UNIVERSITI TEKNOLOGI MARA

APPLYING TIGER'S PLEASURE FRAMEWORK (SOCIO-PLEASURE) TO EXAMINING USER EXPERIENCE IN FACEBOOK

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ABSTRACT

The purpose of this project is to analyse the relationship between hedonic attributes and social network, Facebook by applying socio-pleasure framework from the Tiger's Pleasure Framework. A total of thirty two respondents and twenty six questions were answered by respondents through the online survey in SurveyMonkey. The relationships between hedonic attributes and Facebook in the perspective of socio-pleasure were analysed in order to look at the respondents satisfactions and pleasure. The results were determined and analysed using Pearson's Correlation Coefficient in SPSS and from it, it is clearly proven that user experience (UX) is an important aspect of our lives and society that should not been neglected. It can be concluded that Facebook is a product that brings community closer that works as a central point of communication that provides satisfaction to its' users. Thus, it is confirmed that socio-pleasure framework can be used to look at the level of satisfactions and pleasure of someone through Facebook. This project also act as a preliminary study for researchers in the future work.

Keyword: Tiger's Pleasure Framework, User Experience (UX), Hedonic Attributes.

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