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## User experience and decision making in the era of metaverse as a sustainable people centered technology

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Several research studies have recently explored user experience, emphasizing its expanding importance. Due to technology's rapid advancement and new platforms, online user experience management and improvement are becoming more critical. User experience is crucial in the metaverse as it helps build a devoted user following. In the metaverse, gamification, sociability, and personalization can all improve user experience. However, only some studies have integrated and synthesized existing works using the user experience perspective to make metaverse user experience research more consolidated, relevant, and impactful. Content analysis was used on the selected articles to combine the outcomes into five themes: Metaverse as a New Transformational Technology and User Experience, Metaverse Interactivity and User Experience, Metaverse Immersiveness and User Experience, Integrative Flow in Metaverse and User Experience and Metaverse Environment Interface and User Experience. Researchers, practitioners, and policymakers will find this study helpful for those interested in user experience and the metaverse. In order to guide future empirical research in the field, the study concludes with a framework consolidating the findings.

**Keywords:** Metaverse; User Experience; Immersiveness; Environment interface; Transformational technology; Interactivity