

7.0 Interaction Design

DESIGN FOR EMOTION

EVERYDAY EMOTIONS

Emotions play a critical role in our daily lives, helping assess situations as good or bad, safe or dangerous.

Positive emotions are critical to learning, curiosity, and creative thought.

Negative emotions tend to create anxiety, narrowing one's focus.

SIGNIFICANCE

Emotional experiences are important because they make a profound imprint on our long-term memory.

Everyone is born with emotions, it is the “common language” of humans.

DESIGNism #13

**EMOTIONAL DESIGN TURNS
CASUAL USERS INTO FANATICS,
READY TO TELL OTHERS ABOUT
THEIR POSITIVE EXPERIENCE.**

- Aaron Walter

BUILDING ON MASLOW

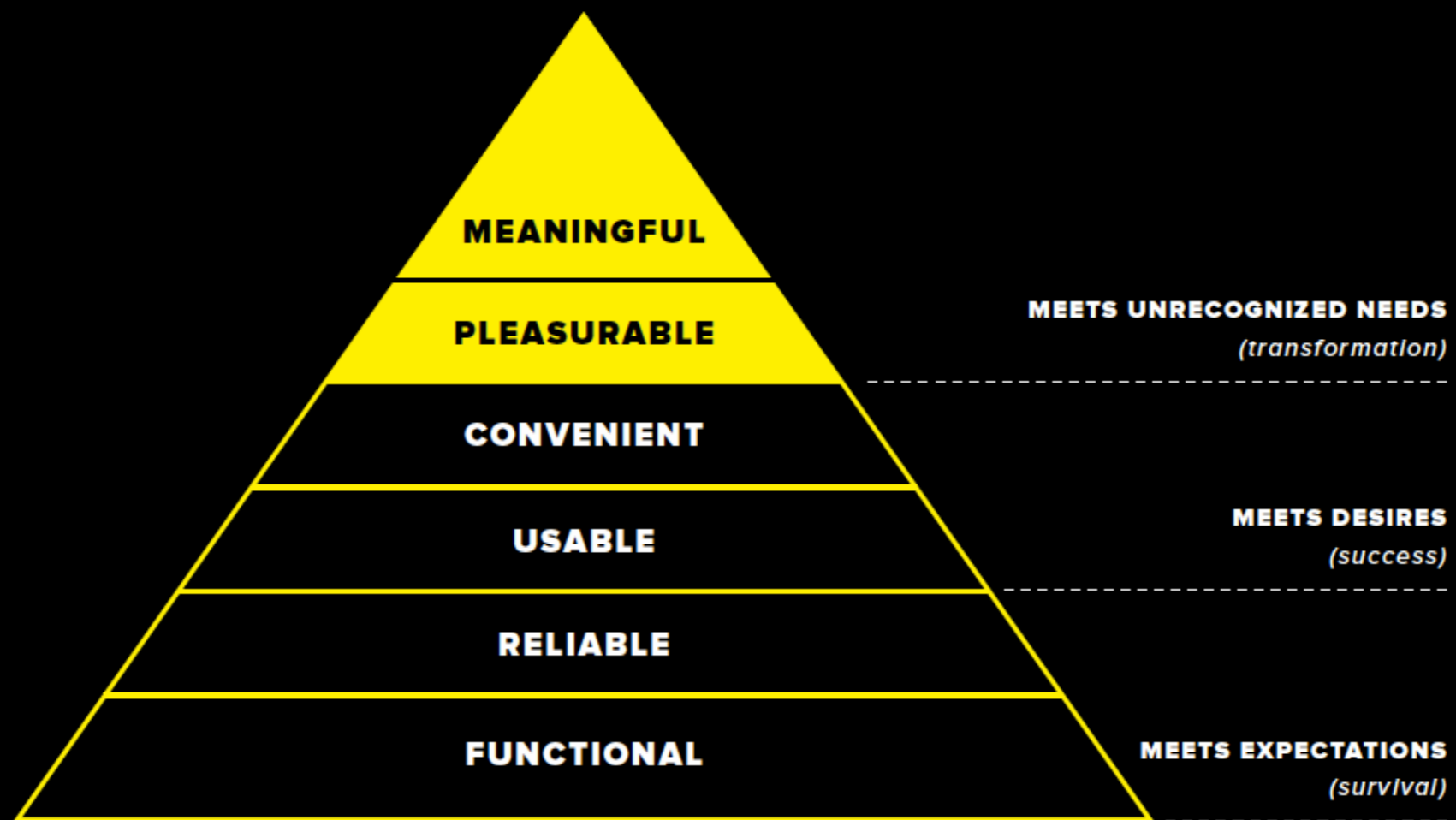
In his book, *Designing for Emotion*, Aaron Walter describes emotional design by building on Maslow's famous hierarchy of human needs.

Maslow states that humans need to achieve elementary states of being (health and safety) before they can start thinking about higher-level needs.

A product has to be functional, reliable, and usable (in that order) before users will reach the layer of pleasurable experiences.

Emotional design, is the pleasurable layer that you add on top of a functional, reliable, and usable product.

DESIGN HIERARCHY



EMOTIONAL DESIGN STRATEGY

An effective emotional design strategy has **two aspects**:

1. Create something unique that transcends your own style and that evokes a positive response in users.
2. Consistently use that style until it becomes a body of work, or, a personality layer.

ATTRACTIVE THINGS WORK BETTER

In his book, *Emotional Design*,
Don Norman describes why
“attractive things work better”

(You have just read chapter one,
I suggest reading the whole book!)

Attractive products make us **feel good**, which triggers our creativity and ultimately expands our mental processes, making us more tolerant of minor difficulties.

ATTRACTIVENESS BIAS

“Human beings have an attractiveness bias; we perceive beautiful things as being better, regardless of whether they actually are better. All else being equal, we prefer beautiful things and we believe beautiful things function better.”

We want those things we find pleasing to succeed.

We're more tolerant of problems with things that we find attractive.

RESEARCH

Studies into emotions are finding that we can't actually separate cognition from affect.

In other words, how we “think” cannot be separated from how we “feel.”

Essentially, our rational choices aren't so rational.

<http://alistapart.com/article/indefenseofeyecandy>

DESIGNism #14

**FORM FOLLOWS FUNCTION,
EMOTION FOLLOWS FORM.**

DON NORMAN

LEVELS OF EMOTIONAL COGNITIVE PROCESSING

Norman identified three cognitive levels of processing that designers can apply to their products.

**VISCERAL
BEHAVIORAL
REFLECTIVE**



VISCERAL THE FEEL

The visceral level has to do with the initial impact of the appearance, touch, and feel.

First impressions

The visceral level work instinctively, and both our personality and cultural values influence how we perceive something.

BEHAVIORAL THE USE

Behavioral is all about how things work, and how we use and experience them.

What matters on this level is function, performance, and the physical feel of something.

REFLECTIVE THE STORY

On the reflective level, we interpret and understand things, we reason about the world, and we reflect on ourselves.

The reflective design defines our **overall reflection of a product**, since we reflect on all aspects of it.

GOOD EMOTIONAL DESIGN

In good design, all three levels work together.

They may not be equal, but they should be addressed.

THE CHALLENGES

Our opinion of a design after having thought about it might diverge from our initial impression of it.

Also, people interpret designs differently, and have different preferences for the visceral, behavioral, and reflective qualities of a design.

IMPLEMENTING EMOTION

POSITIVITY

Instilling positive memories makes users want to interact with your product in the future.

TOP 10 POSITIVE EMOTIONS

JOY

PRIDE

GRATITUDE

AMUSEMENT

SERENITY

INSPIRATION

INTEREST

AWE

HOPE

LOVE

POSITIVE REINFORCEMENT

Positive reinforcement involves the addition of a reinforcing stimulus following a behavior that makes it more likely that the behavior will occur again in the future.

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your order summary

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your first box will cost £1.94
your next 2 boxes will cost £3.39
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1 of 3 your details

please tell us your name, email address and choose a password...

your name

email address

choose a password

oops, this information is required

nut allergy?

if you have a nut allergy, please tick here

HUMOR

Humor is an effective way to connect with people. It can help break the ice and make people feel comfortable.

It is also delicate, because it is extremely difficult to generalize. What's hilarious for one person, might be ridiculous or insulting to someone else.

We're sorry to see you go!

How sorry?

Well, we want to introduce you to Derrick – he's the guy who thought you'd enjoy receiving Groupon emails.



PUNISH DERRICK.

RECOGNITION

We constantly seek emotional connections with others.

We know ourselves so well that **we try to relate everything we see to ourselves.**

Again, when we see a face, we are automatically triggered to empathize with that person.

"After being HIV-positive for 21 years and still being healthy, I feel, "To whom much is given, much is required."

→ KEN HOLLAND, JOB TRAINING PROGRAM PARTICIPANT

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HOUSING

Putting a roof over the heads of our clients.



HARM REDUCTION

Small, achievable goals in a non-judgmental setting.



HEALTH

High quality health care for low income families.



CASE MANAGEMENT

Help for enrolling in Medicaid and other public assistance.

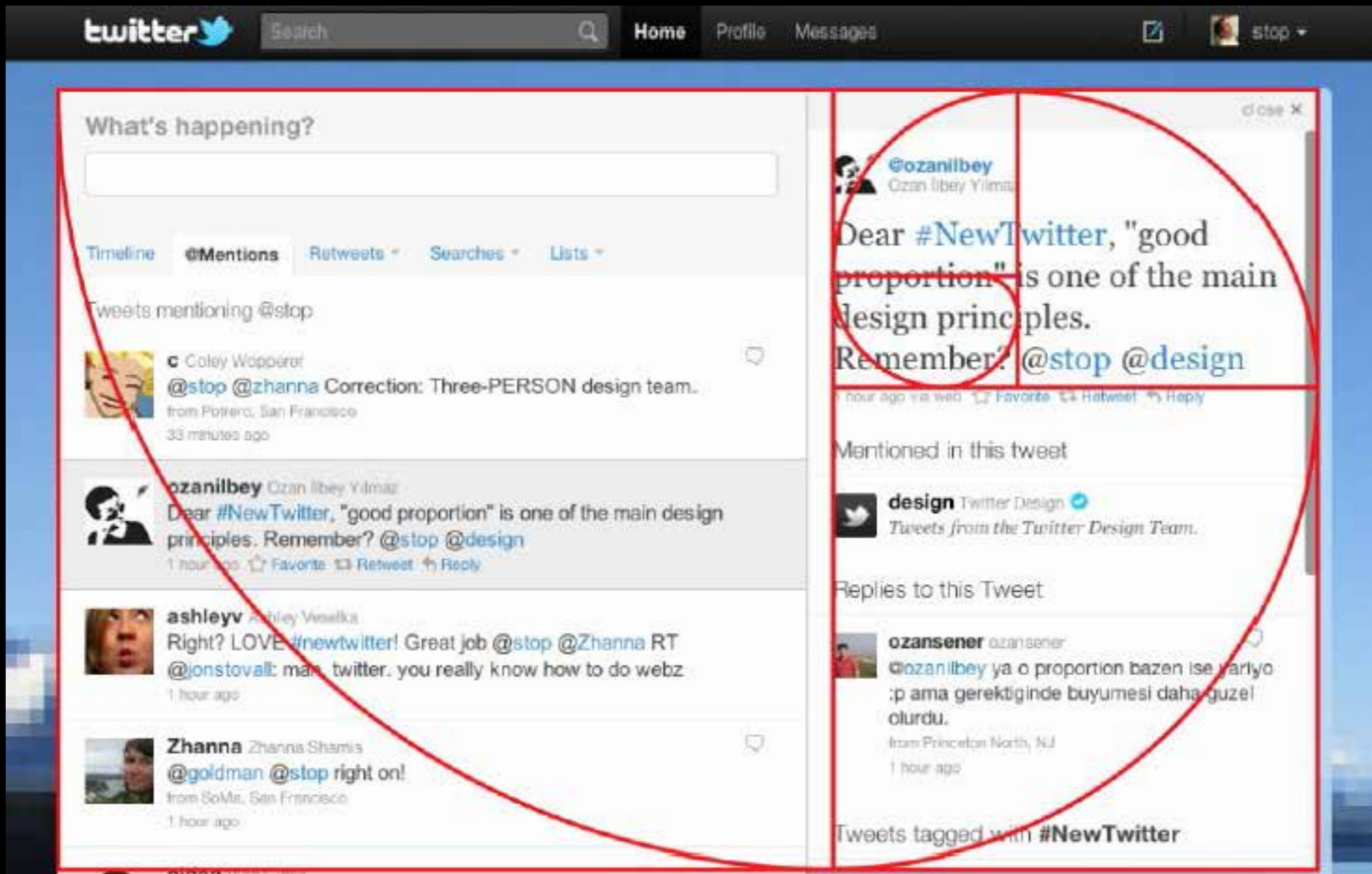


LEGAL

Direct legal advice and assistance for all of our clients.

RECOGNITION

We also recognize patterns and forms found in nature.



FIBONACCI SPIRAL

PATTERNS

Patterns help us to understand and learn how things work, and they give us an idea of what to expect—and we love to know what to expect, because it makes us feel comfortable.



Areas of Expertise



We are user driven

Our focus is to convert one-time viewers into loyal customers through great design and usability. We carefully consider each interaction throughout our design process, crafting a positive, memorable experience for users.



We launch startups

Our experience enables us to make the quick decisions necessary for a startup's success. We excel at looking through the eyes of users — analyzing, simplifying, and building products within a tight timeframe.



We turn ideas into products

Our team specializes in taking a raw idea and crafting it into a quality product. This detailed approach guarantees each stage of development occurs with the insight and perspective of experienced designers.

STONE OF VOICE

How you communicate with users says a lot about your relationship with them.

While you communicate certain messages through words, your tone of voice reveals what you think of them and also what you want them to think of you.

ally g
empty e

Location

Your City in Czech Republic

Ahh, Prague.

x things I could never do without



365

Day Return Policy
In other words, 1 full year!

FREE

Shipping Both Ways
It's always on the house!

SHOES

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BAGS & HANDBAGS

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ALL DEPARTMENTS

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GET IT FOR YOUR DEVICE



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Here Is Your Order Number:

Hi [REDACTED]!

Ooh... You like us! You really like us! Thanks for placing an order on Zappos.com! We couldn't be happier about this (unless, of course, there was ice cream involved). At any rate, all the details of your order are below.

Give us a ring if you have any questions... 1-800-927-7671.

XOXO,

Zappos.com

P.S. Be on the lookout for a shipping confirmation. We'll send it once your order leaves the warehouse. Mwah!

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AND MORE!

SHOP NOW

Sandals
For Every Occasion!

FIND YOUR FAVORITES

MY ACCOUNT

Logout

*Hello Tony, you spritely unicorn,
you!*

YOU ARE LOGGED IN AS
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 **Order History** >
View of all your orders

 **Shipping Addresses** >
Manage your stored addresses

 **Payment Info** >
Manage your stored payment info

 **Favorites** >
Manage your wish list

 **Account Info** >
Name, e-mail and password

ENGAGEMENT

People want to have fun, and be entertained.

This engagement could take the form of playing, interactions, or personalization of content.



TWEETS 281 PHOTOS/VIDEOS 13 FOLLOWING 180 FOLLOWERS 202 FAVORITES 19 More

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Western Washington University | Department of Design
Bellingham, WA
wwu.edu/design
Joined May 2012

13 Photos and videos



Tweets Tweets and replies

WWU Design @wwu_design · Jul 14
Happy Monday designers!

Retweeted by WWU Design
Britt Cobb @pbcobb · Jul 7
Crushing it in the @FlatironNY! New #solar trash compactors designed by @camillecmorrow @pentagram



26 24 View more photos and videos

WWU Design @wwu_design · Jun 30
I hope everyones summer is incredible!

Retweeted by WWU Design
Western @WWU · Jun 23
Welcome to summer quarter, Vikings! If you've never experienced summer in @CityofBhamWA, you're in for a treat.

Who to follow · Refresh · View all

- Deezen** @Deezen Follow
- Avenue Bread** @avebread Follow
- Matthew Anderson** @hewan... Followed by Rhys Logan and...

Popular accounts · Find friends

Trends · Change

- #ExtraSUNday Promoted by LIPTON® Tea
- #design
- Tony Gwynn
- #AllStarGame
- Derek Jeter
- #RE2PECT
- Time Warner
- World Series
- #MirandaSingsIsQueen
- #LMAAlbum3Ideas

Home

My Disney Experience



Welcome, Matt!

Make or modify plans anytime. Do you want to connect additional reservations, tickets or friends?

- ✓ Family & Friends
- ✓ Theme Park Tickets
- 🕒 Personalize Your MagicBands

DESIGNism #15

I THINK THAT PEOPLE'S EMOTIONAL CONNECTION TO OUR PRODUCTS IS THAT THEY SENSE OUR CARE, AND THE AMOUNT OF WORK THAT HAS GONE INTO CREATING IT.

- Jonathan Ive, Apple