

Dissertation press release

26.10.2018

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

<b>Title of the dissertation</b>	From visual perception to user experience: Measurement & modeling
<b>Contents of the dissertation</b>	<p>This thesis is about understanding and molding visual perceptions and user experiences through psychometric experiments and mathematical modeling.</p> <p>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.</p>
<b>Field of the dissertation</b>	Computer Science, Imaging technology
<b>Doctoral candidate</b>	Janne S. Laine, M.Sc.(Tech.)
<b>Time of the defence</b>	9.11.2018 at 12 noon
<b>Place of the defence</b>	Aalto University School of Science, Haukilahti high school, Laine Building, Auditorium, Tekniikantie 3, Espoo
<b>Opponent</b>	D.Sc.(Tech.) Pablo Cesar, Centrum Wiskunde & Informatica, The Netherlands
<b>Custos</b>	Professor Tapio Takala, Aalto University School of Science, Department of Computer Science
<b>Electronic dissertation:</b>	<a href="http://urn.fi/URN:ISBN:978-952-60-8249-3">http://urn.fi/URN:ISBN:978-952-60-8249-3</a>
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