**Question:**

**As a Project Manager, what might be your response to manage the emotional reactions of a customer? You should use at least three academic papers to support your response and write a minimum of 300 words as your response.**

As a project manager presented with this challenge, I would say that in order to manage the emotional reactions of a customer within the context of the CUE model, I need to create and delegate tasks that achieve this outcome in a measurable way.

To determine what kinds of tasks need to be made to solve this problem, I would start with research so that I can find concrete ways of measuring customers' emotional reactions so that there is data available which can be used to track improvement in this area. Gross & Bongartz (2012) note that within the context of the CUE model, judgements on an application's UX are influenced by different factors depending on the nature of the application: for instance, goal-oriented applications are judged more on their usability, while entertainment applications are judged more on fun. This research implies the necessity of getting user feedback for the exact application under inspection. Fortunately, Minge et al. (2016) created a questionnaire which measures aspects of user experience based on characteristics identified within the CUE model. One of the authors has also provided a spreadsheet which makes it possible to get more detailed metrics on responses, such as mean values and standard deviations (Minge, n.d.). Although this questionnaire measures overall judgement of UX, there is a subset of questions dedicated to measuring emotional reactions, which can be used as a metric to improve upon and track.

Having established an objective metric which can be monitored to track changes in emotional reaction, tasks can start being assigned. The first major task would be getting as many customers as possible to answer the questionnaire. Thereafter, the data would need to be interpreted and correlations would need to be found between emotions and specific features.

Once features have been identified that can be improved on (or if new features have been brainstormed that could address user pain points), I would finally begin delegating tasks to engineering teams. These teams would be responsible for developing and functionally testing the features. At this point, there is further opportunity to see the impact of the features at a wider scale, and this could be done through A/B testing. Although A/B testing is used to measure conversion and increases in revenue, Firmenich et al. (2019) found that it can be used to measure improvements in usability (an instrumental factor in the CUE model).

As a final step, more data should be collected from users, which can then be analysed again to see the change in emotional reactions after the feature release, and this cycle can be repeated again.

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