

UNIVERSITI TEKNOLOGI MARA

**THE EVALUATION OF FACIAL EXPRESSION IN USER
EXPERIENCE**

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ABSTRACT

This paper studies the evaluation of facial expression in user experience. Facial expressions produce by one or more motions or positions of the muscles of the face. By using facial expression in evaluating user experience, emotion can be interpreted. The importance of facial expression is well known in Human -Computer Interaction literature; however study using facial expression is still limited. There are three main objectives to be achieved in this research project. Thus, the objectives of the research project is to identify the facial expression measurement in user experience studies followed by to identify the type of emotion can be gathered from facial expression and finally to analyze facial expression by conducting an experiment. Two experts and two beginner participants are chosen to test their facial expression by conducted an experiment where they need to play SnailMail Game. In order to complete the research, there are five phases involved which are Planning Phase, Concept study Phase, Experimental Study Phase, Analysis Phase and Documentation Phase. The results from the experiment have captured participant's emotions from their facial expression. These emotions are categorized as happy, neutral, surprise, fear, sorrow and anger. The findings indicate that expert player shows more positive emotion compared to the beginners player.

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