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Jennifer Preece is Professor and Dean in the College of Information Studies, Maryland's iSchool – at the University of Maryland. Yvonne Rogers is the Director of the Interaction Center at University College London as well as a Professor of Interaction Design. Helen Sharp is Professor of Software

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Preece, Rogers and Sharp (Interaction Design) identify UI

goals that are more than pragmatic goals and call them user

experience goals. User experience goals is a new aspect of

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design driven by the video games and ubiquitous devices. Some positive user experience goals are: Satisfying; Enjoyable; Fun; Entertaining; Helpful; Motivating; Aesthetic

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Jennifer Preece is a Professor and Dean Emerita in the College of Information Studies - Maryland's iSchool - at the University of Maryland in the USA. Yvonne Rogers is the Director of the Interaction Center at University College London as well as a Professor of Interaction Design.

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