Experience?

- home, entertainment, shopping
  - not enough that people can use a system
  - they must want to use it!
- psychology of experience
  - flow (Csikszentmihalyi)
  - balance between anxiety and boredom
- education
  - zone of proximal development
  - things you can just do with help
- wider ...
  - literary analysis, film studies, drama

Managing value

people use something
ONLY IF
  it has perceived value
AND
  value exceeds cost

BUT NOTE
- exceptions (e.g. habit)
- value NOT necessarily personal gain or money
Weighing up value

value
- helps me get my work done
- fun
- good for others

cost
- download time
- money £, $, €
- learning effort

Discounted future

- in economics Net Present Value:
  - discount by \((1+r)^t\) years to wait
- in life people heavily discount
  - future value and future cost
  - hence resistance to learning
  - need low barriers
    and high perceived present value

example - HCI book search

- value for people who have the book
  helps you to look up things
  - chapter and page number
- value for those who don’t ...
  sort of online mini-encyclopaedia
  - full paragraph of context
  ...
  but also says “buy me”!!

Value and organisational design

- coercion
  - tell people what to do!
  - value = keep your job
- enculturation
  - explain corporate values
  - establish support (e.g. share options)
- emergence
  - design process so that
    individuals value → organisational value

General lesson ...

if you want someone to do something ...

- make it easy for them!
- understand their values