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Factors Influencing the User Experience of Modern Digital Products

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Over the past decades, digital products have become an integral part of society's life. Interaction with digital products, such as websites, mobile applications, or web services, is constantly evolving and adapting to user demands, the level of technological development, and modern trends [1]. For a digital product to be successful, it must meet a number of requirements: achieve the goals of the owners of such products, satisfy user needs, correspond to the level of technical development of the market, and possess the necessary functional provision [2].

The first thing users encounter when initiating interaction with a digital product is its visual component, namely the user interface or UI design. It is not limited merely to visual elements, such as color and typography schemes, icons, and illustrations, but directly organizes the logic of user interaction with the product. It is this organic combination of visual and interactive components that creates the holistic image of a digital product, capable of either attracting or instantly repelling further interaction. Therefore, one of the critically important tasks of the visual component is to capture users' attention from the very first seconds through a convenient, modern, and distinctive design [3].

Following the initial visual assessment, the next stage begins – direct interaction and the execution of actions

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intended to ensure the achievement of the user's goals and the satisfaction of their needs. The overall effectiveness of a digital product directly depends on how easy and comprehensible the interaction is for the audience. Accordingly, the key objective of UX design is to provide users with the simplest and most intuitive process for solving their tasks utilizing the functional capabilities of the website. Unfortunately, complex or incomprehensible interaction remains one of the most prevalent issues with modern digital resources. Such an approach forms a persistent negative experience, irritation, and antipathy among users. Concurrently, for the owners of digital products, these design errors directly convert into negative reviews and the non-fulfillment of set business objectives [4].

For a deeper understanding of the interaction environment, it is advisable to systematize digital products according to the following characteristics: purpose, specialization, type of structure, functionality, target audience, content type, interaction type, and type of technical implementation. Depending on the type of digital product, its specifics, and its purpose, particular influencing factors can be implemented in more or less detail. Globally, the user experience during interaction with digital products is influenced by nine key groups of factors [1-5]:

- knowledge about users (demographics, psychology, behavioral models, etc.);
- design metrics (trends, UX practices);
- technological aspects (speed, compatibility);
- functional and structural features (information architecture);
- quality metrics;
- product development metrics (integrations, frontend, and backend technologies);
- business metrics (content strategy, business objectives of the product);
- legislative metrics (accessibility standards, privacy);
- managerial metrics (resources, performers' experience, etc.).

For a more systematic perspective on the situation, the factors influencing user experience during interaction with digital products were formulated and ranked. These factors were grouped into six main directions, namely:

- usability: encompasses obstacles such as a non-intuitive interface, poor visual hierarchy, confusing

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navigation, and inefficient menus. This also includes typography issues (inappropriately selected fonts, poor readability) and the absence of tooltips or user support functions;

- user engagement (interaction): captures the loss of interest due to the application of a one-size-fits-all approach without considering user preferences and personalization. Insights here include the negative impact of a lack of social proof (reviews, testimonials), convoluted feedback mechanisms, as well as the use of static and unappealing layouts lacking interactive components;

- accessibility: details accessibility barriers, which include insufficient contrast or inappropriate color combinations, complex graphics without descriptions, and the absence of text alternatives for visual content. Additionally highlighted are issues with complex forms, non-functional keyboard shortcuts, and a lack of keyboard navigation;

- performance: reflects technical issues that ruin the experience: slow webpage loading times, unoptimized code, large file sizes, and lengthy server response times. Separately emphasized is the detriment caused by non-responsive design and poor-quality mobile optimization;

- content quality: indicates user attrition due to ineffective copywriting, spelling and punctuation errors, outdated information, and a lack of continuous updating. Equally critical is the misalignment with user needs, the presence of false statements, and unreliable statistics;

- security and trust: accumulates risk factors such as an obscure privacy policy, the absence of SSL certificates, and insufficient data encryption. Trust is also undermined by excessive advertising, spam, deceptive elements, and suspicious informational content.

The practical application of the identified factors allows for the rationalization of the design process for digital solutions. Concentrating efforts on user-priority needs serves as a guarantee for the overall success of the project. Taking these factors into account at the design stage qualitatively transforms the interaction with a digital product and ensures a positive dynamic in the basic criteria of its quality.

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