

Design with Emotion



Significance of Emotion

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

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

Positive Emotions

Critical to learning, curiosity, and creative thought

Negative Emotions

Tend to create anxiety, narrowing one's focus



Emotion-Memory Link

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

Emotionally charged events persist in our memories beyond the product's base functional value. We remember things that make us feel a certain way.



Emotional Hierarchy



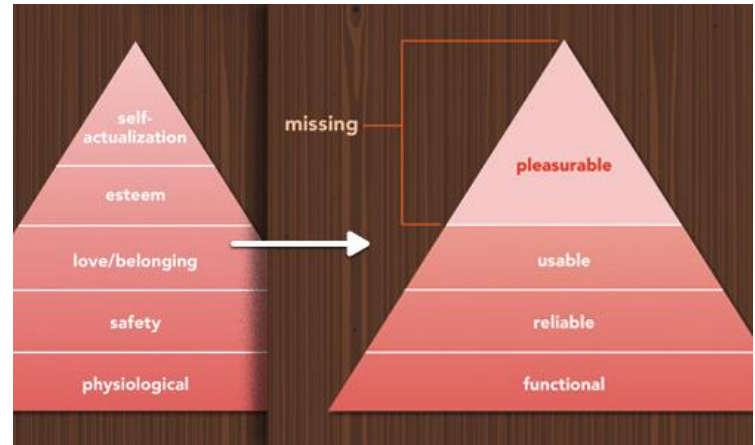
Building on Maslow

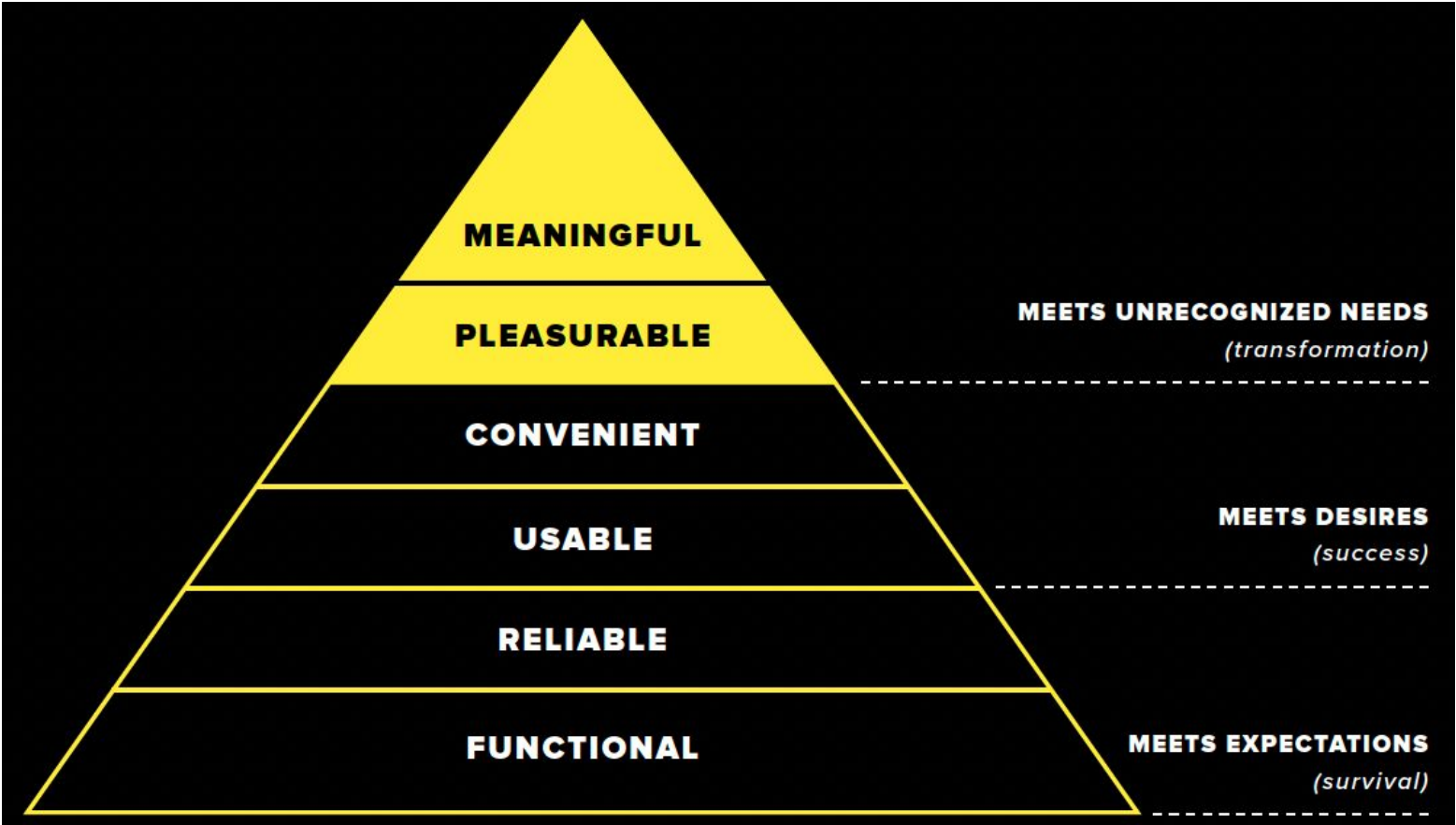
In his book, “[Designing for Emotion](#),” Aarron Walter describes emotional design by building on Maslow’s famous “Hierarchy of Human Needs”, which states that humans need to achieve elementary states of being, such as [health and safety](#), before they can start thinking about higher-level needs, such as [self-actualization](#).

Building on Maslow

A product has to be **functional, reliable and usable (in that order)** before a layer of pleasure can be applied.

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





MEANINGFUL

PLEASURABLE

MEETS UNRECOGNIZED NEEDS

(transformation)

CONVENIENT

USABLE

MEETS DESIRES

(success)

RELIABLE

FUNCTIONAL

MEETS EXPECTATIONS

(survival)

“Emotional design turns casual users into fanatics, ready to tell others about their positive experience.”

- *Aarron Walter, Designing for Emotion*

Functional Beauty & Emotion

Form & Function

“Form follows function” is a principle of design associated with late 19th and early 20th century architecture and industrial design, which states that the shape of a building or object should primarily relate to its intended function or purpose.

Frank Lloyd Wright found this to be misunderstood and proposed that “form and function should be one, joined in a spiritual union,” using nature as the best example of this integration.





Attractive Things Work Better

Don Norman is the co-founder and principal of the Nielsen Norman Group, IDEO fellow, retired professor, former employee of Apple, etc., and an industry-leading advocate for human centered design.

In his book, “[Emotional Design](#),” he describes why “[attractive things work better](#)”...



Functional



Emotional

Aesthetic-Usability Effect

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

Aesthetically pleasing experiences empower usability and increase the user's willingness to learn and adapt.



Attractiveness Bias

“You’ve baked a really lovely cake, but then you’ve used dog shit for frosting.” —Steve Jobs

“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.**”

The image compares two eCommerce websites side-by-side. The top website, ARNGREN (http://www.arngren.net), is labeled 'BAD ATTRACTIVENESS'. It features a dense, cluttered grid of small product images and text, making it difficult to navigate. The bottom website, Amazon (http://www.amazon.com), is labeled 'GOOD ATTRACTIVENESS'. It has a clean, organized layout with a prominent red banner for the 'fireTV stick' priced at \$19, followed by 'Related to Items You've Viewed' and 'Included with Prime Membership' sections, all presented in a clear, readable format.

eCommerce website
BAD ATTRACTIVENESS
http://www.arngren.net

eCommerce website
GOOD ATTRACTIVENESS
http://www.amazon.com



Cognition & Emotion



Cognition + Affect

Research from “*Emotion as a Cognitive Artifact and the Design Implications for Products That are Perceived As Pleasurable*” by Frank Spillers

Research into emotions and user experience is finding that we **can’t actually separate cognition from affect.**

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

This raises some interesting questions — especially in the area of decision making. In short, **our rational choices aren’t so rational.**





Persuasive Emotion (Gut Feeling)

Emotions enable users to make gut and swift decisions. We use cognition to understand and interpret our world, but our **emotions catalyze decision-making**.



Ownership Effect

Users place more value in experiences where they feel a sense of personalized ownership, as if the **experience/product is an extension of themselves.**

Levels of Emotional Cognitive Processing

Visceral
Behavioral
Reflective

“Which design I choose depends on the occasion, the context, and above all, my mood. The teapots illustrate several components of product design: usability (or lack thereof), aesthetics, and practicality.”

- Don Norman



VISCERAL



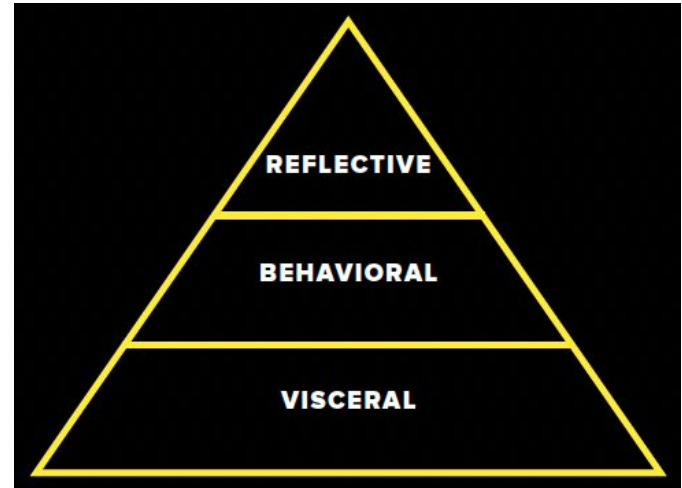
BEHAVIORAL



REFLECTIVE

Levels of Emotional Cognitive Processing

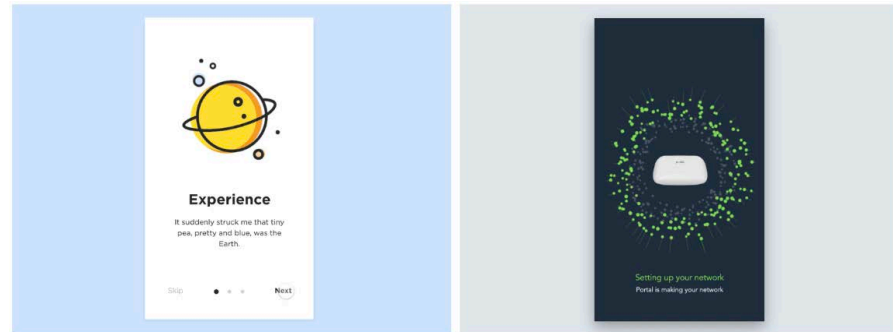
Norman identified **three cognitive levels of processing** that designers can apply to their products.



Visceral (The Feel)

The visceral level has to do with the **initial impact of the appearance, touch and feel**. This can be studied by observing people's first impression.

The visceral level works instinctively, and both our personality and cultural values can 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.

A reflective reaction is how we feel after we have been immersed in the experience. It is how we remember the experience itself and how it made us feel.



Like



Love



Haha



Yay



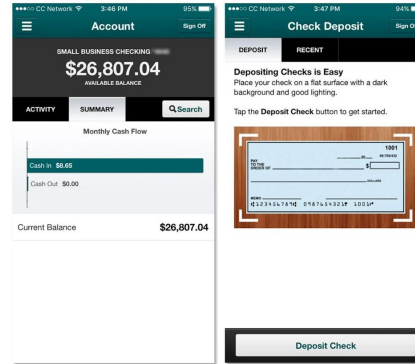
Wow



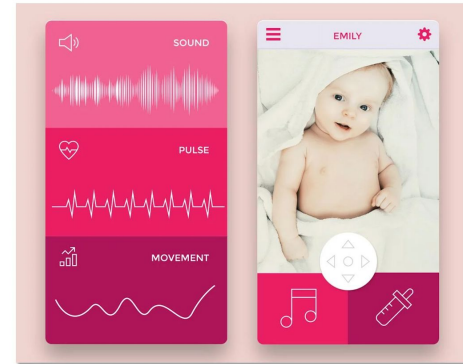
Sad



Angry



Functional



Emotional

Delight

In good design, **all three levels work together**. They may not be equal, but they should all be addressed.

Delight (enduring, lasting pleasure) is at the intersection of visceral, behavioral, and reflective emotional design



Implementing Positivity



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.



You've reached Level 1
in Basics 1!



5 in a row! Well done!



Well Done!

1 of 5 Workouts Completed

1 circuit
CIRCUITS

01:09 min
DURATION

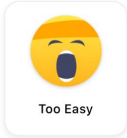
- cal
CALORIES



Full Body
Get Strong - Week 1



How was your workout?



Too Easy



Good



Too Hard

Your Stats

1 day 🔥

1 min ⌚

Continue

You did it! You just e-filed your taxes.

A confirmation email celebrating your success is on its way.



We truly appreciated the opportunity to help you with your taxes.

You filed on January 31, 2016 @ 3:22 PM EST

How likely are you to recommend TurboTax to a friend?

Not very likely

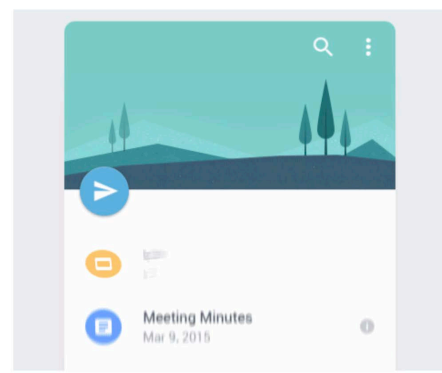
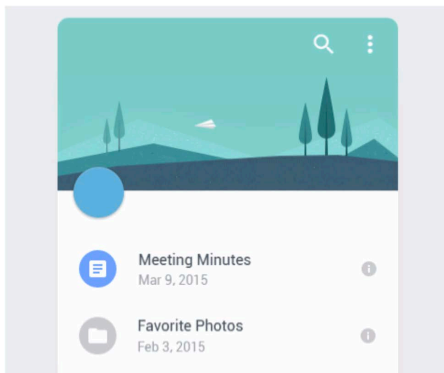
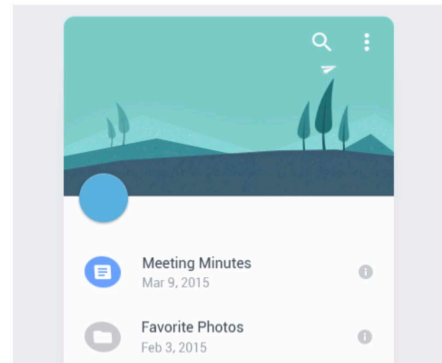
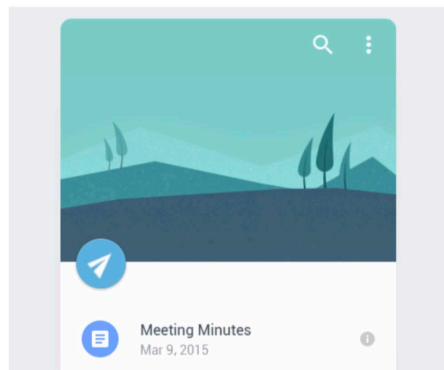
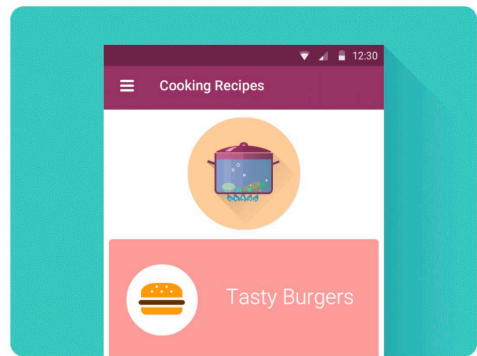
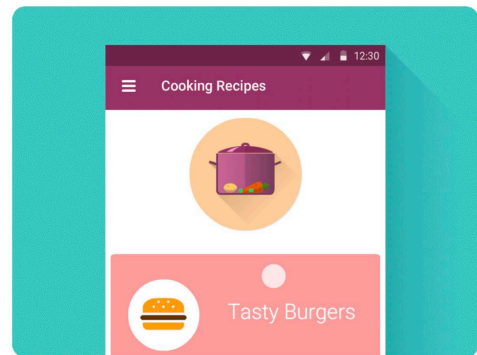
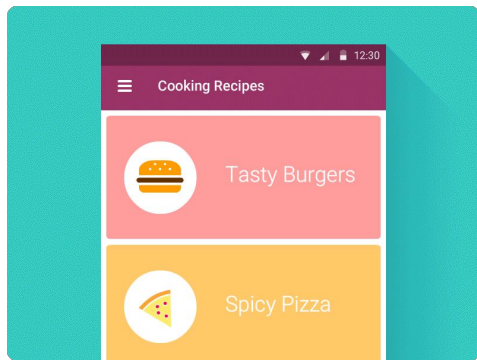


Extremely likely



Positive Surprise

Evoke positive emotional reactions by surprising your users with delight.



Implementing Humor



Humor & Relatable Voice

Humor is an effective way to connect with people. A good laugh or even a little smile can break the ice and make people feel comfortable.

Humor sells. It makes the experience of using your product more memorable.

It can transform the experience from likable to lovable. As a result, people not only remember the delightful experience, but they tell others about it as well.


Signs Lists Reports Autoresponders Account ▾ Search Help

Why am I smiling you ask? Because I'm not wearing any pants!



help logout


I love the smell of emails in the morning.



Party Pooper Mode

Enable MailChimp Personality
 Disable MailChimp Personality - Because I Am A Party Pooper

Save




High Fives!

Your mail is in the send queue and will go out shortly.

Track your mailing's progress in reports

Prepare for launch



You're about to send a campaign to:

Copygrad Email List
1 subscribers

This is your moment of glory.

Send Now Cancel

System Preferences

Re:Re:Re:

90



Hey! NOBODY TOLD ME THAT!

HOW WAS I SUPPOSED TO KNOW?

WHO HAS IT?

BLAH BLAH



17





📷 From left to right: Iris, Jan, Cosima, Vitaly, Ricardo, Markus, Rachel, Inge, Amanda, Mariona, Bruce, Charis, Kristina, Yana, Aya, Scott, Marc, Tobi, Smashing Cat.



Q Search

Become a host

Help

Sign up

Log in

Oops!

We can't seem to find the page you're looking for.

Error code: 404

Here are some helpful links instead:

[Home](#)

[Search](#)

[Help](#)

[Traveling on Airbnb](#)

[Hosting on Airbnb](#)

[Trust & Safety](#)





**What a day! What cannot be accomplished on
such a splendid day?**

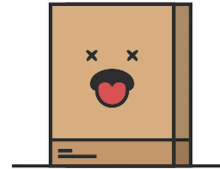
– Your friends at Slack



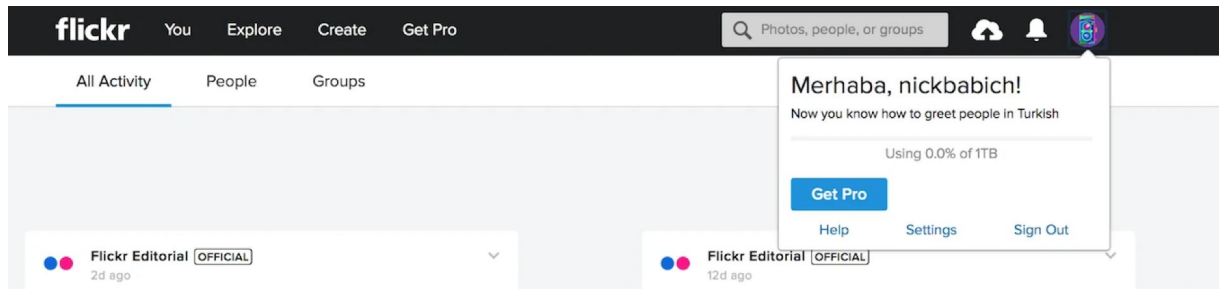


No invites

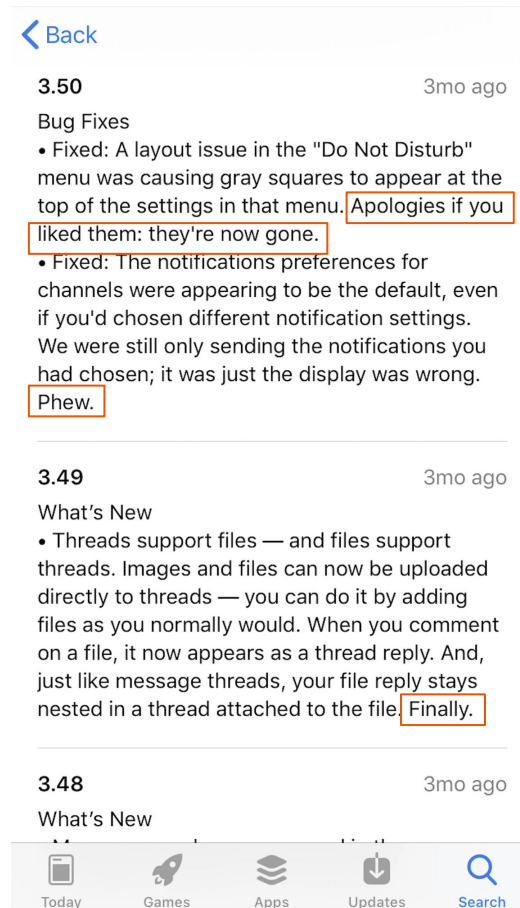
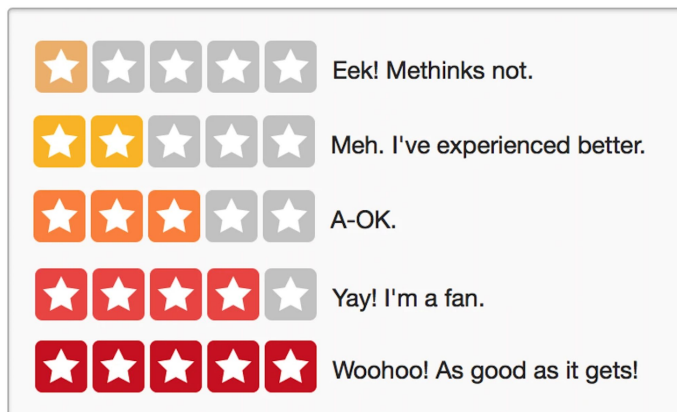
There's nothing in here



Fill me up, buttercup!



Your review





Humor is Double-Edged Sword

It can bring delight when used appropriately, but it can cause a lot of harm when it's implemented without tact and foresight.

Humor is contextual. A joke that can be funny in one situation can be terrible in another. It's important to put extra attention to the copy you use for error states of your app (especially when the problem has a negative impact on your users).

Uh oh!

An error occurred, and we were unable to publish this story.

OK

BAZAR

WHERE'S YOUR NEXT VACATION SPOT?

Get Inspired With Our

10 BEST BEACHES IN THE WORLD

Enter your email to unlock the beaches



Enter Your Email

SHOW ME THE BEACHES

No thanks, I prefer dirty sand and cold water.

Confirm-shaming



✓ You've been unsubscribed from all Groupon emails. We miss you already.

close ✕

Manage Email Preferences

We're sad to see you go! How sad?

Well, we want to introduce you to Derrick – he's the guy who thought you'd enjoy that email you didn't like.



PUNISH DERRICK.

[Manage your active subscriptions](#) | [Resubscribe to Groupon emails](#)



6 Tips to Implement Humor

Suits your brand.

Research your audience.

Hire a UX writer.

Be consistent.

Don't go overboard.

Test with real users.

Implementing Relatable Design



Relatable Design

Use images, illustrations, and animations that your users can relate to – the visuals, themselves, can demonstrate emotion and help your users empathize.

We constantly seek emotional connections with others.

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



Face Recognition

First impressions.

Guide line of sight.

Elicit emotional response.

Build trust.

Create authority.

Create visual appeal.

NEWSLETTER SIGNUP > COMPLIMENTARY SHIPPING & RETURNS US SHIPPING ONLY STORE LOCATOR LOG IN / REGISTER SEARCH

TOM FORD COLLECTIONS MEN WOMEN BEAUTY NEWS

VIEW NOW
PRIVATE COLLECTION

PLAY INTRO **NO.1** NO.2 NO.3 NO.4 NO.5 NO.6 BEHIND THE SCENES CART

TITLE
SIGN OF
THE FUTURE

An ontological vision. This is how we imagined the future would look. Dolph Lundgren, Billy Idol. Ice cool 80s icons in monochromatic moon wear with a bit of Sci-fi thrown in for good measure.

OUTFIT
IRINA BENEFITTE

Sugarfire PIE PIES ABOUT VISIT US PRESS

WELCOME TO
PIE HEAVEN

OPEN 7 DAYS A WEEK
11AM TO 8PM

Want to receive your purchase from the CRXLAB store before December 25th? Make sure to place your order by December 9th!

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Workshops Virtual Learning Donate

CREATIVE
GENERATION
LAB

Shop

Mobilizing
tomorrow's leaders
to design racial and
health equity -
today!

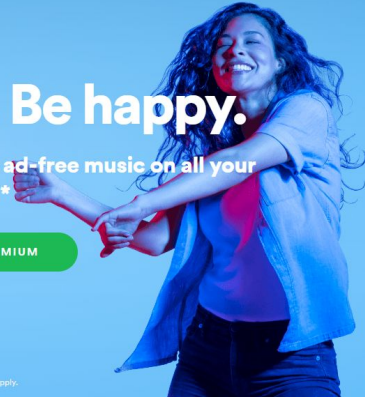


Go Premium. Be happy.

Premium sounds amazing. Enjoy ad-free music on all your devices.*

GET SPOTIFY PREMIUM

* Terms and conditions apply.



Clean water changes everything.

charity: water brings clean and safe drinking water to people in need around the world, improving health, education, and opportunity - especially for women and children.

DONATE NOW



1 item

view cart



0 items

view cart

Search Tees



QUANTITY

TOTAL

1

= \$20.00

REMOVE

UPDATE

Feel better about finding healthcare



Profiles for Every Doctor in America

Search by What Matters Most to You

More Than 10 Million Patient Ratings

Find the care you need

Search doctors, conditions, or procedures
E.g. "Family Medicine"

Location
Bellingham, WA



X

Search

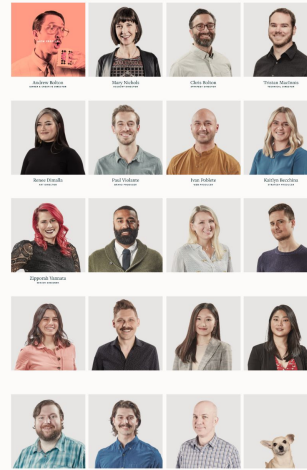
Family Medicine Pediatrics Top Hospitals Telehealth COVID-19 Dentistry Orthopedic Surgery + More

Popular Searches on Healthgrades

Specialties Conditions Procedures



mumrur



<https://mumrurcreative.com/team/andrew-bolton>

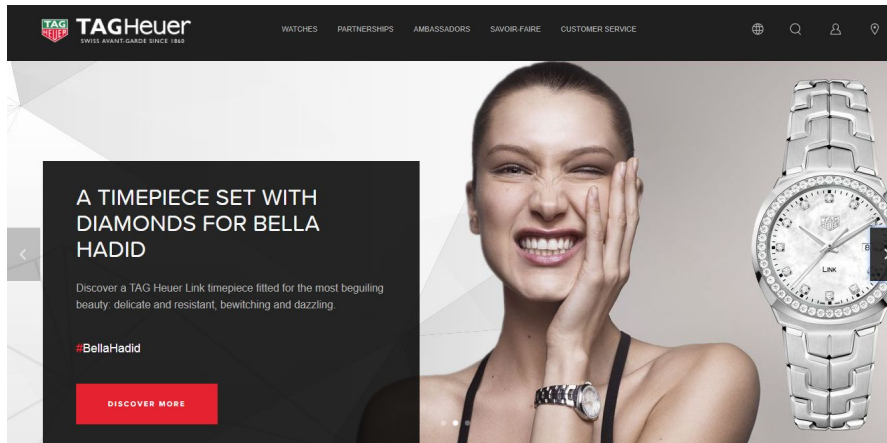
Trust



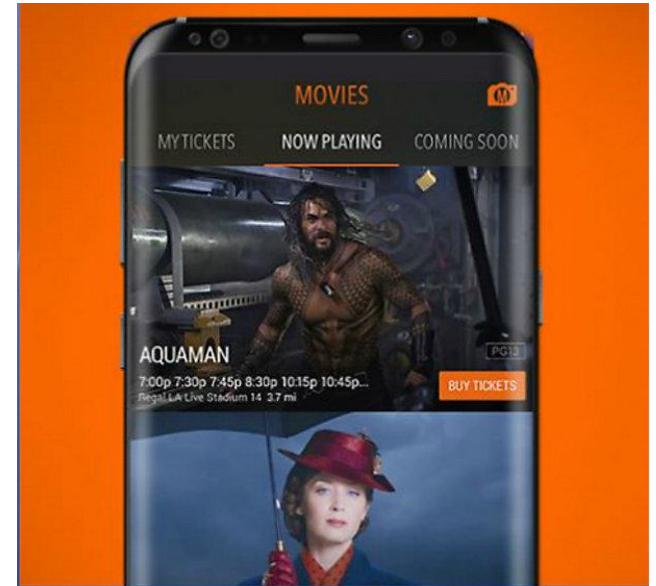
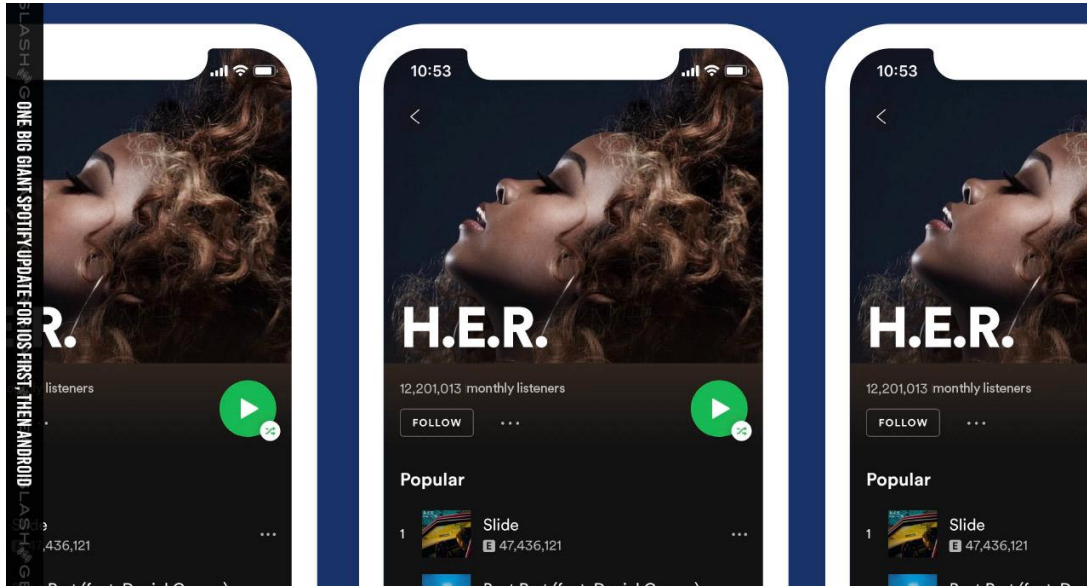
“Dropbox lets me keep my important documents and photos safe from being lost, and I know I can access them whenever I need to, on any of my devices.”

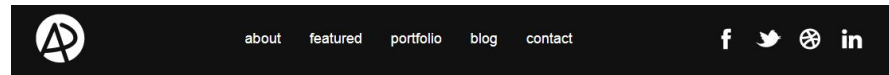
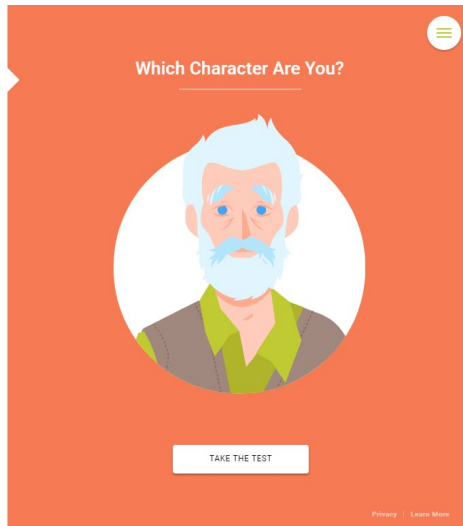
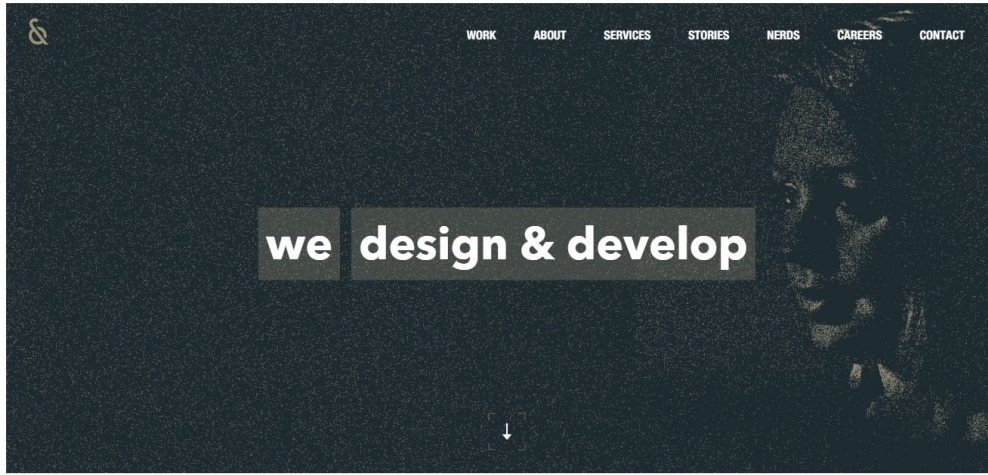
[Learn more](#)

Ray P.



Authority





designer

UI/UX Designer with a passion for designing beautiful and functional user experiences.



<coder>

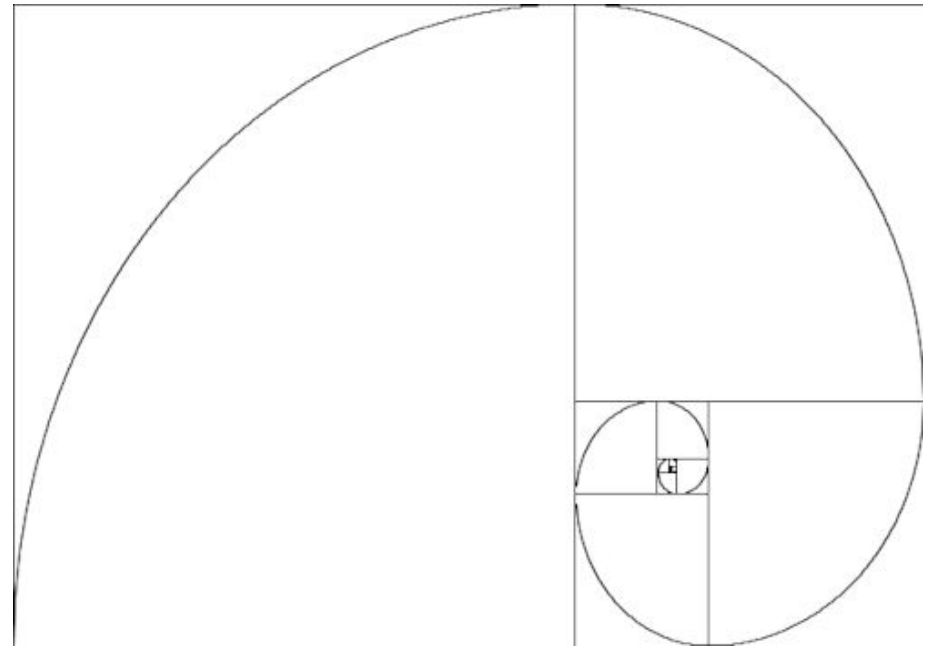
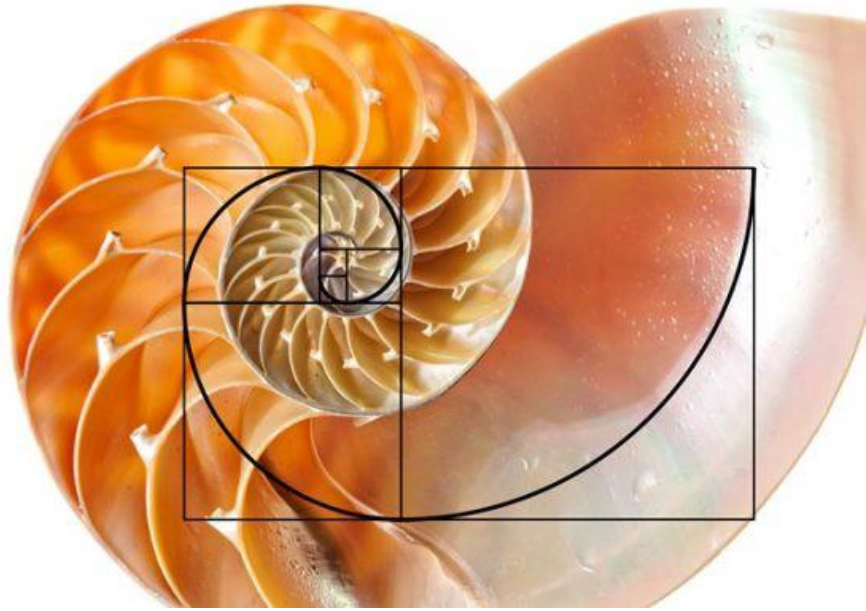
Front End Developer who focuses on writing clean, elegant and efficient code.

```
<html>
height:184px;
class="jedi">
S3 HTML5
color:#000;
40px;
```

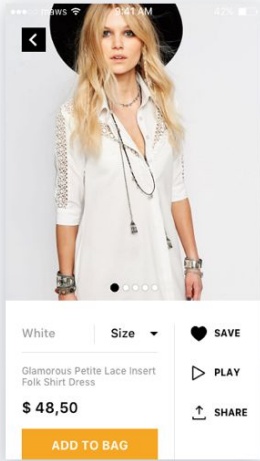


Visual Patterns Meet Expectations

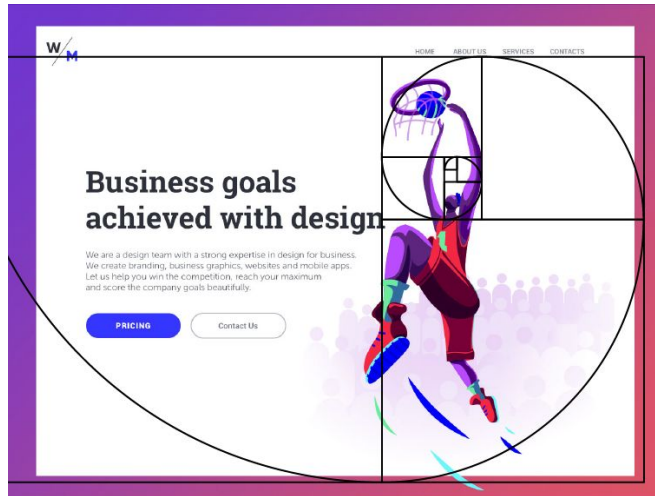
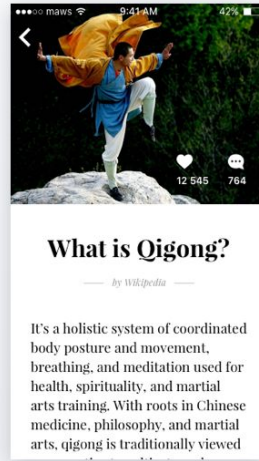
Patterns help us understand and learn how things work, and they give us an idea of what to expect—and **we love to know what to expect**, because it makes us feel comfortable.



GOLDEN RATIO IN MOBILE UI



GOLDEN RATIO IN MOBILE UI



Lists: vueanalytics.co

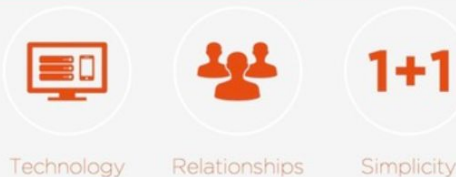
FEATURES

Start Understanding Your App With These Powerful Features In Minutes

- One Line Integration**
With one line of code you can start analyzing what your users do in your native iOS application.
- Powerful Analysis**
Craft powerful yet simple queries to extract insights out of your users' interaction data.
- In-App Feedback**
Create cohorts based on behavior and send messages directly to your users in-app.
- Session Drivdown**
Drill down to session level data and see exactly what your users are doing in your app.
- Intelligence Engine**
VUE looks for outliers and patterns to find insights where you aren't looking.
- Data Integrations**
Are your power users creating more sales via Twitter shared? Connect your data and find out.



Lists: emergentnetworks.com



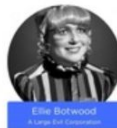
- Technology**
Technology connects computers and mobile devices to servers and networks. It connects people to each other. And technology helps build connections between businesses and their customers.
- Relationships**
Relationships connect people. In fact, we know that relationships of trust are what has connected many of our best and longest clients with us for so many years. We truly value relationships.
- Simplicity**
Simplicity is an extremely high priority for any great IT consultancy. User experience in an increasingly complex world of options is always improved when we can make things more simple.



Lists: votd.tv

The Judges

The VOTD judges panel is extra-ordinary. Unique in that it comprises not just the old guard but the new. The most respected creative thinkers and the brightest young upstarts in moving image, shoulder to shoulder. Together, they and YOU will be voting on all the nominees' entries, selecting the most outstanding videos and parading them to the world, every day. If you think you have what it takes to be a VOTD judge or would like to nominate someone you think will make the cut, please apply here.



Lists: sajakfarki.com

Our Team



PAUL BAZAY

Paul, Digital Director
Obsessed with all digital experiences from logging into his bank account to wearing commando at the BBC. Paul can get carried away when designing and managing the digital work in the studio. It's been said to stare directly at him when he gets going or you may be drinking his Red Bull.



DAEL WASYLENNA

Paul, Creative Director
Even though he's a Creative Director he still manages to design almost everything he can get his hands on. A fervent drive for delivering the highest standard of work is fine by us, so long as we still lose hair in the office hockey pool.



CHRISTINE CADDELL

Christine, Director
Some may call Christine a poster of parties, but we call her our logistic champion. She's always there to grab us before we jump in to a managerial puddle. When she's not project managing, she's emailing clients, chasing down unpaid bills, catching uppers and releasing them into the wild, and making sure we don't blow all our money at the casino.



Lists: octopuscreative.com

Areas of Expertise



We are user driven

Our focus is to convert one-time visitors 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.



Lists: uxpin.com

MEET OUR TEAM



Marcin Tredar
CEO & CO-FOUNDER

Marcin Tredar is a design enthusiast who literally lives for creating the best user experience possible. After years spent as a UX Designer and UX Manager, he turned his focus to UXPin. When not busy CEO-ing UXPin, Marcin enjoys writing (e.g. for UXMag, DesignMode, Net), blogging and tweeting.



Karol Zigba
CPO & CO-FOUNDER

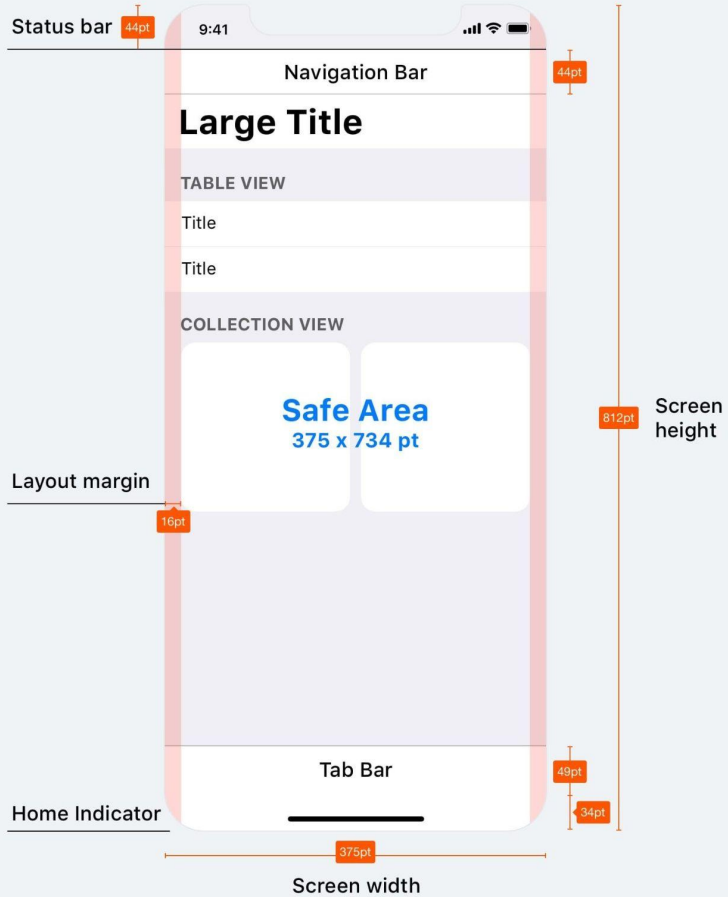
Co-founder and head of product, Karol previously worked as a UX/UI Designer at Group Nikomat. He studied software engineering in university, but design and psychology have always been his greatest passions.



Marcin Kowalski
CDO & CO-FOUNDER

Marcin Kowalski is our third co-founder by education, but has spent most of his career managing DeSmar's, a Web Development Shop, handling freelance clients and tackling spammers for a major an Email Service Provider.





Implementing Engagement



Engagement

People want to be engaged, have fun, and be entertained. This engagement could take the form of **playing, interaction, personalization, or customization** of content.



SUGAR PUFFS

FROSTIES

Movie asking the user to decide what cereal the main character, Stefan, should have for breakfast.

**It's midnight.
And I am still working on my project, which needs concentration.
I will be listening motivational music on my headphones.**



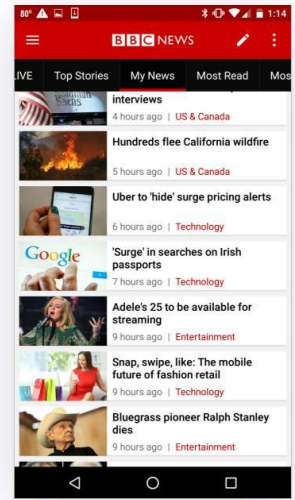
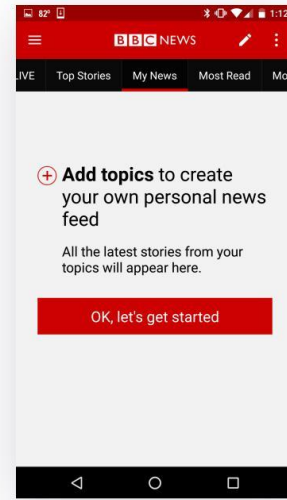
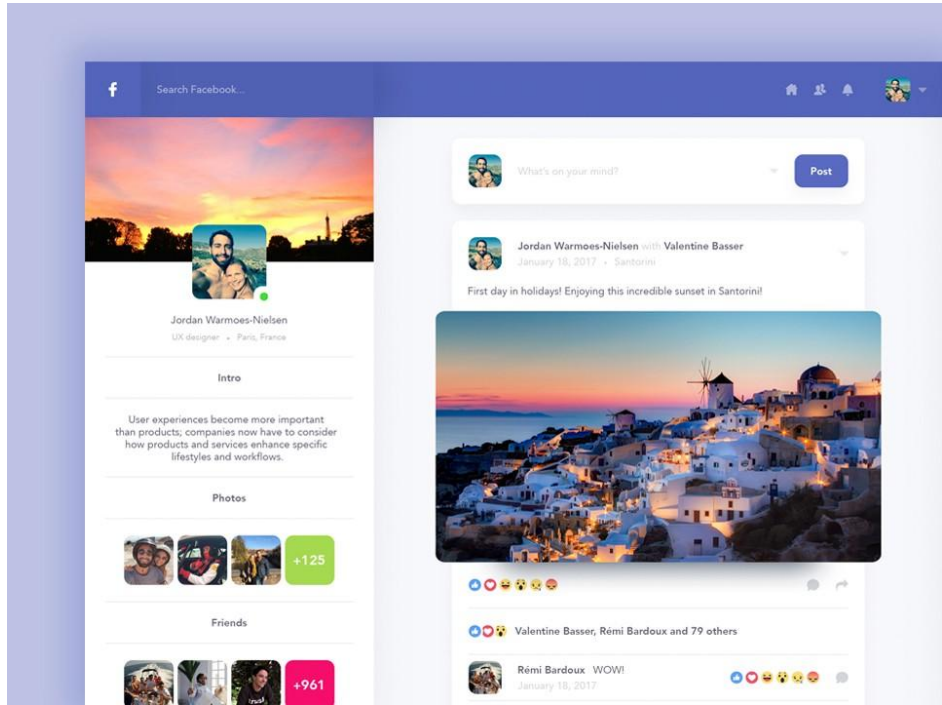
Customization

I have set the volume
to low



Personalization

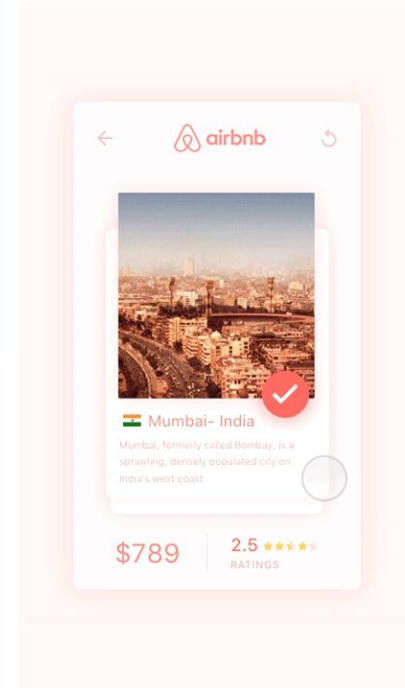
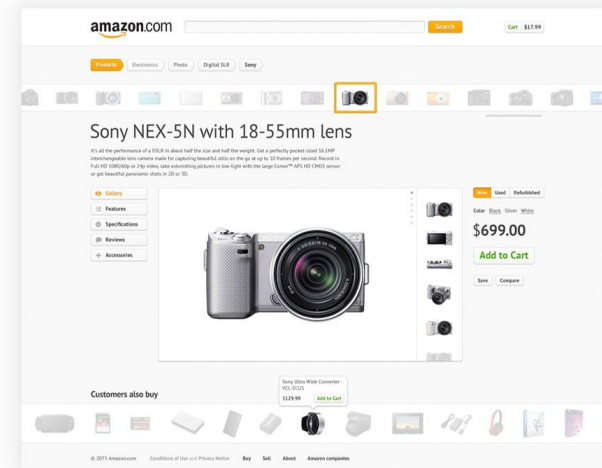
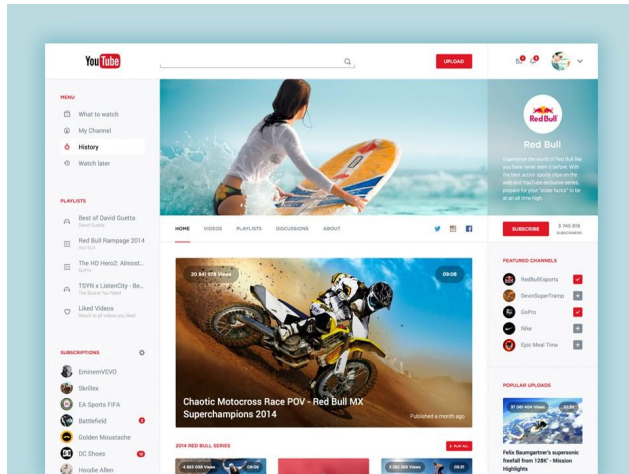
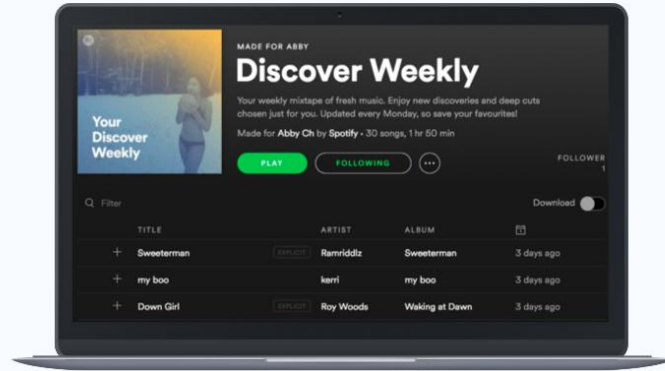
The system will
automatically set volume
for me to 15%



Personalized Experience Served by NETFLIX



Discover Weekly: The Personalized Playlist for the User





Empathy with Personalization

Consider the consequences of letting our products create personalized experiences for us.

So my (beloved!) ex-boyfriend's apartment caught fire this year, which was very sad, but Facebook made it worth it.



6:18 PM - 28 Dec 2014

3 Years Ago Today

Sean, here's a photo that you posted exactly 3 years ago. See all memories from March 27.



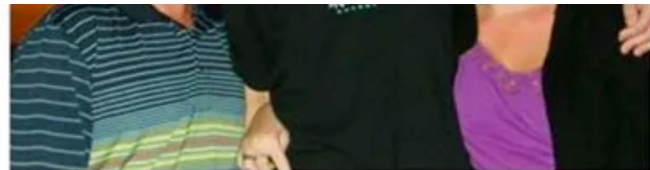
Sean [redacted] with Jessie [redacted]

March 27, 2012 at 11:43am · 🌐

R.I.P. Jessie [redacted]. I've known you and your family 12 years and I'm at a complete loss at your passing. You gave me the scar sits below my eyebrow and were a great friend and brother. My thoughts and prayers go out to Christi and your sons. You will be missed more than you could ever imagine.



16 Likes · 2 Comments



16 Likes · 2 Comments



Sean [redacted]

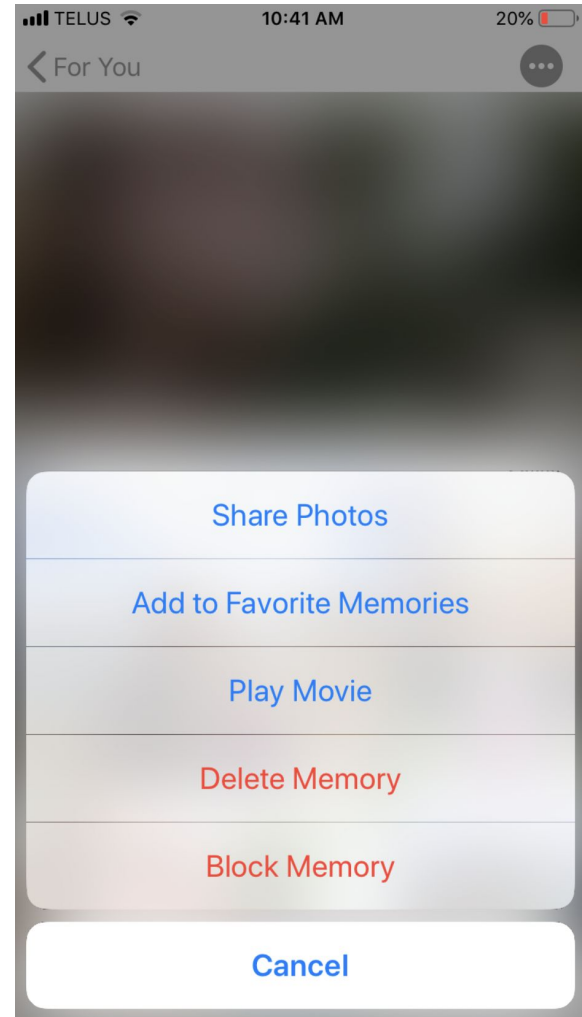
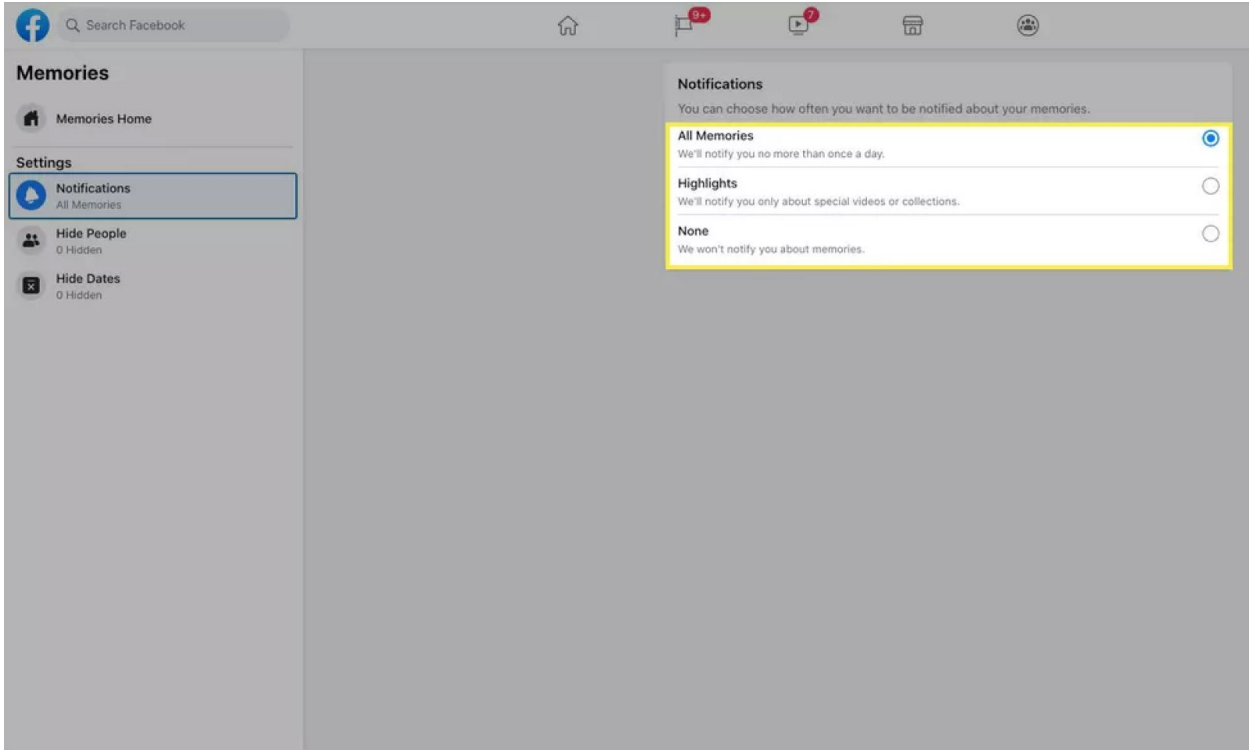
Facebook, maybe you should rethink your new #onthisday feature. Not every memory needs to be rehased; for instance, I didn't need a reminder that one of my best friends took his own life three years ago. Thanks.

Album
Share



User Control

In response, many systems now allow for greater user control and customization to avoid negative emotions.



**What ideas do you have for
infusing emotion into your
designs?**
