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# Whose Experience Do We Care About? Analysis of the Fitness of Scrum and Kanban to User Experience

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of implementing them. Both processes seem not favorable for UX work in practice. Among others, one intriguing observation is loose adherence to the related guidelines and principles. A query derived from the analyses of the interviews is that “customer,” as compared with “user,” has more frequently been referred to by our interviewees, irrespective of the process they adopted. We have then been motivated to investigate this issue, using a web-based survey with another batch of practitioners (N = 73) in the software industry (Study 2). Results of the survey indicate that the practitioners in general had a reasonable understanding of the concepts “user” and “customer,” although a minority tended to treat them as synonyms. Limitations of the current studies and implications for future work are discussed.

## Notes

<sup>1</sup> In ISO 9241-210:[2010](#), the term “human-centered design” is used instead of “user-centered design” with the underlying rationale of emphasizing that this part of ISO 9241 addresses impacts on stakeholders other than users. Nonetheless, in practice, the two terms are used interchangeably.

<sup>2</sup> In exploring the relationship between user experience and customer experience, Spiller and Noci ([2019](#)) argue that customer experience is a broader concept than user experience. Customer experience is strictly product-related, while user experience is broader, encompassing both rational and emotional aspects. The relationship between user experience and customer experience is complex, and the two concepts are not strictly interchangeable. The authors suggest that customer experience is a more holistic concept, encompassing both rational and emotional aspects, while user experience is more focused on the rational aspects of the user's interaction with the product. (Spiller and Noci, 2019, p. 397).

<sup>3</sup> <http://europeanjournalofmarketing.com> (2019). [Statistics](#)

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## Effie Lai-Chong Law

Effie Lai-Chong Law is Reader at University of Leicester, UK. Her research focuses are usability and User Experience (UX) methodologies and their applications in various domains, including technology-enhanced learning, serious games in the context of law and cultural heritage, and cross-cultural User-Centred Design (UCD) research. She has been involved in a number of EU- and UK-funded projects, leading the UCD work in them.

## Marta Kristín Lárusdóttir

Marta Kristín Lárusdóttir is an assistant professor at Reykjavik University, Iceland. Her main research area is the interplay between usability and UX activities and software development processes, especially in Agile development processes such as Scrum and Lean software development. She has been collaborating with various software companies in industry, and also an active member in IFIP TC13.

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