

## Abstract

Dealing with interactive interfaces of technical or even digital devices forms part of everyday life for most people. Over time, interfaces are becoming more complex due to the increased functionality of these devices. For example, the most common type of phone is called a “smart phone” and is an indispensable instrument for many people. It combines numerous features and therefore fulfills many needs of the owner for personal and business purposes. It is not only the efficient use of a product that leads to a buying decision, even more diverse phenomena are influencing our behavior when it comes to purchasing. One of the most complex and dynamic factors within the human-machine interaction is the user experience (Roto et al., 2011). Due to the differing views of the user experience within the areas of product development (marketing, design e.g.) and user research (cognitive and business psychology e.g.), multiple theories and models have been derived to explain the nature of this specific experience (i. a. Thüring & Mahlke, 2007; Karapanos, Zimmerman, Forlizzi & Martens, 2009; ISO 9241-210, 2010).

The conceptual model ContinUE (*Continuous User Experience*) by Pohlmeier (2011) describes different phases and their user experience: the anticipated experience (pre-use phase), the real experience (use phase), the reflective experience (post-use phase), the retrospective experience (past-use phase), and the prospective experience (re-use phase) anticipated with a similar product/system. All of these phases are subject to different influencing factors that can lead to short- and/or long-term effects and change the user’s (future) behaviour. How mere-exposure can influence these phases and therefore the long-term user experience is subject of the present research. Results show that a mere-exposure effect for the evaluation of instrumental and non-instrumental product qualities leads to a specific user experience. But the mere-exposure effect is influenced by multiple factors e.g. kinds of stimuli, ways of stimuli presentation and dimensions of evaluation (liking e.g.).

Additionally, the occurrence of the hedonic halo-effect, known from early use phases, could be observed again within the past-use phase. In conclusion, this study supports and highlights the definition of user experience as a complex and dynamic phenomenon within the human-machine interaction.