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Netnography approach for UX research (Conference Paper)

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Abstract

This paper discusses on how netnography can be applied to gain an understanding on sensitive research topic in a high power distance culture. The study investigated the frustrations among practitioners in incorporating the User Experience Design (UXD) in software development process. Netnography has been applied to uncover the unspoken behaviors of stakeholders and attitudes of clients who disrespect designers that reflects the UX practitioners frustration on the stakeholders’ politics. This findings will be useful in seeking a solution to improve the UXD process. From this work it can be concluded that netnography can be a suitable approach to gain deeper insights into understanding practitioner's frustrations in UX research study. © 2016 ACM.

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Community Of Practice; Design; Frustration; Malaysia; User Experience (UX)

Indexed keywords

Engineering controlled terms: Design; Software design; Software engineering
Community of practice; Frustration; Malaysia; Research studies; Research topics; Software development process; User experience design; User experiences (ux)

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2 Ardito, C., Buono, P., Caivano, D., Costabile, M.F., Lanzilotti, R.
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