

Stephane Gamblin

En quelques mots ...



 fr.linkedin.com/pub/st%C3%A9phane-gamblin/2/947/359/

 [@vjagentorange](https://twitter.com/vjagentorange)

 www.pinterest.com/stephanegamblin/



DESIGN EMOTIONNEL

Principe et Experience Utilisateur

UX GOUROU



Donald Norman

Chercheur et
comportementaliste à l'université
de San Diego

“The Design of Everyday Things”



Aaron Walter

Directeur UX de Mailchimp
Intervient dans de nombreuses
conférences

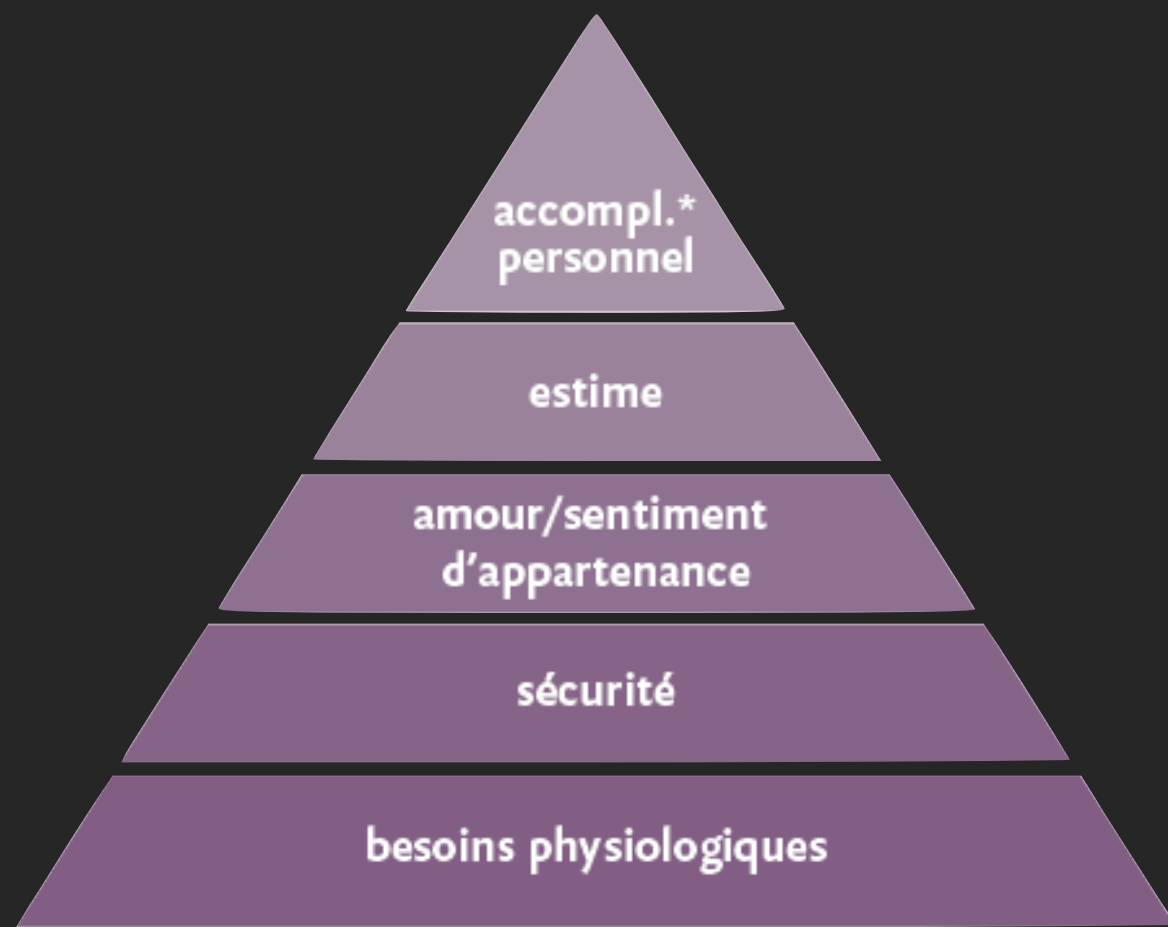
“Designing for Emotions”

[http://www.ted.com/talks/don norman on design and emotion](http://www.ted.com/talks/don_norman_on_design_and_emotion)

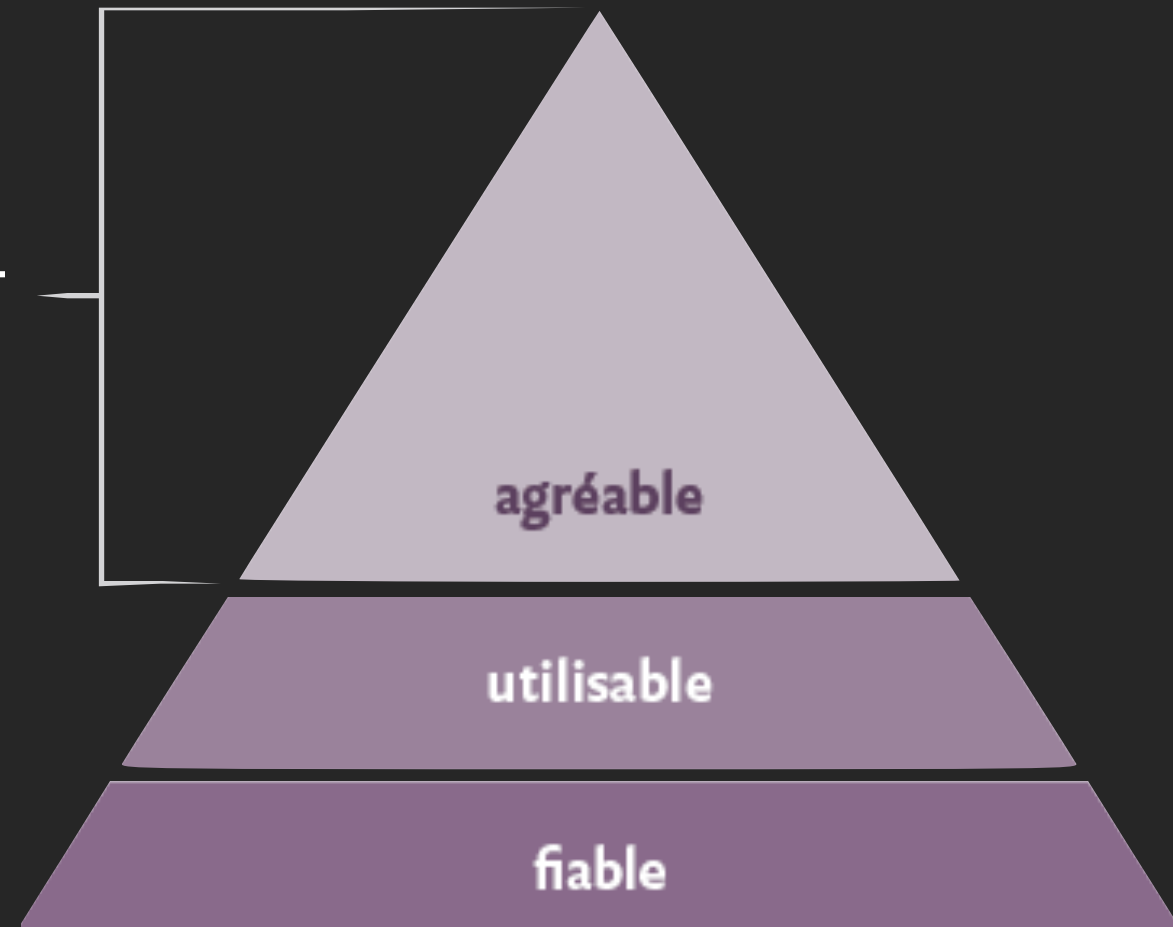
<http://www.abookapart.com/products/designing-for-emotion>

<https://www.interaction-design.org>

De Maslow a Walter



+++++





DE L'OBJET AU DIGITAL

**CECI N'EST
PAS UN SEX
TOY !!**

QUOI QUE ...



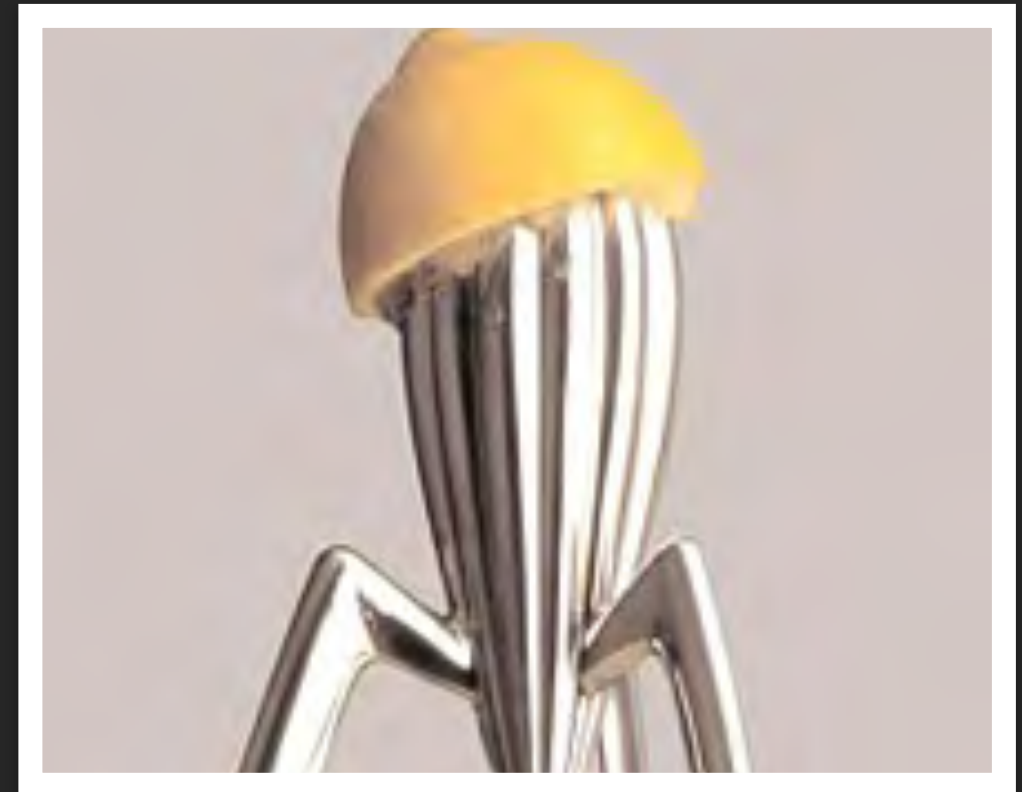
UN UNIVERS LUDIQUE



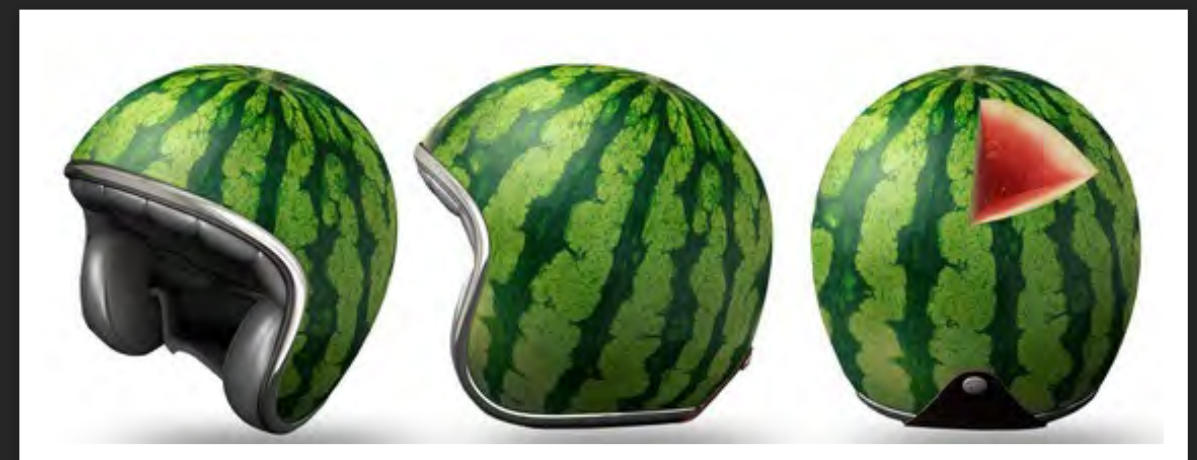
Tire bouchon ANNA G
Alessandro Mendini chez ALESSI



Packaging Philips



Presse agrumes Stark



Casques de Igor Mitin



PAPAJES

Et plus si affinité...



P comme ...

Personnalité

« Persona »

Fiche d'identité de votre utilisateur

Chewi

Poilu

Poilu,poilu,Poilu Poilu,

Geulard friendly

Grrrrrrrrrr

GrrrrrrGrrrrGRR

Poilu...

Poilu

Pifffpafff



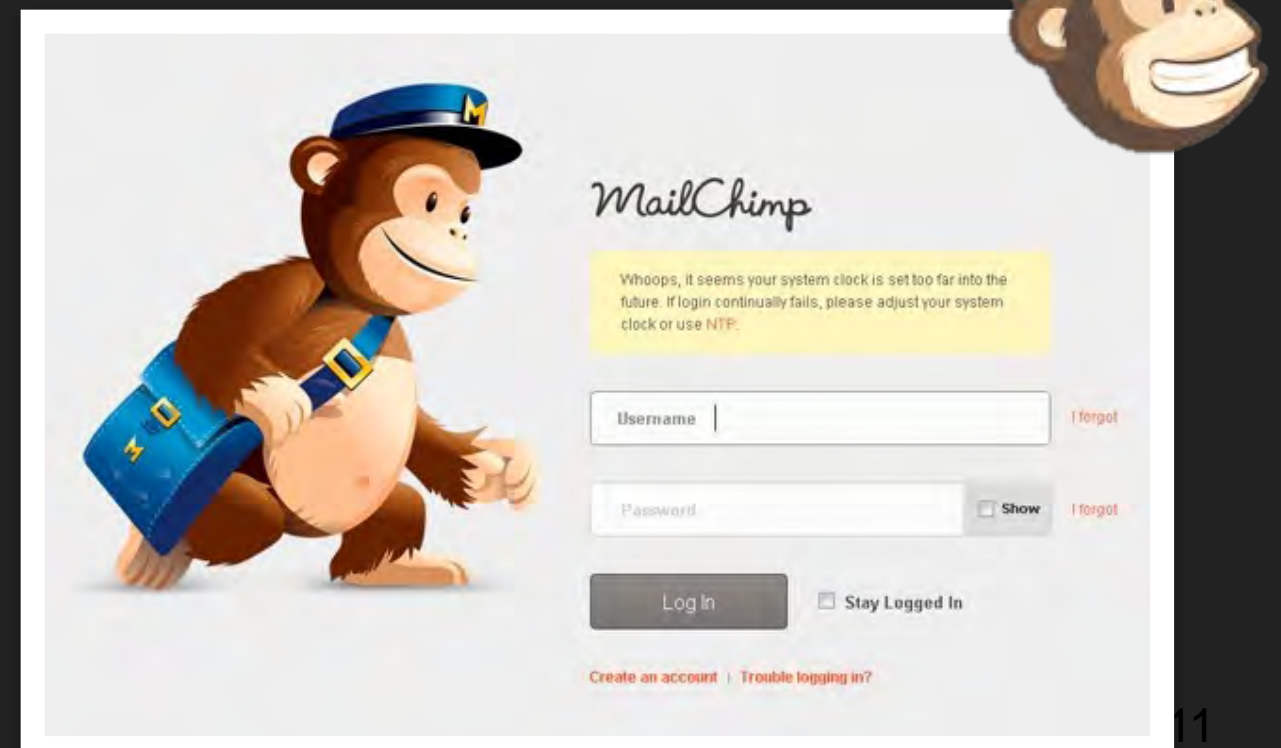


Octocat **GITHUB**

*identification d'un service en
ligne polyvalent*

MAILCHIMP

*Reflexion sur les étapes de
validation et création de
newsletter*



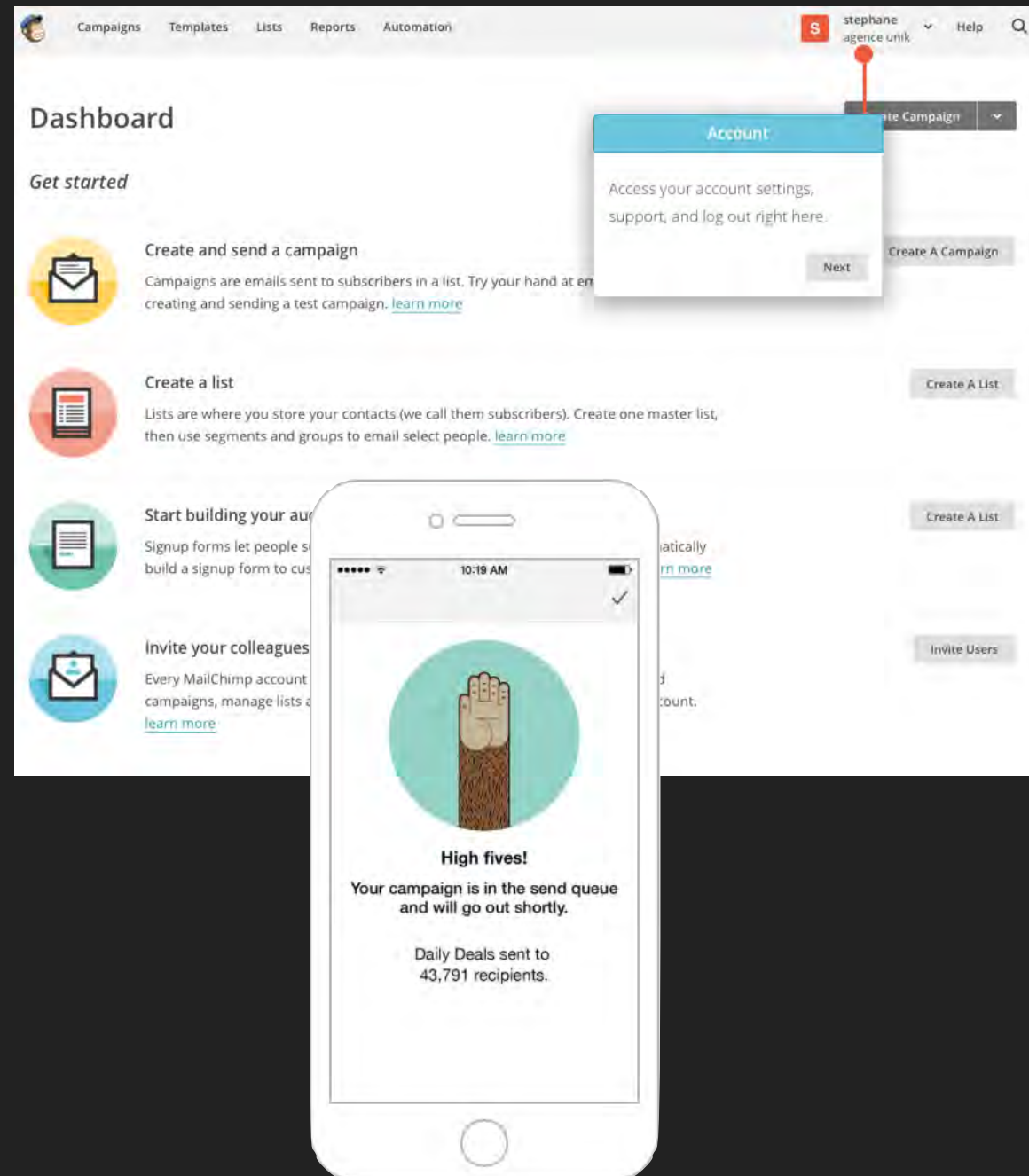


A comme ...

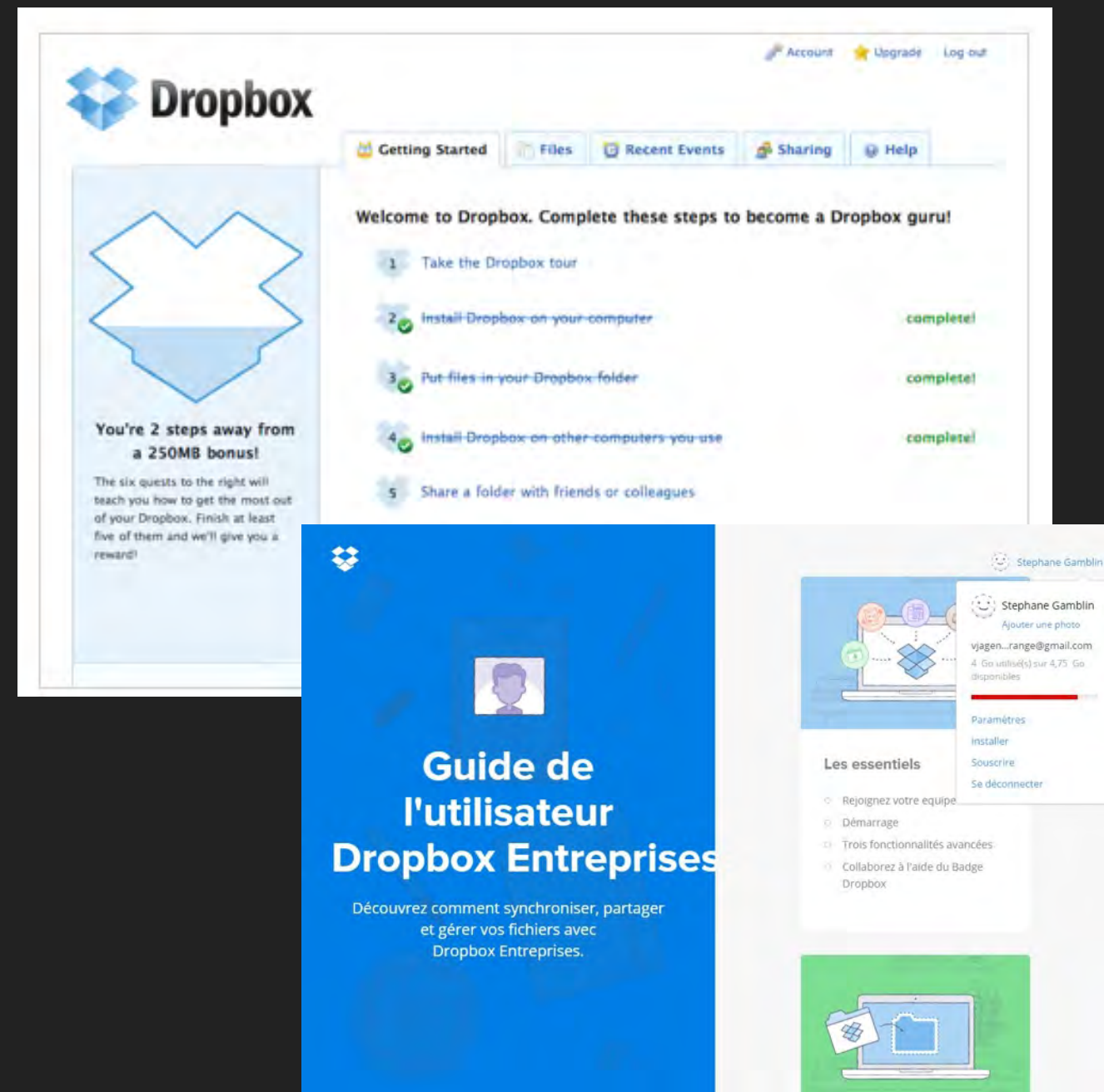
Attention



MAILCHIMP



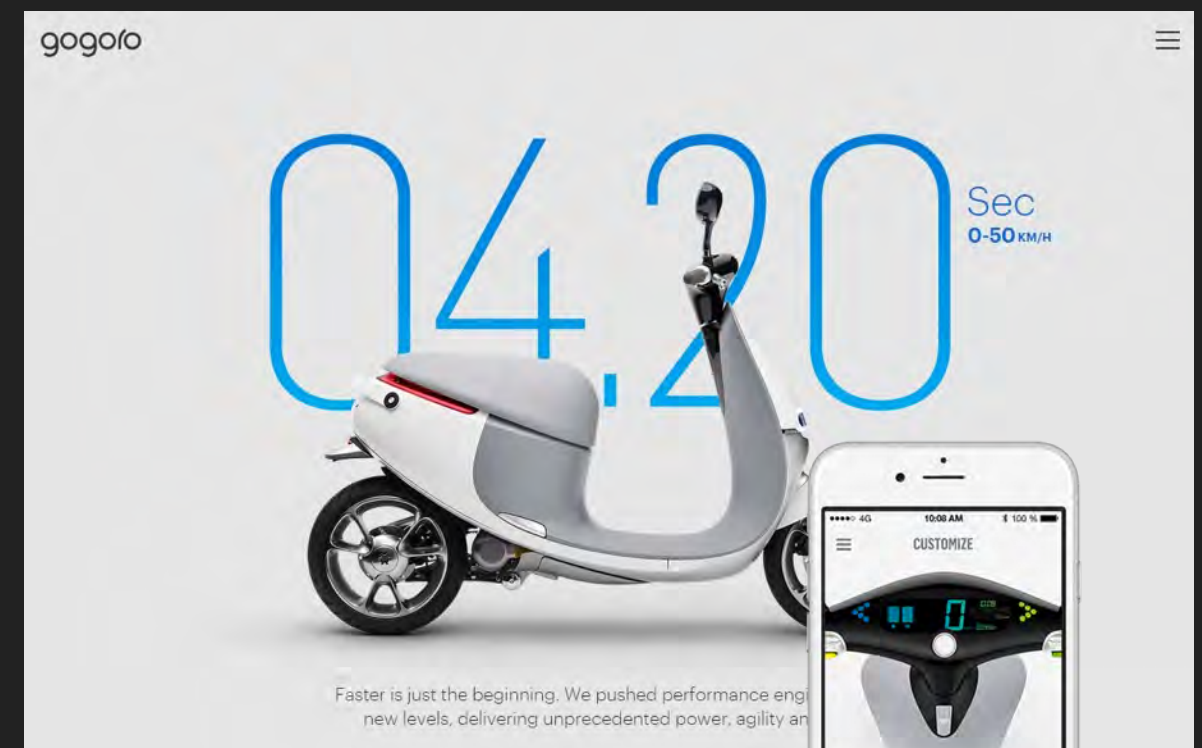
DROPBOX



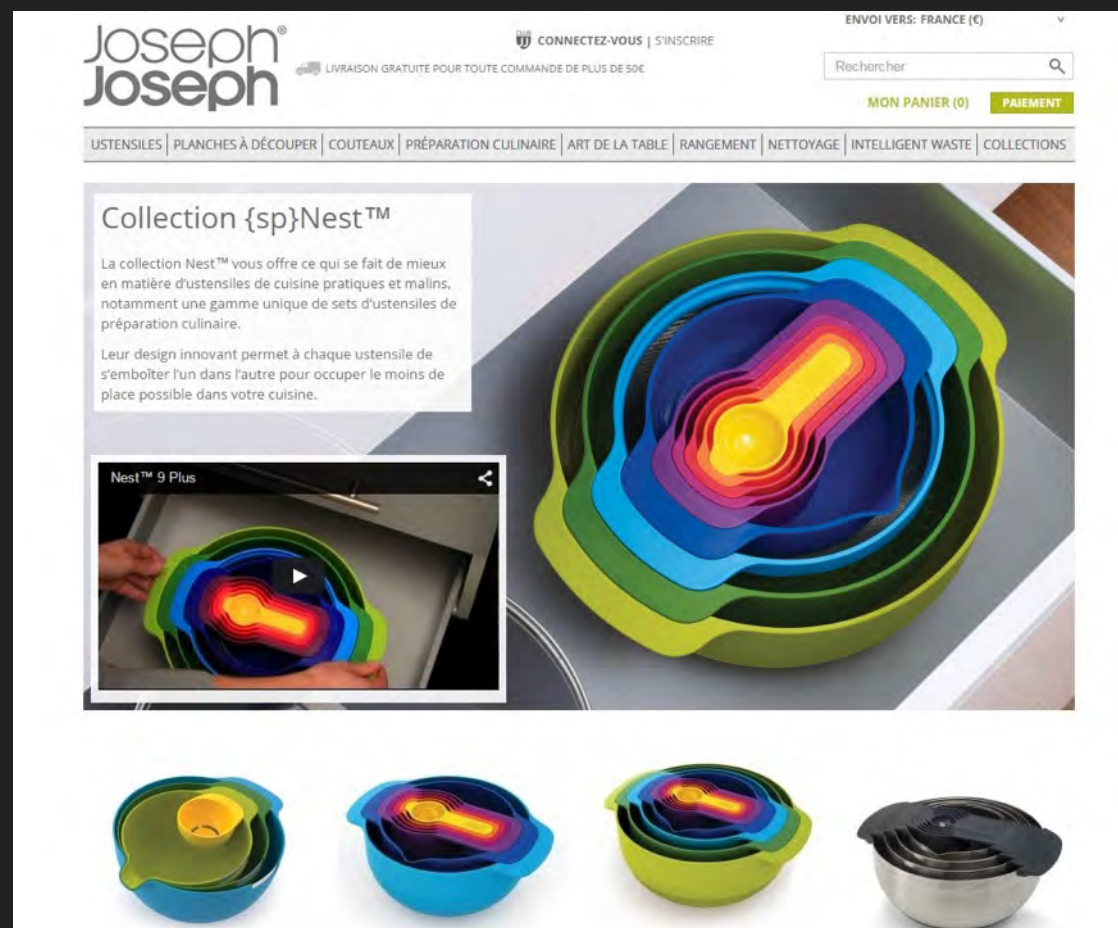


p comme ...

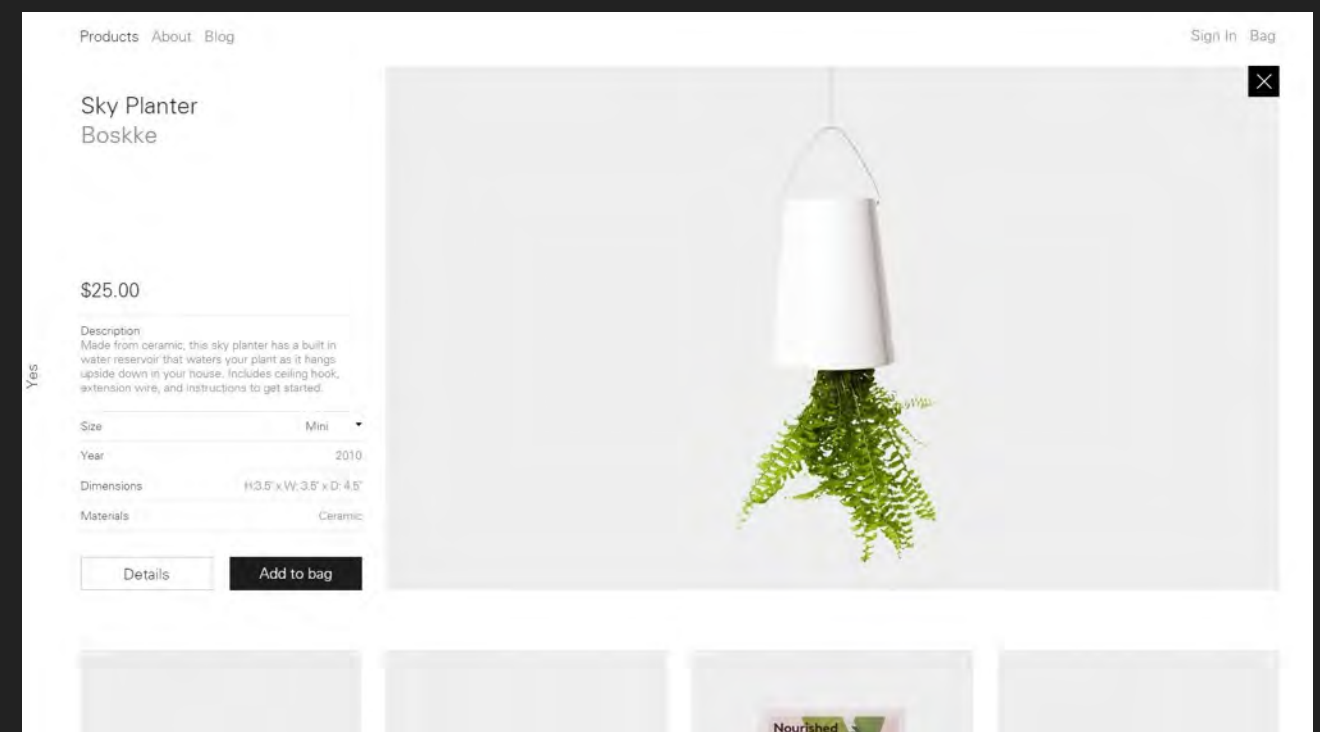
Plaisir



<http://www.gogoro.com/>



<http://www.josephjoseph.com>



<http://www.itsjustyes.com/>



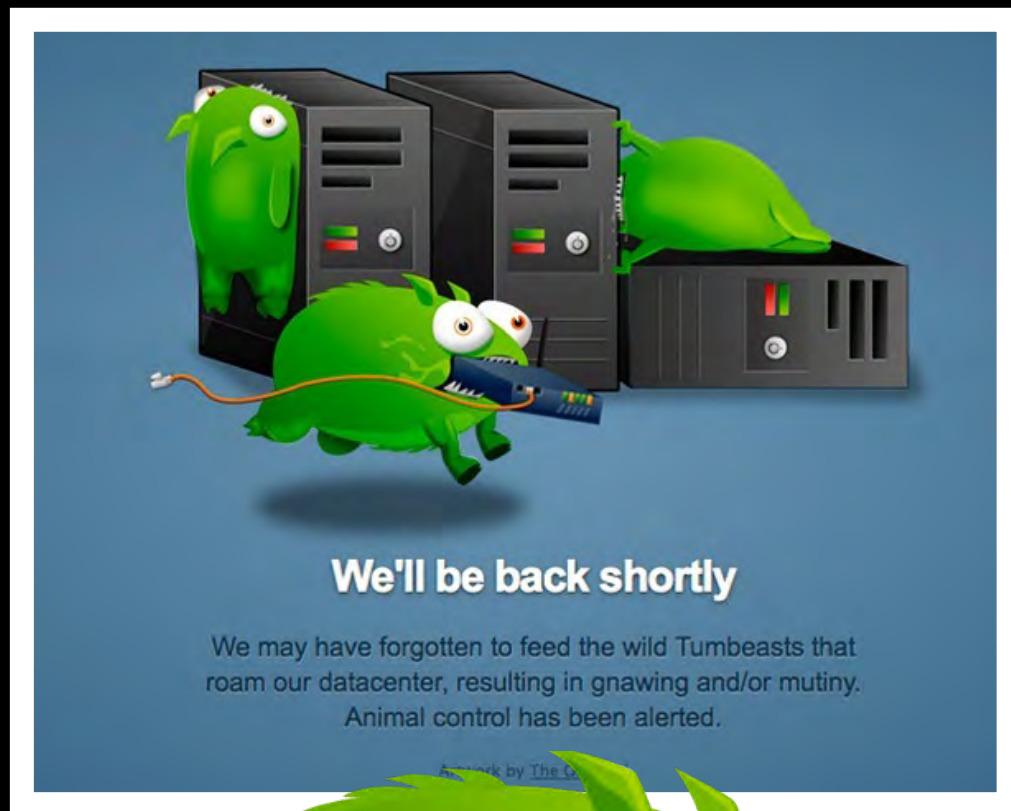
A comme ...

Attente

TUMBLR

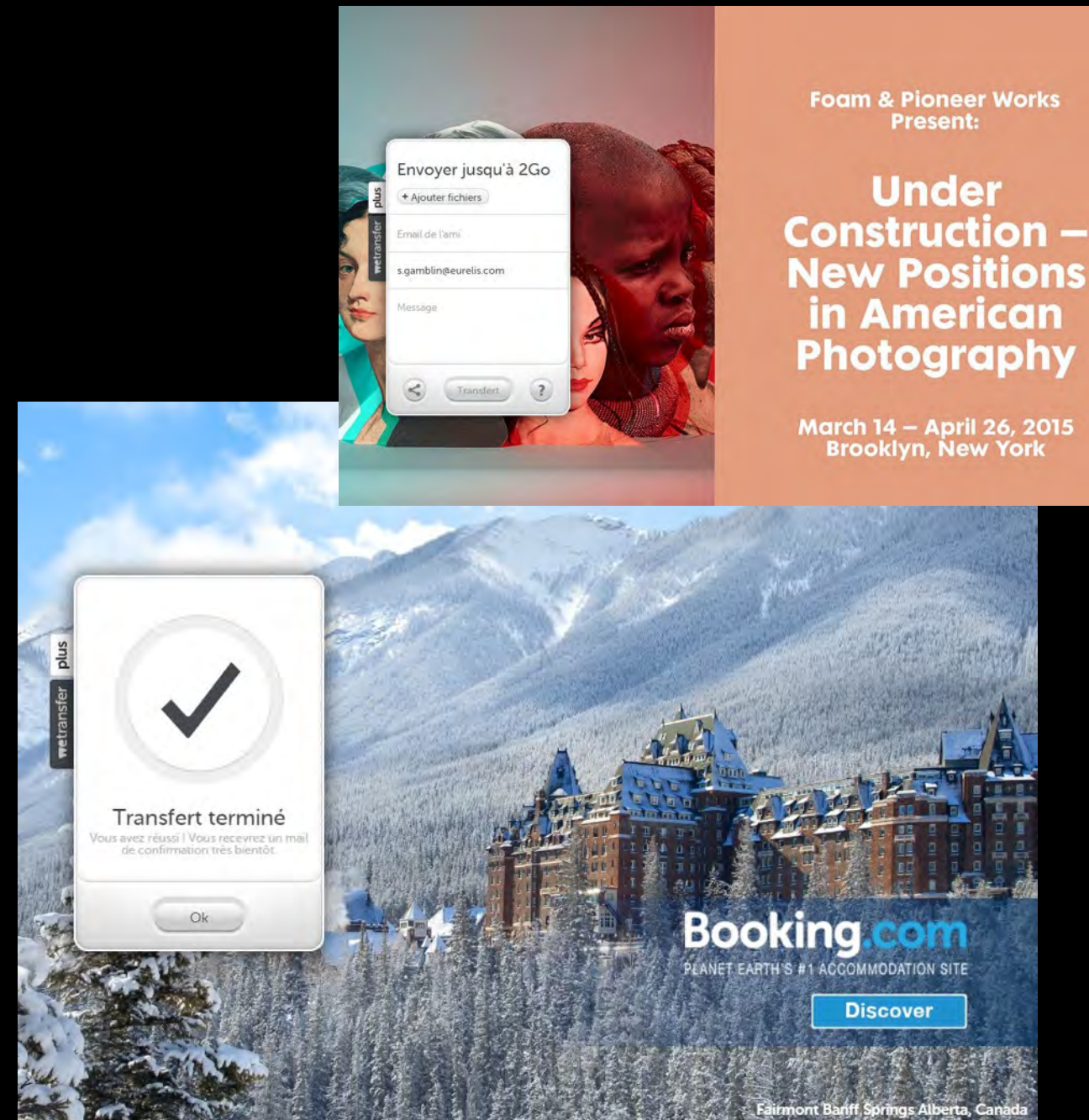


Message d'erreur



WE TRANSFERT

Attente de chargement

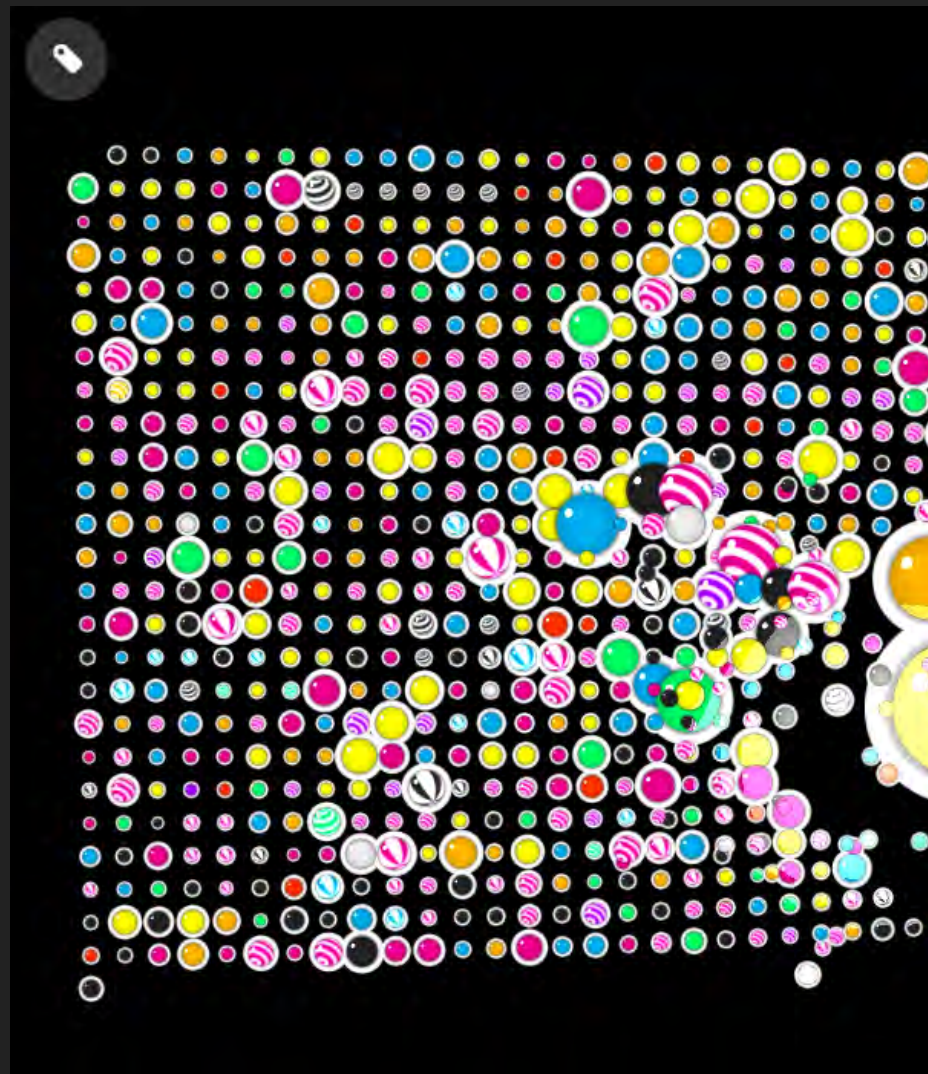


j comme ...

Joie



1000.CHROMEEXPERIMENTS



```
// Chrome Experiments #1000 Editor!  
// Press the run button to the right to see your changes  
  
var spacing = 15;  
var size = 10;  
  
var center = new THREE.Vector3( 1, 1, 1 );  
center.multiplyScalar( Math.floor( size / 2 ) );  
  
return {  
  
  init: function( particle, i ) {  
  
    var x = particle.index % size;  
    var y = Math.floor( particle.index / size ) % size;  
    var z = Math.floor( particle.index / ( size * size ) );  
  
    particle.position.set( x, y, z );  
    particle.position.sub( center );  
    particle.position.multiplyScalar( spacing );  
  
    particle.originalPosition = new THREE.Vector3().copy( particle.position );  
  
  },  
  
  update: function( particle, currentTime ) {  
  
    var offset = particle.position.x + particle.position.y + particle.position.z;  
  
    particle.position.copy( particle.originalPosition );  
    particle.position.y += Math.sin( currentTime + offset * 0.04 );  
  
  }  
}
```



<http://1000.chromeexperiments.com/>

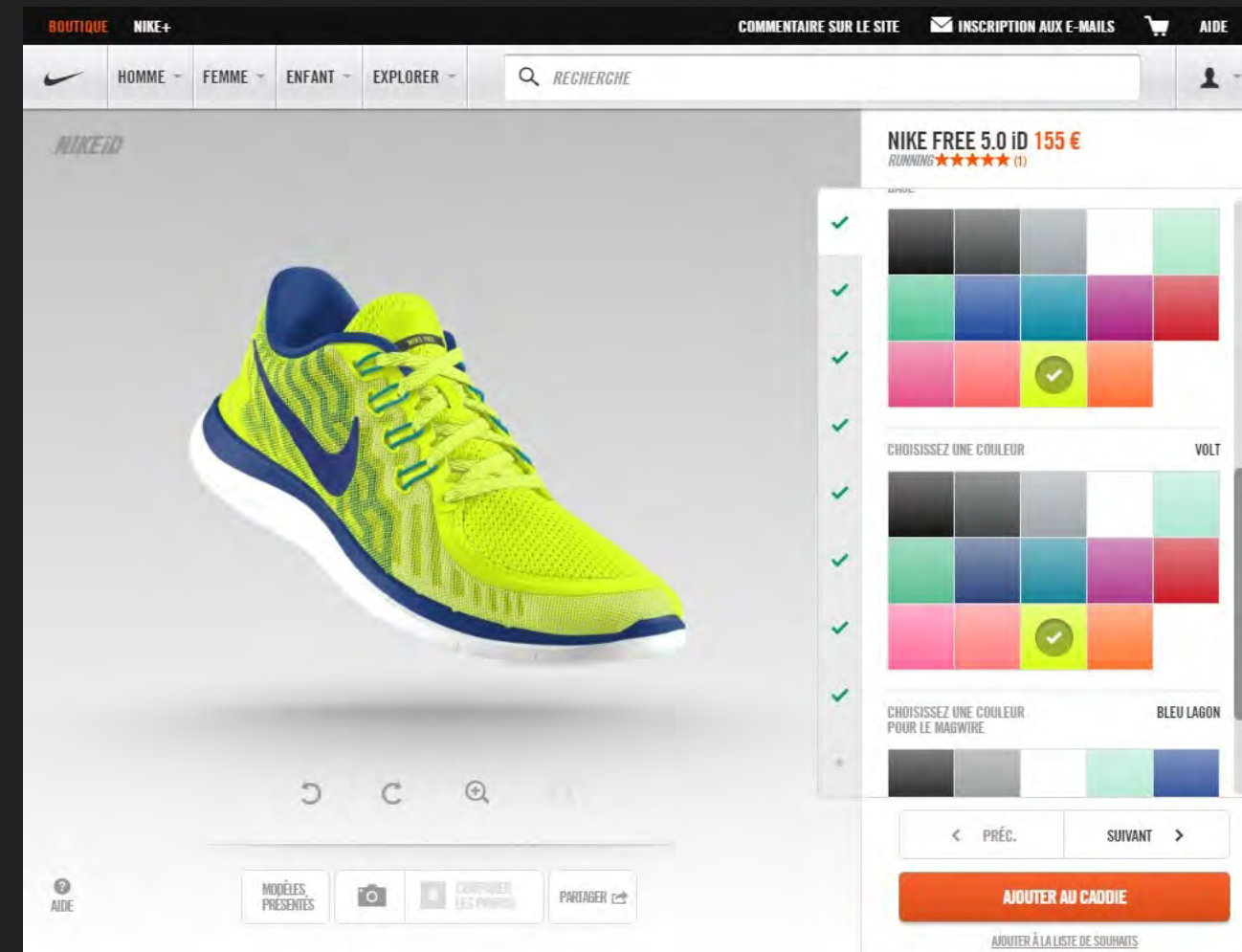
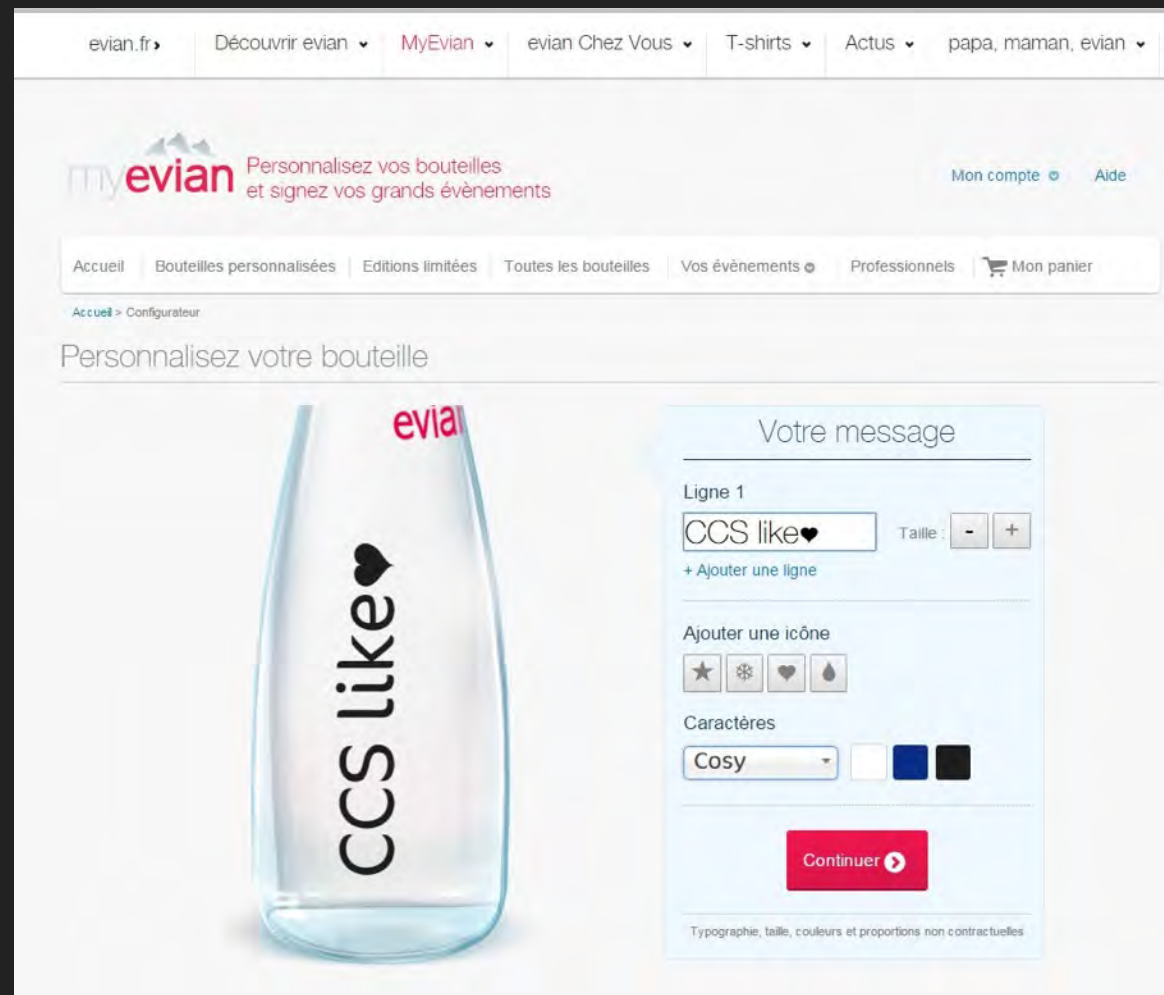


E comme ...

Exclusivité



EVIAN



NIKE ID

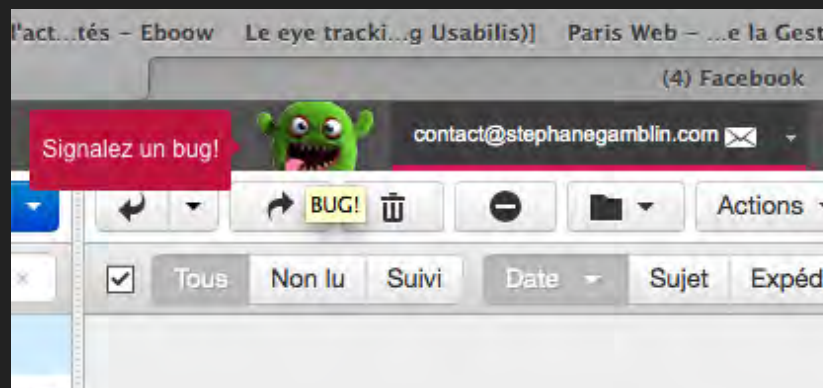
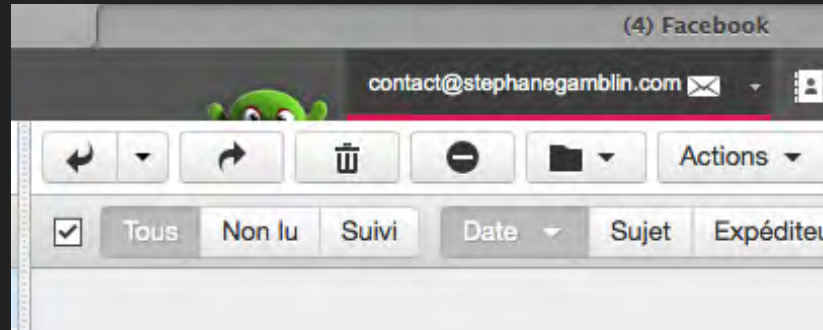


\$ comme ...

Surprise

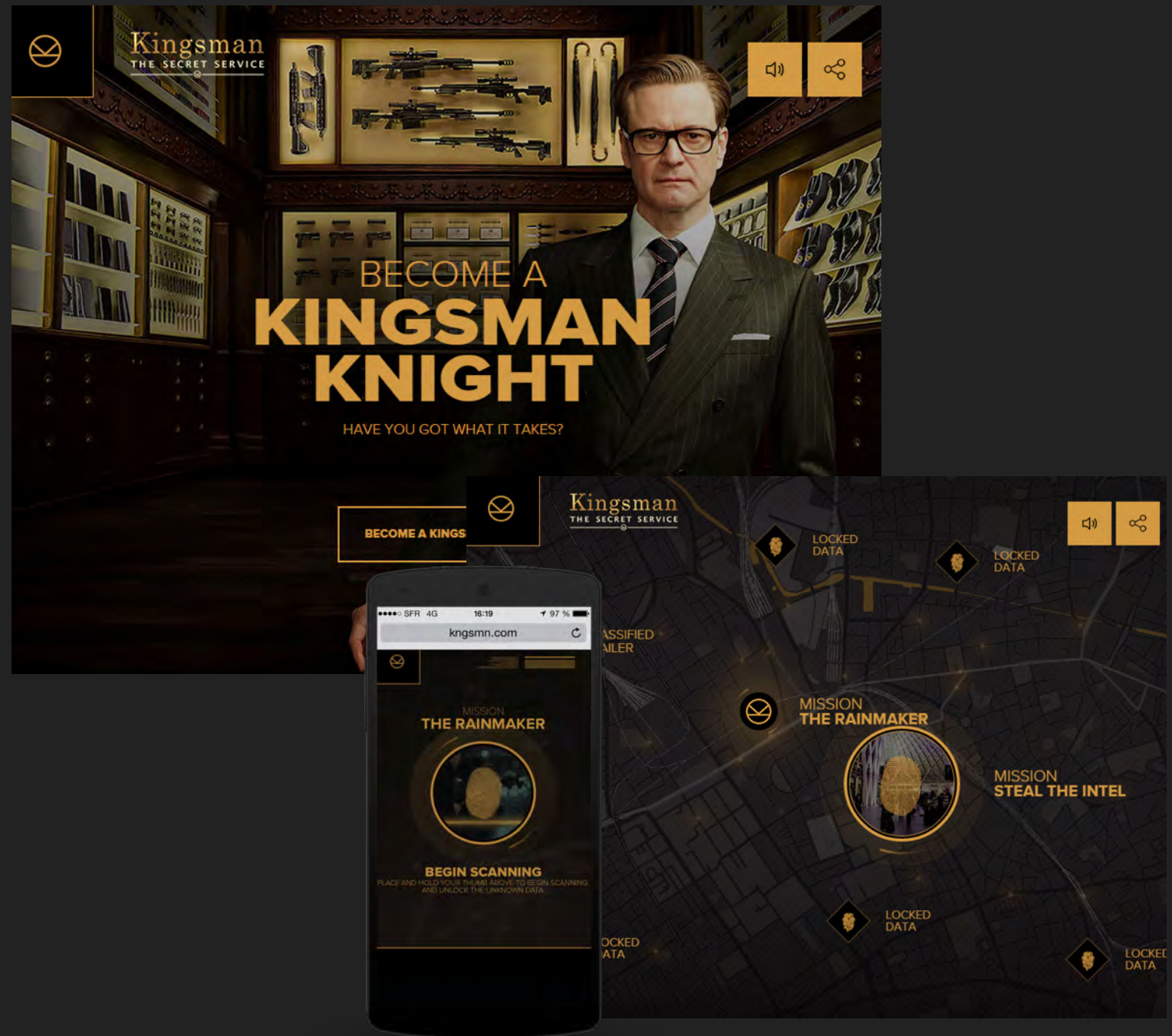
INFOMANIAK

Déclaration de bug



KINGSMAN

Déclaration de bug



<http://www.kingsmanmovie.com/becomeakingsman/>

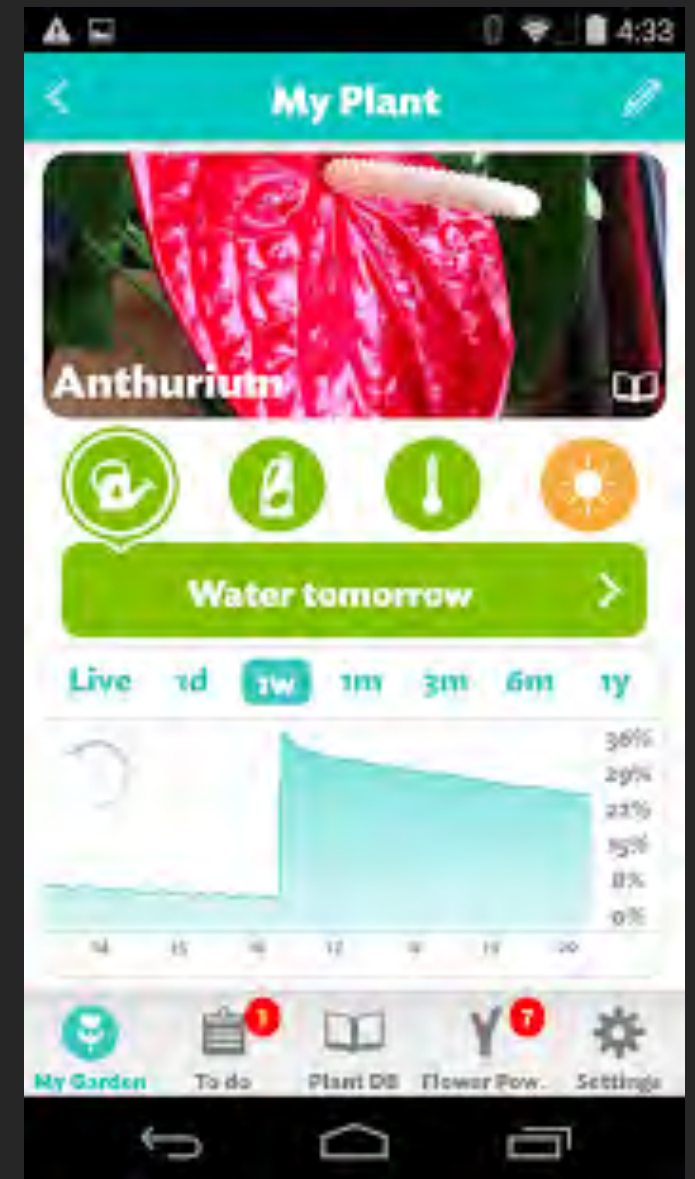
DU DIGITAL A L'OBJET

**Un cercle vertueux d'une expérience
Interactive**

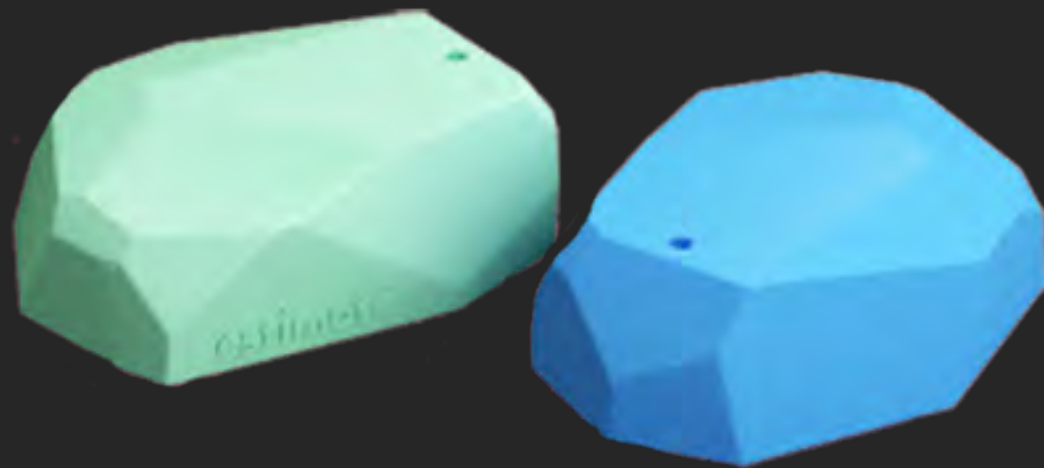
Flower power



PARROT



Ibeacon



Balise Bluetooth/app et site

ESTIMOTE

PARIS FOR LOVE



Merci!

DES QUESTIONS



[fr.linkedin.com/pub/stéphane-gamblin/2/947/359/](https://fr.linkedin.com/pub/st%C3%A9phane-gamblin/2/947/359/)



[@vjagentorange](https://twitter.com/vjagentorange)



www.pinterest.com/stephanegamblin/