Abstract:

Understanding customer experience is one of the great challenges of firms today and most of the focus is around how to measure experience. Hence, it is of great interest to both industry and research to have a coherent method for measuring experience. At the same time as it is not until now it is actually possible to have the tools to capture experience. In the present seminar, I will be talking about our research in developing methods that can be used to capture customer experience with focus on emotions and visual attej   0.0UtwCaj   0..