

## **Abstract**

This bachelor thesis examines the role of humour in user experience, as humour in user experience offers a large scope for further research. The literature review section introduces the field of user experience and related concepts, humour in a psychological context, and finally the connection between the topics of user experience and humour.

The empirical section presents the quantitative research conducted to determine whether humour has an impact on user experience, specifically in digital environments. The research involved 146 respondents who completed Spanish language lessons created using Microsoft Forms questionnaires. The impact of humor on user experience was evaluated by comparing an experimental group and a control group. Microsoft Forms questionnaires were used for the evaluation, from which we can see objective user experience metrics such as time spent with the lessons, and an initial and final questionnaire was also created to collect demographic data and subjective user experience metrics, which includes questions about perceived fun, perceived time, and perceived difficulty. The study showed a statistically significant result for perceived difficulty in one case, but the other associations could not be demonstrated.

The contribution of this bachelor thesis is to extend the knowledge on the impact of humour on user experience.

**Key words:** user experience; humour; metrics