

User Experience Evaluation of Augmented Reality

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User Experience (UX) is crucial for the success of digital products, referring to the subjective impression of users. In the context of Augmented Reality (AR), UX evaluation gains even greater importance due to new interaction paradigms. While research on AR technologies has rapidly progressed, systematic approaches for evaluating UX in AR remain limited compared to more established domains. Conducting UX research in AR requires a suitable selection and combination of qualitative and quantitative methods, ranging from questionnaires and usability testing to observational studies and physiological measures. Among the different methods, UX questionnaires are most commonly applied.

This tutorial will introduce the state-of-the-art regarding UX evaluation methods, with a special focus on AR. In particular, the focus is on UX questionnaires. Based on this, the challenges of questionnaires are introduced. Moreover, directions on how to conduct a quantitative UX evaluation using questionnaires are provided.