

Welcome to the *Journal of User Experience*

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In November 2005 the [first issue of the *Journal of Usability Studies*](#) was published. At that time, the name of our association was the Usability Professionals Association (UPA).

As the scope of interest of UPA's members expanded beyond usability, the association changed its name in June 2012 to the User Experience Professionals Association (UXPA) (Dray, 2012).

Now, almost exactly 10 years later, we're thrilled to announce we are officially updating the name of the journal of the UXPA to reflect our shared, broader interests!

Welcome to the *Journal of User Experience*!



Why Change the Journal Name Now?

A better question might be why hadn't we already changed it?

In an analysis of the first seven years of the *Journal of Usability Studies (JUS)*, Dumas and Saporova (2012) reported that usability testing was overwhelmingly the most frequently studied method for the papers published in the journal. If you look at the titles of the papers appearing in *JUS* in 2012 and a bit after, the vast majority included "usability" in the title.

At the time the association changed its name, the content we were receiving and publishing continued to be heavily oriented toward usability. But since 2013, the content has shifted toward the broader topic of user experience (UX).

Over the past two years, the percentage of papers we've published on the topic of usability studies has declined while papers more generally about UX have increased. As we approach the 10th anniversary of our change from UPA to UXPA, it seems like an appropriate time for the journal to catch up with its parent association.

Changing the name of a journal is not a trivial matter. When the Human Factors Society changed its name to the Human Factors and Ergonomics Society, they retained the name of their flagship journal, *Human Factors*.

As we complete this transition, we can anticipate that there will be some bumps in the road, but we will strive to minimize their effect on our authors and readers.

What Will Stay the Same?

We will continue to support fee-free publication of papers by academic, industrial, and government researchers on topics that are of interest to the general readership of the journal, for example:

- Comparative studies of UX methods
- Psychometric evaluation of UX metrics
- Approaches to analyzing UX data
- Critical thought and discussion papers
- Design and implementation of teaching and training approaches
- Empirical development and implementation of UX standards and guidelines

We will continue to have a quantitative bias but will also continue to be open to publication of compelling qualitative research. We will continue to publish studies using methods like these:

- Experiments
- Laboratory studies
- Field studies
- Case studies
- Contextual inquiries
- Ethnographic studies
- Model-based evaluations

We will continue using our current [submission guidelines](#), review process, and review criteria.

What Will Change?

By the time you read this, we will have (hopefully) changed our publication and web templates to replace the old name and logo with the new. We will have changed our web content to reflect an increased emphasis on UX-related research and practice, and we will still provide a publication venue for papers focused on usability.

One thing we hope the name change will affect is the implication that the purpose of the journal is only to publish standard usability studies. Especially in recent years, we've rarely published the results of standard usability studies because those results are rarely generalizable or of interest beyond a very narrow readership (e.g., the stakeholders responsible for the tested product or service).

Closing Thoughts

Perhaps most importantly, we feel that the *Journal of User Experience* is a more accurate reflection of the diversity, breadth, and intention of the journal. In some ways this change is bittersweet. *JUS* has been a part of our lives even before we became the Co-Editors in Chief. The pronunciation of *JUS* (whether you say /jus/ or /juice/) rolls off the tongue in a way that *JUX* does not.

That said, it's past time for the change.

As Percy Shelley (1816) wrote:

*It is the same! For, be it joy or sorrow,
The path of its departure still is free:
Man's yesterday may ne'er be like his morrow;
Nought may endure but Mutability.*

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About the Authors



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Dr. Albert is Senior Vice President and Global Head of User Experience at Mach49, a growth incubator for global businesses. Prior to joining Mach49, Bill was Executive Director of the User Experience Center and Adjunct Professor in Human Factors in Information Design at Bentley University. He has presented his work in user experience at more than 50 national and international conferences, and he has published his research in the areas of eye tracking, data visualization, service design, and information design. He co-wrote (with Tom Tullis) the first book on UX metrics, *Measuring the User Experience: Collecting, Analyzing, and Presenting UX Metrics* (third edition published in 2022). He also co-wrote (with Tom Tullis and Donna Tedesco) *Beyond the Usability Lab: Conducting Large-Scale Online User Experience Studies* in 2010. He received his PhD from Boston University. He completed a post-doc at Nissan Cambridge Basic Research focusing on cognitive demands in the use of navigation systems.



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Dr. Lewis is a Distinguished User Experience Researcher at MeasuringU. He has published influential papers on the assessment of perceived usability and sample size estimation for usability studies and has product experience in the design and evaluation of user interfaces (graphical, spoken, and mobile), including working as the lead interaction designer for the product widely regarded as the first smart phone, the Simon. He is on over 90 US patents and has over 100 publications. His books include *Practical Speech User Interface Design* (2011), *Quantifying the User Experience* (with Jeff Sauro, 2nd ed., 2016), and *Using the PSSUQ and CSUQ in User Experience Research and Practice* (2019). In 2021 he was inducted into the Academy of Medicine, Engineering, and Science of Florida.