

Design for emotion and experience

How does interface design influence users' emotional response?

We already know that human-centered design puts the person in the center of the process instead of the product, allowing companies to create products and services that can adapt to the audience, generating experiences (positives or negatives) that influence the decisions and behavior of the user. UX allows effectiveness and is based on usability, which is not a universal attribute (Zhao & Kawahara, 2024).

According to López and Martínez (2023), the product provokes three types of reactions in the user if implements the emotional design, those are:

1. **Visceral Level:** Immediate response to visual appearance. Colors, shapes, and fonts can create positive or negative emotions in an instant way.
2. **Behavioral Level:** Satisfaction derived from the ease of use and functionality of the system.
3. **Reflective Level:** Conscious evaluation of the product after use. This level includes cultural, personal, and social weights on the opinion of the user.

To achieve positive emotions in the UX, it's important to consider the values and identity of the mark and the emotions that we are trying to transmit. Another important resource is the narrative and what you are trying to tell through design. All this make your mark more pleasant and attractive, but most important, it can create fidelity from the users (Torres, 2022).

In my opinion, emotional design shouldn't be seen as a technical question, but like a process that impacts directly on the emotional experience of the user; the way we interact with technology can influence our mood, stress and satisfaction level. A well-thinking design can make interaction with digital systems more pleasant, and not only that, it can generate loyalty from the clients too.

References

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