Exploratory Analysis of Differences between Social Experience Design and User Experience Design

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Abstract—**User experience design brought with it a new framework for computer and human interaction. It focused on the total user experience, and not the case-by-case on alternative user interfaces. The natural extension of this concept in connection with emerging social services leads to social experience design. In order to formulate the basis on which social experience design stands, the author performs an exploratory analysis of the differences between social experience design and user experience design. This comparison is a starting point for formulating a study of social experience design.**

Keyword—**social experience design, user experience design, service engineering, social games**

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