Human Personality x UX
The influence of personality traits on an originally unpleasant UX

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Abstract

This project uses the HEXACO model to explore the influence of human personality traits on the UX of a website that already provides an unpleasant experience. A total of 12 participants took the personality test, performed usability tasks on the website, after which they gave a UX score to the experience and reported usability issues. This study fills research gaps and contributes to the existing body of literature on UX.
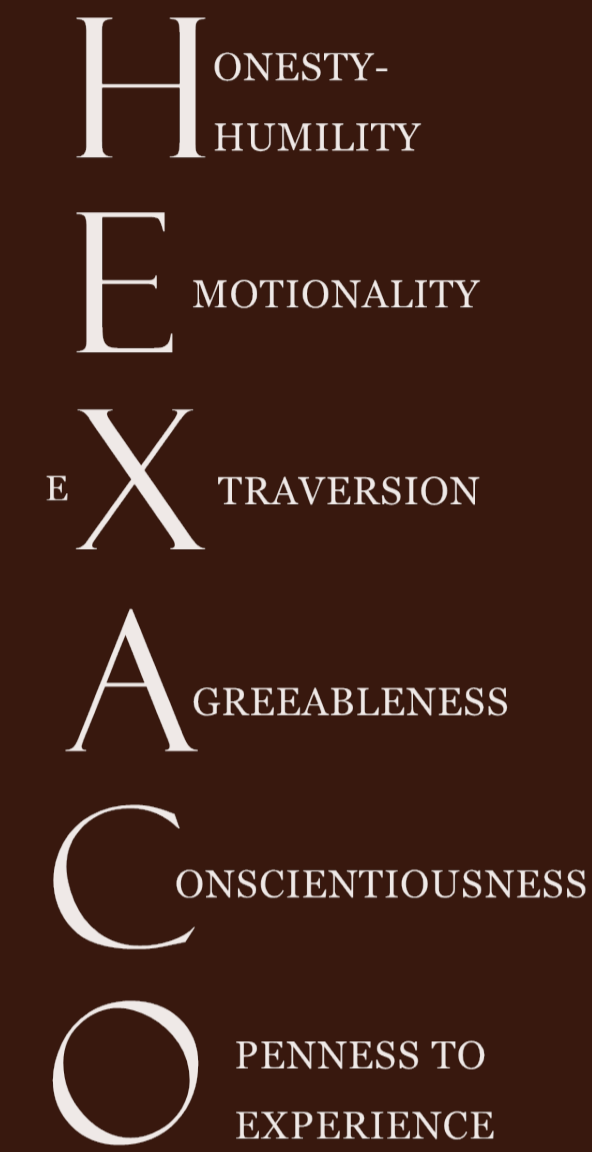
Research Study

HEXACO Personality Test
100-item personality questionnaire

Eye Gaze Calibration
Eye movement calibrated with the tracker

Usability Tasks
Eye journeys tracked as tasks performed

Satisfaction Survey
Subjective feedback and score on the UX

Retrospective Think Aloud
Usability issues reported in an open interview

Data Analysis

UX Metric

- UX Score
  - Multiple Linear Regression
  - Correlation Analysis
- Eye Gaze Data
  - Heat Maps & Scan Paths
- Number of Reported Issues
  - Multiple Linear Regression
  - Correlation Analysis
  - T-test

Background & Introduction

What is personality?

Understood by psychological literature as traits that establish the distinctive qualities of a person, impacting how they behave, react, feel emotions, perceive situations etc, distinguishing them from others.
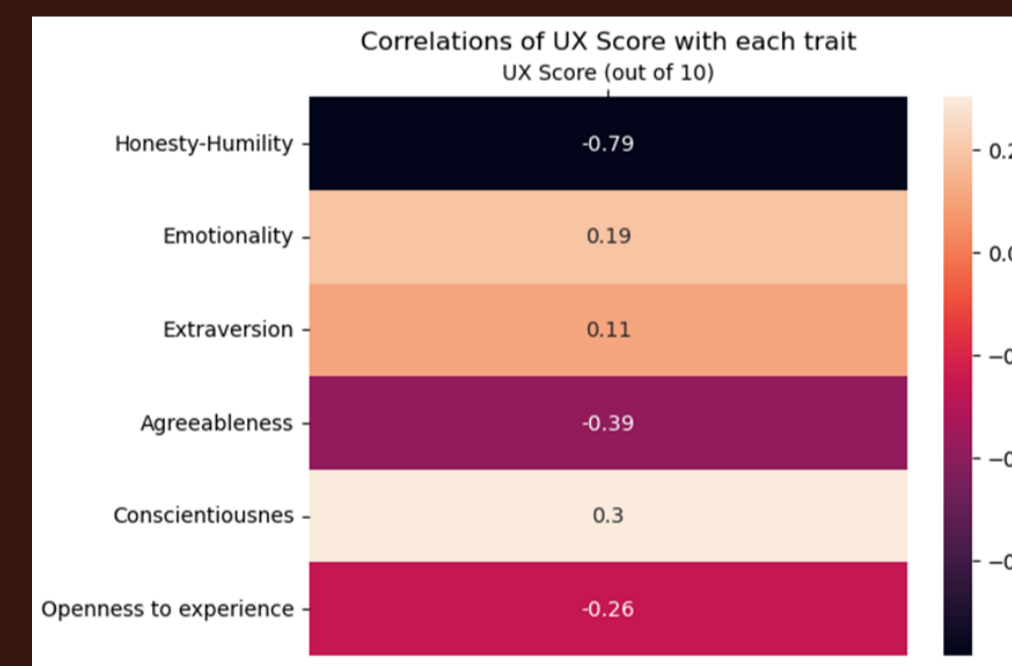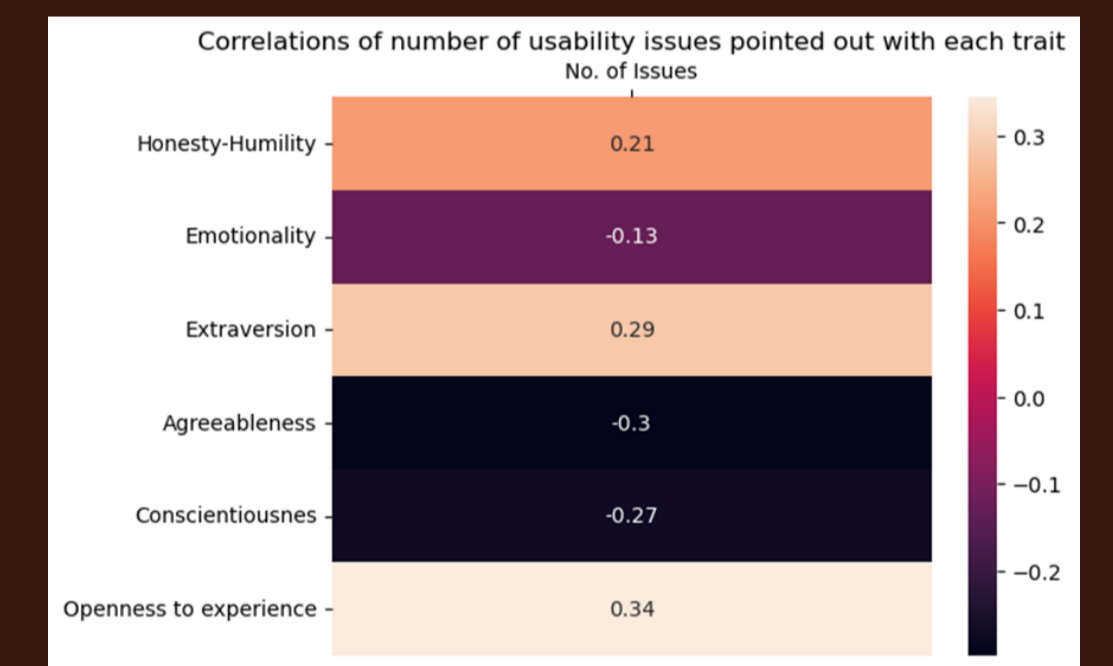
The HEXACO Model of Personality

HONESTY-HUMILITY
EMOTIONALITY
E**X**TRAVERSION
AGREEABLENESS
CONSCIENTIOUSNESS
OPENNESS TO EXPERIENCE

Research Questions

1 Do personality traits influence the UX in this case?

2 Impact on the number of usability issues?
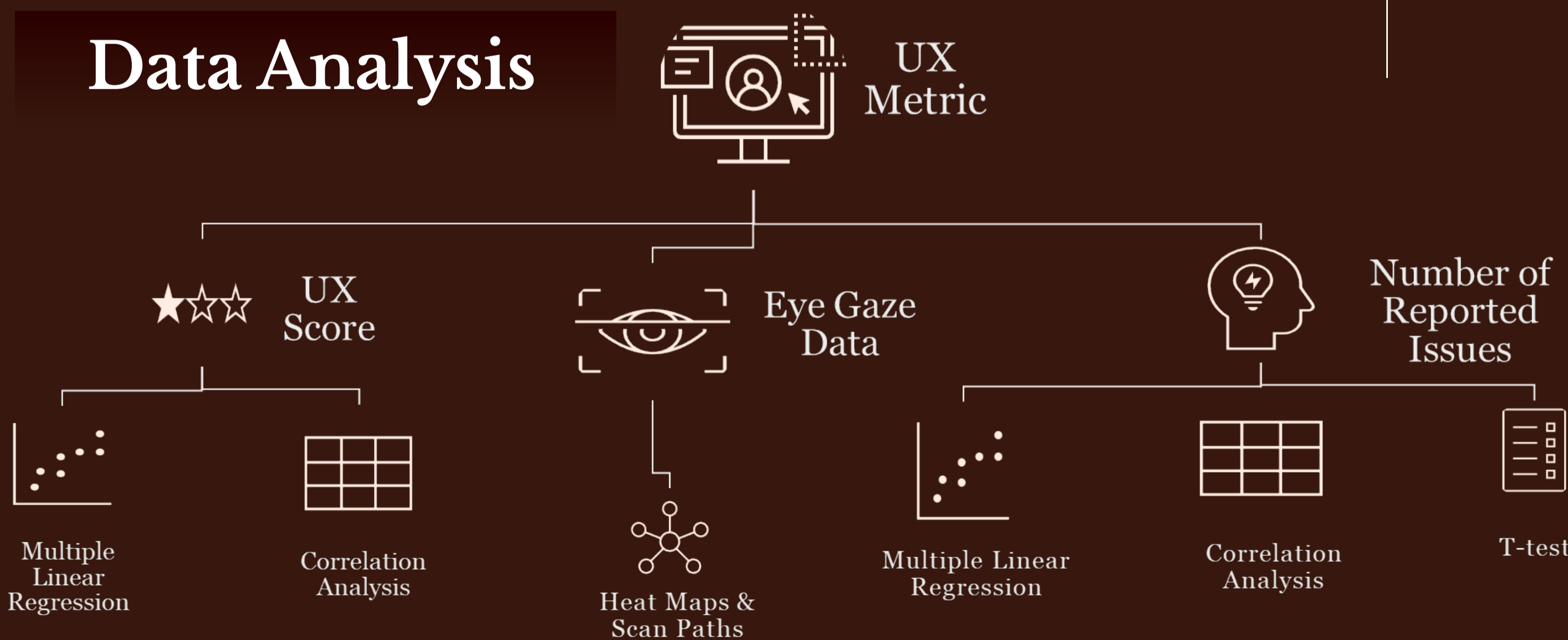
3 Which trait has the strongest impact?

Findings

Correlations of UX Score with each trait
UX Score (out of 10)

Trait	Correlation
Honesty-Humility	-0.79
Emotionality	0.19
Extraversion	0.11
Agreeableness	-0.39
Conscientiousness	0.3
Openness to experience	-0.26

Honesty-Humility ↑
UX Score ↓

Emotions Felt: frustration, Stressful, Resignation, Sleepy, Anxious, Confusion, easy, Depression, Annoyance, Confused, Frustrated, peasy, Frustration, Anger, relaxed

Correlations of number of usability issues pointed out with each trait
No. of Issues

Trait	Correlation
Honesty-Humility	0.21
Emotionality	-0.13
Extraversion	0.29
Agreeableness	-0.3
Conscientiousness	-0.27
Openness to experience	0.34

Agreeableness ↑
Number of issues reported ↓

Conclusion

- Personality traits do not influence the already unpleasant UX of a website
- Negative emotions/experience regardless of personality
- Eye Gaze journeys not impacted
- Weak anticorrelation between Agreeableness and number of usability problems
- Strong anticorrelation between Honesty-Humility and subjective UX score

Future Research

- Further exploration of the revealed relationships
- Same research questions but using websites across several different domains, with different usability tasks
- The impact of self-fulfilling prophecy and positive/negative connotations on UX