

Dissertation press release**26.10.2018**

The Experience Mapping approach looks into what we see and how that shapes our experience

Title of the dissertation	From visual perception to user experience: Measurement & modeling
Contents of the dissertation	This thesis is about understanding and molding visual perceptions and user experiences through psychometric experiments and mathematical modeling. This work applies color appearance models to predict and control the colors we perceive on digital screens seen in varying ambient lighting conditions. The Experience Mapping approach and the Experience Map diagrams described, developed, and applied in this work use data analytics to describe and visualize the perceived and experiential differences between given products, services, prototypes, concepts, or brands. The approach provides a new perspective and tools for communicating relevant information about users and customers in iterative experience-centered design processes.
Field of the dissertation	Computer Science, Imaging technology
Doctoral candidate	Janne S. Laine, M.Sc.(Tech.)
Time of the defence	9.11.2018 at 12 noon
Place of the defence	Aalto University School of Science, Haukilahti high school, Laine Building, Auditorium, Tekniikantie 3, Espoo
Opponent	D.Sc.(Tech.) Pablo Cesar, Centrum Wiskunde & Informatica, The Netherlands
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Electronic dissertation:	http://urn.fi/URN:ISBN:978-952-60-8249-3
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