

# Systematic review of Persian articles on user experience in products based on the PRISMA method

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## Abstract

User experience research always leads to understanding the real needs of customers. The present research is a systematic review study that employs the PRISMA method to examine and analyze Persian articles published in the field of product user experience. The PRISMA method was used for this research. The primary criterion for selecting articles was their focus on the desirable user experience for utilizing a product. Out of 160 published articles in Persian-language databases, journals, and various conferences in the field of product user experience, 126 articles were ultimately selected for analysis in this research. The findings revealed that out of 126 researchers, 87 were male (69%) and 39 were female (31%), indicating that male authors contributed approximately twice as much as female authors. Journals such as “Journal of Fine Arts: Visual Arts” with 23 articles, “Quarterly Journal of Brand Management Quarterly” with 19, and “Dastavard Journal” with 11 articles ranked first to third in publishing articles on product user experience. The research also showed that the use of qualitative research methods in the studies was significantly less compared to quantitative methods. Only a few articles utilized phenomenological, ethnographic, and grounded theory approaches. A wide range of topics emerged in the research, including product design based on visual and practical features, exploring the relationship between user emotions and product features, the impact of human emotions in the design process, user and product understanding, user-centered design, user enthusiasm in product purchasing, the influence of commitment on brand name and its connection with the product’s mental engagement, providing patterns of user behavior towards products, effective brand management with cognitive and personal structures of users, and improving product marketing and sales. The findings also indicated that the majority of published articles were research-based (109 sources, 87%), with the fewest articles being conference papers (8 articles, 6%). Keywords such as design, product, user, and emotion were the most frequently used in the 126 reviewed articles. The results of this study provide suitable solutions and guidelines for informing product designers to design products that align with users’ needs, interests, and preferences.

Keywords: Interactive design, user experience, user interface, product user experience, user experience in art, user-centered design  
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## 1 Introduction

The utilization of user experience in design has always been geared towards understanding the real needs of customers. Designing products based on customer needs provides the necessary groundwork for attracting the attention of product manufacturers. Listening to customer opinions and preferences is a crucial principle in product design and can lead to the expansion of valuable assets for producers. Identifying user habits and interactions with products contributes to product improvement. Interactive design enhances the communication between the user and the product [66]. Users' emotions towards product features and the translation of these emotions into the mentioned features in product design form the basis for interactive communication between the product and the user [119].

The lived experience of users in using products plays a significant role in their enthusiasm and repeated return to products for reuse. Loyalty and repeated return to a product for reuse result from the proper application of user experience examination methods and interactive design phenomena. Recognizing the psychological needs of individuals and designing or redesigning products based on emotions, feelings, and psychological needs of individuals will have a considerable impact on the growth and development of product markets. Meanwhile, some research results indicate that product features can evoke emotions such as admiration, calmness, satisfaction, entertainment, happiness, and joy [122]. The use of lived experience in product design is instrumental in approaching the needs of all groups in society towards interactive designs. For example, some, like [23], speak of an emotion-oriented approach in designing toys to create emotional appeal in children. The concept of play and toys, children's emotional preferences, the role of different levels of brain structure in analyzing the emotional aspects of products, the concept of affordance in play, and its application are elucidated, and a model for designing toys is proposed.

Some, like [43], have focused on human-centered product design from the perspective of cognitive psychology, drawing on various cognitive psychological viewpoints. They propose solutions to designers to design products based on human cognitive abilities. In general, it can be said that attention to user experience in product design has promising horizons, and the development and progress of products rely on attention to user needs and precision in needs-based design. The present research is a systematic review study that employs the PRISMA method to examine and analyze Persian articles published in the field of product user experience. The primary criterion for selecting articles was their focus on the desirable user experience for utilizing a product. Out of 160 published articles in Persian-language databases, journals, and various conferences in the field of product user experience, 126 articles were ultimately selected for analysis and investigation. Table 1 outlines the input and output criteria of the sources and articles used in this systematic review.

Table 1: Inclusion and exclusion criteria for scientific resources

Criterion	Input Criteria	Output Criteria
Content	Focus on studies conducted in the field of sensory design, interactive design, user experience, user interface, user interface design, product user experience, user experience in art, user-centered design, and Kansei engineering.	Research studies that did not address the concept of desirable user usage for product utilization.
Language	Published Scientific Resources in Persian	Non-Persian Scientific Resources
Date of Release	Without time limitations	-
Type of scientific resource	Review articles, scientific research articles, and conference papers held nationally and internationally within Iran.	Books, Reports, Editorials, Short articles (less than 5 pages)

## 2 Research Questions

1. What is the distribution of researchers in the field of product user experience in terms of gender?
2. Which journals or conferences have published articles on product user experience?
3. What research methodologies do researchers in the field of product user experience use in their published works?
4. What are the focal topics of researchers in the specific field of product user experience?
5. What types of sources are examined in the field of product user experience?
6. What thematic trends are observed in the examined sources in the field of product user experience?

## 3 Research Methodology

This is a review research that utilized the PRISMA method to examine and analyze Persian articles published in the field of product user experience. PRISMA consists of a checklist with 28 items, and the selection of items in this

checklist is preferential. In this cross-sectional descriptive-analytical study, the main criterion for selecting the chosen articles was research studies focusing on the concept of desirable user usage for utilizing a product. Data collection sources included Persian search databases (Noormags, Civilica, Portal of Humanities Articles, Irandoc, Magiran, Elm-Net, Sid.ir) and art-related journals, including Fine Arts, Brand Management, Dastavard, New Marketing Research Journal, Bagh-e Nazar, Modiriyatfarda, Journal of Visual and Applied Arts, Business Management, Iranian Journal of Wood and Paper Science Research, Business Strategies, & Jelve-y Honar. Researchers conducted searches using keywords such as Kansei engineering, sensory design, interactive design, user experience, user interface, user interface design, product user experience, user experience in art, user-centered design. The search yielded a total of 160 full-text articles from the results of these searches.

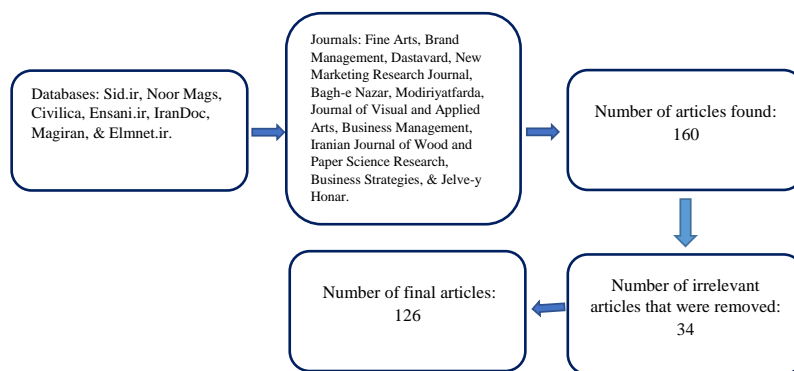


Figure 1: Search process for articles

#### 4 Distribution of Researchers in the Field of Product User Experience by Gender

The research findings indicate that out of a total of 126 researchers in the field of product user experience, 87 are male (69%) and 39 are female (31%). These researchers have been engaged in conducting research or writing articles in this field during the research period. Table 2, represents the frequency distribution of authors based on gender.

Table 2: Frequency of Authors Gender

Row	Gender				Total
	Men	Percent	Women	Percent	
1	87	69	39	31	126

#### 5 Journals or Conferences Publishing Articles in the Field of Product User Experience

The frequency of journals publishing articles in the field of product user experience is observable in Table 3. The Fine Arts-Visual Arts Journal leads with a total of 23 articles, followed by the Brand Management Journal with 19 articles, and the Dastavard Journal with 11 articles. These rankings represent the order of publication frequency of articles in the field of product user experience.

Table 3: Ranking of Journals/Conferences Publishing Articles Based on Frequency

The title of Journals/Conferences	Frequency
Journal of Fine Arts: Visual Arts	23
Quarterly Journal of Brand Management	19
Dastavard	11
Journal of Visual and Applied Arts	4
Journal of Marketing Management	4
Iranian Journal of Wood and Paper Science Research	3
Modiriyatfarda	2
Journal of Ergonomics	2
Journal of Color Science and Technology	2
Theoretical Principles of Visual Arts	2
New Marketing Research Journal	2
Bagh-e Nazar	2
Journal of Iranian Architecture & Urbanism	2

Other conferences and publications such as the National Conference on Art, Culture, History and Production of Handmade Iranian Carpets, Naqsh-e Mayeh Journal, Visual Arts and Applied Arts Journal, Mechanical Engineering Journal, Academic-Research Journal of Academic Librarianship and Information Science, and other sources with only one published work in the product user experience field, are not referenced in the table above. For brevity, their names have been omitted.

## 6 Research Methods Used by Researchers in the Field of Product User Experience

Various research methods employed by researchers in the field of product user experience are observable in Table 4. Researchers in this field have utilized quantitative research methods much more than qualitative methods in their studies. The survey method significantly outweighs other quantitative and qualitative research methods.

Although the use of qualitative research methods in studies related to product user experience has been conventional, their number and frequency are considerably lower compared to quantitative methods. It seems that, given that researchers in the product design field, based on user experience, need to have maximum understanding of their audience and familiarity with various intellectual and mental aspects of their audience, the use of qualitative methods in their research, which leads to a deeper understanding of the audience, does not hold a prominent position. Only a few articles, using phenomenology, ethnography, and grounded theory methods, have been produced and published by researchers.

## 7 Topics of Interest to Researchers in the Field of Product User Experience

Researchers in the field of product user experience have explored a variety of topics in their studies. Table 5 illustrates at least 22 main subjects that researchers in this field have focused on.

An overview of the first to seventh rows of the above table indicates a noticeable frequency of works with topics such as designing products based on determined physical and functional features, investigating the correlation between users' emotions and product features, the impact of human emotions and feelings in the design process, user and product understanding, user-centered design, user enthusiasm in purchasing a product (using color, packaging, appropriate visualization, customer support, payment methods, cost, trust, customer interaction, product appearance, customer purchasing intent in relation to the image of the producing country, product engagement, product quality, packaging, brand trust), the impact of commitment on the name and brand, and its connection with mental engagement with the product, providing a pattern of user behavior towards products, effective brand management with cognitive and user personal elements, and improving product marketing and sales. These themes have been highly visible in the years of research.

## 8 Types of Examined Sources

Data analysis reveals that out of the total 126 examined sources, 109 sources (87%) are scientific research articles, and only 9 articles (7%) are papers published in conferences and symposiums. Additionally, 8 articles (6%) belong to the category of review articles. Table 6 illustrates the distribution of the frequency of various types of published sources in the field of product user experience.

Table 6: Distribution of the Frequency of Various Types of Published Sources in the Field of Product User Experience

Row	The Frequency of Various Types of Published Sources in the Field of Product User Experience					
	Review Articles		Conference Papers		Original Research	
	frequency	percent	frequency	percent	frequency	percent
1	8	6	9	7	109	87
Total						126

Authors of articles in the field of product user experience have primarily endeavored to publish their articles in scientific journals with research degrees.

Table 4: Distribution of Research Methods Used by Researchers in the Field of Product User Experience

Row	Approach and Method	Citation	
		Survey	Alanchari et al. [7], Khodadadeh and Rostamkhani [21], Nunjad et al. [90], Yazdani [120], Nematizadeh and Seraji [88], Koliani Mamaghani and Morshedzadeh [69], Khatami Firouzabadi and Mazroui [63], Koliani Mamaghani et al. [70], Dadkhah Fard and Mortezaei [27], Tajedini et al. [117], Hasangholipoor Yasvari et al. [48], Rezaee Arab and Nazari [94], Aslefallah et al. [11], Tabatabaee Nasab et al. [112], Dehdashti Shahrokh et al. [27], Faezi and Norouzi [38], Ebrahimi et al. [33], Ebrahimi et al. [32], Ziaei et al. [123], Rashtchian et al. [93], Adabi [2], Jafari et al. [54], Karimi Alavijeh et al. [57], Maleki MinBashRazgah and Siahsarani Kojouri [73], Khashayari and Mirabi [61], Mohammadian et al. [80], Nazeri et al. [87], Amiri Aghdaie et al. [10], Bagheri Taleghani et al. [19], Salmani Nodooshan et al. [100], Teimouri and Jahangiri [117], Karimi Alavijeh and Zarrinfard [58], Azimi and Azizollahy [14], Esfidani et al. [36], Mousavi and Saedi [83], Nourpour and Panahi [89], Ghafourian Shagerdi et al. [44], Taherian Ojaroud and Faraji [116], Mohammadi Nasab and Eskandari [79], Khodadadeh and Yaghoobian [66], Namayandegi [85], Choopankareh and ZorriyAsateyn [26], Ajdari and Seyed Abrishami[4], EsnaAshari and Mosaddad [37], Madjidi and Faraj Asri [71], Soleimani and Halimi [109], Bagheri [16], Azarbouyeh Dinaky and Ghazizadeh [13], Barani [21], Bagheri [17], Rezvani and Malek Pour [95], Kazemeyni [59], Dianat et al. [30], Soleimani [108], Jooriyan et al. [56], Yousefi and Shadmehri [121], Moghaddam [76], Moghaddam and Rahayi [77], Bagheri Taleghani [18], Balazadeh and Movahedi Jam [20], Jahangiri and Teimouri [55], Aliari et al. [9], Mohammadzadeh and Eghbali [81], Barati Pour [23], Faraji and Baktash [39]
		Case Study	Tolooei and Alanchari [119], Nunjad et al. [90], Alanchari and Tolooei [8], Choopankareh et al. [25], Rohani Farahmand [96], Faezi and Norouzi [38], Tajdini et al. [113], Azad Disfani [12], Faregh and Khalkhali [42], Sadeghi Naeini [97], Shirmohammadi et al. [107]
1	Quantitative approach	User-Oriented Design Method	Ebrahimi [31], Yazdani [120], Shamsi et al. [105], Safar Dezfooli et al. [98], Safar Dezfooli et al. [99], Pourkhorshidi [91], Sheikhi and Kaedi [106], Khorsandi and Cheraghpour Samvati [67]
		Correlation Method	Abdolvand and Nickfar [1], Kheiri and Najafi [62], Tajdini et al. [115], Dehghan et al. [29], Shaabani et al. [103], Mirfakhredini and Shabani [75], Mirfakhredini et al. [74], Allahdadi and Ramezani [5, 6], Barani and Zamani [22], Salmassi et al. [101], Khodadad Hosseini et al. [64], Seyyedamiri et al. [102]
		Delphi Method	Faraji and Rufiger Esfahani [40]
		Kansei Engineering Method	Kolaini Mamaghani and Khoram [68], Tolooei and Alanchari [119], Alanchari and Tolooei [8], Aslefallah et al. [11], Hashemzade and Bahrami [50], Mohammad Alizadeh et al. [78], Bozorgi Zadeh et al. [24], Hadahian and Madhoushian Nejad [46], Allahdadi and Ramezani [5, 6], Nazeri et al. [87], Talebpour et al. [117], Hashemzade et al. [51]
		Causal-Comparative Method	Makkian [72]
2	Mixed Method	Mixed Method	Naeimi et al. [84], Nasiraei et al. [86], Hashemzade and Bahrami [50], Hasanpour et al. [49], Kazemi and Bakhshandeh [60], Mohammadian et al. [80], Ipaki and Merrikhpour [53], Erisian and Sadeghi Naeini [34], Sohrabi et al. [111], Mousavi and Amiri Aghdaie [82], Gerami and Zangi [43]
3	Qualitative Method	Descriptive	Hatami Saeid Abadi et al. [52], Hajipour et al. [47]
		Phenomenology	Choopankareh et al. [25], Pourmand [92], Ghobadi Lamuki et al. [45], Soleimani et al. [110], Faregh and Hajian Foroushani [41]
		Ethnography	Zare et al. [122]
		Grounded Theory	Esmailpour et al. [36], Babaei Zakliki et al. [15]

Table 5: Topics of product user experience research

1	Product design based on defined physical and functional characteristics	Alanchari et al. [7], Nunjad et al. [90], Alanchari and Toloeei [8], Yazdani [120], Kolaini Mamaghani and Morshedzadeh [69], Khatami Firouzabadi and Mazroui [63], Safar Dezfooli et al. [99], Rohani Farahmand [96], Hasangholipour Yasvari et al. [48], Pourkhorshidi [91], Tajdini et al. [113], Sheikhi and Kaedi [106], Mohammad Alizadeh et al. [78], Allahdadi and Ramezani [5], Erisian and Sadeghi Naeini [34], Soleimani et al. [110], Jahangiri and Teimouri [55], Mousavi and Amiri Aghdaie [82], Aliari et al. [9]
2	Examining the connection between users' emotions and product features, the influence of human emotions and affect in the design process, user and product understanding	Koleini Mamaghani and Khoram [68], Toloeei and Alanchari [119], EsnaAshari and Mosaddad [37], Soleimani and Halimi [109], Rohani Farahmand [96], Aslefallah et al. [11], Kazemeyni [59], Adabi [2], Nasiraei et al. [86], Hashemzade and Bahrami [50], Hasanpour et al. [49], Bozorgi Zadeh et al. [24], Hadahian and Madhoushian Nejad [46], Amiri Aghdaie et al. [10], Faregh and Khalkhali [42], Allahdadi and Ramezani [6], Teimouri and Jahangiri [118], Talebpour et al. [117], Balazadeh and Movahedi Jam [20], Hashemzade et al. [51], Karimi Alavijeh and Zarrinfard [58], Zare et al. [122], Mohammadzadeh and Eghbali [81], Mohammadi Nasab and Eskandari [79], Khorsandi and Cheraghpour Samvati [67], Gerami and Zangi [43]
3	User-centered design	Ajdari and Seyed Abrishami [4], Nunjad et al. [90], Alanchari and Toloeei [8], Ebrahimi [31], Yazdani [120], Choopankareh et al. [25], Safar Dezfooli et al. [98], Kolaini Mamaghani et al. [70], Dadkhah Fard and Mortezaei [27], Bagheri [17], Pourkhorshidi [91], Naeimi et al. [84], Ziaei et al. [123], Ipaki and Merrikhpour [53], Barani and Zamani [22], Taberian Ojaroud and Faraji [116], Faraji and Baktash [39], Faraji and Rufiger Esfahani [40]
4	User enthusiasm in purchasing products (using color, packaging, proper visualization, customer support, payment method, cost, trust, customer relations, product appearance, relation of purchase intention to image of country of origin, product familiarity, product engagement, product quality, packaging, brand trust)	Khodadadeh and Rostamkhani [65], Kheiri and Najafi [62], Azarbouyeh Dinaky and Ghazizadeh [13], Faezi and Norouzi [38], Rezaee Arab and Nazari [94], Dehdashti Shahrokh et al. [27], Ebrahimi et al. [33], Tajdini et al. [115], Dehghan et al. [29], Jafari et al. [54], Karimi Alavijeh et al. [57], Kazemi and Bakhshandeh [60], Khashayari and Mirabi [61], Mohammadian et al. [80], Barani and Zamani [22], Azimi and Azizollahy [14], Khodadad Hosseini et al. [64], Seyyedamiri et al. [102]
5	The impact of brand commitment and its relation to product mental engagement	Abdolvand and Nickfar [1], Mohammadian et al. [80], Nazeri et al. [87], Babaei Zakliki et al. [15], Salmassi et al. [101], Shirmohammadi et al. [107], Mousavi and Saedi [83], Khodadad Hosseini et al. [64], Seyyedamiri et al. [102], Ghafourian Shagerdi et al. [44]
6	Presenting a model of user behaviors toward products	Khodadadeh and Yaghoobian [66], Namayandegi [85], Nematizadeh and Seraji [88], Shamsi et al. [105], Azad Disfani [12], Maleki MinBashRazgah and SiahSarani Kkojouri [73], Hajipour et al. [47], Faregh and Khalkhali [42]
7	Effective brand management using users' cognitive and personal constructs, improving product marketing and sales	Makkian [72], Tabatabaee Nasab et al. [112], Faregh and Hajian Foroushani [41], Sohrabi et al. [111], Esfidani et al. [36], Ghafourian Shagerdi et al. [44]
8	Examining and analyzing the causes, applications, contexts, and outcomes of animating and humanizing artifacts	Choopankareh and ZorriyAsateyn [26], Kolaini Mamaghani and Morshedzadeh [69], Barani [21]
9	Presenting a model for classifying product features, identifying and ranking factors affecting customer satisfaction with the product	Tajdini et al. [117], Rezvani and Malek Pour [95], Nourpour and Panahi [89]
10	Semiotics and semantics, understanding the product concept	Madjidi and Faraj Asri [71], Kolaini Mamaghani et al. [70], Moghaddam and Rahayi [77]
11	Introducing concepts of emotional design	Bagheri [16], Hatami Saeid Abadi et al. [52], Barati Pour [23]
12	The impact of customer participation on new product development	Shaabani et al. [103], Mirfakhredini et al. [74], Mirfakhredini and Shabani [75], Soleimani [108]
13	The relation between shopping experience and consumer behavior in purchasing original and alternate products	Ebrahimi et al. [32], Esmailpour et al. [36], Salmassi et al. [101]
14	The role of user interfaces in designing home products	Rashtchian et al. [93]
15	Ergonomic approaches in product design	Dianat et al. [30], Salmani Nodooshan et al. [100], Sadeghi Naeini [97]
16	Improving user interaction and appropriate usability in interactive products	Bagheri Taleghani [18], Bagheri Taleghani et al. [19]

17	Creative industries and user-driven innovation	Jooriyan et al. [56]
18	Creating or changing behavior through behavioral design (persuasion, formulation, encouragement, etc.)	Dadkhah Fard and Mortezaei [27]
19	Aesthetics of intimacy	Pourmand [92]
20	Branding using archetypes	Ghobadi Lamuki et al. [45]
21	A product's concept is much more important than interaction details in user-centered design.	Ajdari and Seyed Abrishami [4]
22	Emphasizing child-centered design	Yousefi and Shadmehri [121]

## 9 The most prominent thematic trends

Findings reveal that a total of 1,320 keywords have been used in 126 articles within the research community. Among these, 477 keywords such as “design” with a frequency of 100 words, “product” with a frequency of 55 words, “brand” with a frequency of 45 words, “user” with a frequency of 26 words, and “emotion” with a frequency of 25 words are present in the examined articles. Considering that the frequency of other keywords used in the text is less than 25, and very high, researchers decided to avoid mentioning them in this section to prevent elongation of the text.

## 10 Conclusion

Systematic studies can play a crucial role in helping researchers become familiar with areas and interaction methods with users when facing a product by presenting the results of conducted research. In this study, 126 articles in the field of product user experience were analyzed and examined. Most of the articles, using questionnaire distribution among a specific statistical community, analyzed and examined their research variables, considering various design criteria. Researchers presented the research results in the form of guidelines and suggestions, offering solutions tailored to users' needs and satisfaction, as well as improving interaction with the product. The results of this study provide suitable solutions and guidelines for informing product designers to design products that align with the needs, interests, and preferences of users.

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