product Design, Perceived Quality, Affective Product Design, User Interface, New Product Development and New Service Creation. He is a board member of Ergonomic Society of Korea and Chair of the Program Committee of the newly-formed council in Asia, the ACED (Asian Council on Ergonomics and Design).

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