

Editorial

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Dear readers of our new journal “Quality and User Experience”,

Over the last years, the notion of *User Experience (UX)* gained a lot of momentum in the research community. In particular, this is true in the field of human–computer interaction, but also in related fields (e.g. design). In parallel, the discussion on the notion of *Quality of Experience (QoE)* has gained considerable attention in the multimedia community, leading to new processes, projects, and standards. Discussions and publications emerged to get more insight into this very interdisciplinary area (around the terms user experience and quality of experience, or more implicitly around other terms such as customer experience, product experience, or human experience). However, we are still far from having a mature field of science with established knowledge and established methodology.

Research on experiences and quality perception of information and communication technology (ICT) applications, products and services is highly challenging. The reason is that in this domain, complex and dynamic human, societal, technical as well as contextual properties and factors have to be considered in order to be able to grasp the full picture and not just some isolated parts of it. This large number of different inter-related elements touches

upon a wide range of scientific disciplines and fields, with distinct ontological positions, scientific methods and areas of expertise. Some of them are strongly technology-oriented (e.g., telecommunications, multimedia, and signal processing ...) whereas others have a more human-centered character (psychology, social and behavioral sciences). Another entry point exists from the area of design, with its interest in discussing experience design processes as well as instances of experience design as a central subject of scientific discourse.

In particular, some research communities developed around the more technology-oriented notion of QoE while others are based on the human-centered notion of UX or the design side of the field. Some areas have been developing rather independently from each other over the past 10 years, and consequently, there is a lack of interaction between both fields. A critical comparison of QoE and UX (Wechsung and De Moor 2014) identified clear differences between both notions and the related research communities in terms of their origins, driving forces, theoretical basis, measurement and evaluation approaches, tools and methods. However, it also pointed to important similarities, complementarities, and to the potential value of increased multi-disciplinary collaboration, knowledge integration and knowledge exchange in order to advance the current understanding on experience and quality in the ICT domain.

However, one major barrier is that these different fields and the associated research communities speak their own language and have their distinct channels and platforms for discussion and dissemination. In particular, publications on QoE and UX are scattered over many different journals and conferences (such as IEEE Transactions on Image Processing, Multimedia or Broadcasting, Communications of the ACM, Int. Journal on Human–Computer Studies, ACM

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TOCHI and TAP, Behavior and Information Technology, Interacting with Computers, Multimedia Tools and Applications and others on the journal side, and QoMEx, VPQM, PQS, CHI, DIS, MobileHCI, NordiCHI and others on the conference/workshop side). This makes it very difficult to closely follow the theoretical, methodological and practical advancements in both fields and to initiate a fundamental, holistic and multi-disciplinary debate on experience and quality related to encounters with ICT products. Moreover, the situation makes it very hard for researchers in the field to go beyond their own narrow focus and background, to exchange ideas, to learn and benefit from available expertise and insights yielded in these other related fields and to work in a truly multi- and interdisciplinary manner.

As a result, the main motivation to start this new journal is to narrow the gap between these two fields and communities by stimulating multi-disciplinary collaborations on quality and user experience as well as by establishing a durable and structural platform for scientific dissemination and debate. This new journal will serve as a forum for a comprehensive viewpoint on the very diverse facets of experience based on interdisciplinary and interdomain viewpoints.

The main goal of the journal is to provide a suitable venue for publishing new and important results on a comprehensive viewpoint on quality and user experience. The journal aims to serve as a forum for stimulating and disseminating substantial research in the very diverse facets of user experience and quality based on very interdisciplinary viewpoints. Experience Research is defined as the scientific and interdisciplinary investigation of the various aspects of human experience related to specific interaction technologies, products and systems. This includes general considerations of these aspects as well as user experience as a contextual phenomenon, as user experiences are very much bound to the specific situation they emerge in. As a result of this research, technologies, products and systems can be evaluated and optimized to provide optimum experience; this optimization process is also targeted by the journal.

The journal will encourage and enable first class research from any scientific discipline that contributes to and shows relevance to quality of experience and user experience. Examples include: taxonomies and models to define and explain quality of experience and user experience; relationship to other concepts such as user acceptance or value systems; lab or situated studies delivering insights to specific experience aspects, discussion of influence factors on UX and QoE and their relationships; the significance of time for the dynamics of user experience and quality of experience, relevant insights from different disciplines such as design, psychology, social sciences or material science; research in contextual experiences to

capture specific situations including specific domain aspects; tools and frameworks towards the development of next generation experiences; methods to capture, analyze, design and evaluate user experience and quality of experience; user experience research related to special user groups, special needs as well personal differences; insights on the design of experiences from the constructive as well as from the process perspective; experience design approaches and methods; viewpoints on the meaning of experience design; and experience design for specific application domains.

The journal format will allow and encourage, besides the publication of research articles, that of tutorial papers giving a broad view of a particular topic. Since the targeted domain is strongly interdisciplinary, such tutorials can prove to be valuable in finding latent relations among different fields related to experience and quality. In addition, the journal will also encourage the publication of papers replicating previous results for validation and extension purposes, in order to foster reproducibility. This is of particular importance for user studies in the field of QoE and UX, which are often relatively small-scaled due to their exploratory and in-depth character. Further types of articles may include: meta-analysis papers, scientific commentaries, surveys (summaries of recent insights in specific research areas with relevance to the journal), experience design reflection pieces (insight driven discussion of experience design in specific contexts as well as process and methods insights), book and event reviews (short articles summarizing new books from the field as well relevant events), and topical collections on dedicated topics.

The idea of setting up such a journal, and the shaping of its goals, topics and format, was initiated by a group of researchers at the Dagstuhl Seminar 12181 “Quality of Experience: From User Perception to Instrumental Metrics”¹ in 2012. It was then spread to the European Network on “Quality of Experience in Multimedia Systems and Services”, Qualinet (COST Action IC 1003²), which initiated a Task Force for setting up such a journal. This group merged its forces with a similar attempt in the UX community. The joint activities of this extended group finally led to a journal proposal which was at the basis of much of the text of this editorial, and which was luckily accepted by our editor, Springer, to become operative at the turn of the year 2015/2016.

We would like to take the opportunity to express our deep gratitude to all who have helped on the way to make this journal come alive, having contributed with ideas, critics, texts and administrative support. More importantly,

¹ See www.dagstuhl.de/12181.

² See www.qualinet.eu.

however, we would like to invite you all to contribute to this new journal with your own research, reviews, and proposals, in order to make it what it should be: a means of communication for everybody interested in Quality and User Experience, and for strengthening our community.

Reference

- Wechsung I, De Moor K (2014) Quality of experience versus user experience. In: Möller S, Raake A (eds) Quality of experience: advanced concepts applications and methods. Springer, Cham