Emotional Design

Lecture 21, Week 12
March 23, 2015
CSC318H1S
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1

Announcements

- Elevator pitches are optional

- 1 pitch = 4%, 2 pitches = 5%

- The strike continues.

- We will hold a vote on a new marking scheme on Wednesday

- Additional testing time this Friday (optional & unsupervised)

Assignment 5

You will be participating in 3 other groups' evaluations.

Take detailed notes:

- your impressions

- your recommendations

- what you learned

Your reflection of your participation will make up your **Assignment 5** submission.

It is okay to focus on your core impressions of the prototype, rather than the instruments.

3

Phase 5

Phase 5 is due April 3.

Project paper (10%)

    6 pages in ACM CHI Abtract format: an overview of the whole design process.

Updated prototype (4%)

    Include any artifacts that came out of your design (mockups, wireframes, sketches)

Presentation (6%)

    Monday or Wednesday of next week
    (3 minutes)

Submit all documents from the term by April 7.

Joint Class Design Competition

Three projects will advance to the joint competition.

- Expert judges

- Certificates (1st, 2nd, 3rd place, and three finalists) and potentially prizes

April 7, 2-4 pm in BA1170

All are welcome to attend.

Participation in the joint competition will not affect your grades.

Elevator Pitches?

Emotional Interaction

Wednesday, March 25, 2015

Emotions and User Experience

How does our emotional state change as we use an interface?

E.g., ordering a desirable object online.

- the first coveting impulse

- choosing the right option

- convincing yourself you can afford it

- the rush of decision

- pause before you hit "Confirm"

- regret and/or anticipation

8

Emotions and User Experience

Emotion is a non-negotiable thread of our experience.

Interfaces should be not only usable, but also conscious of our emotional states.

We like to feel validated, happy, and relaxed.

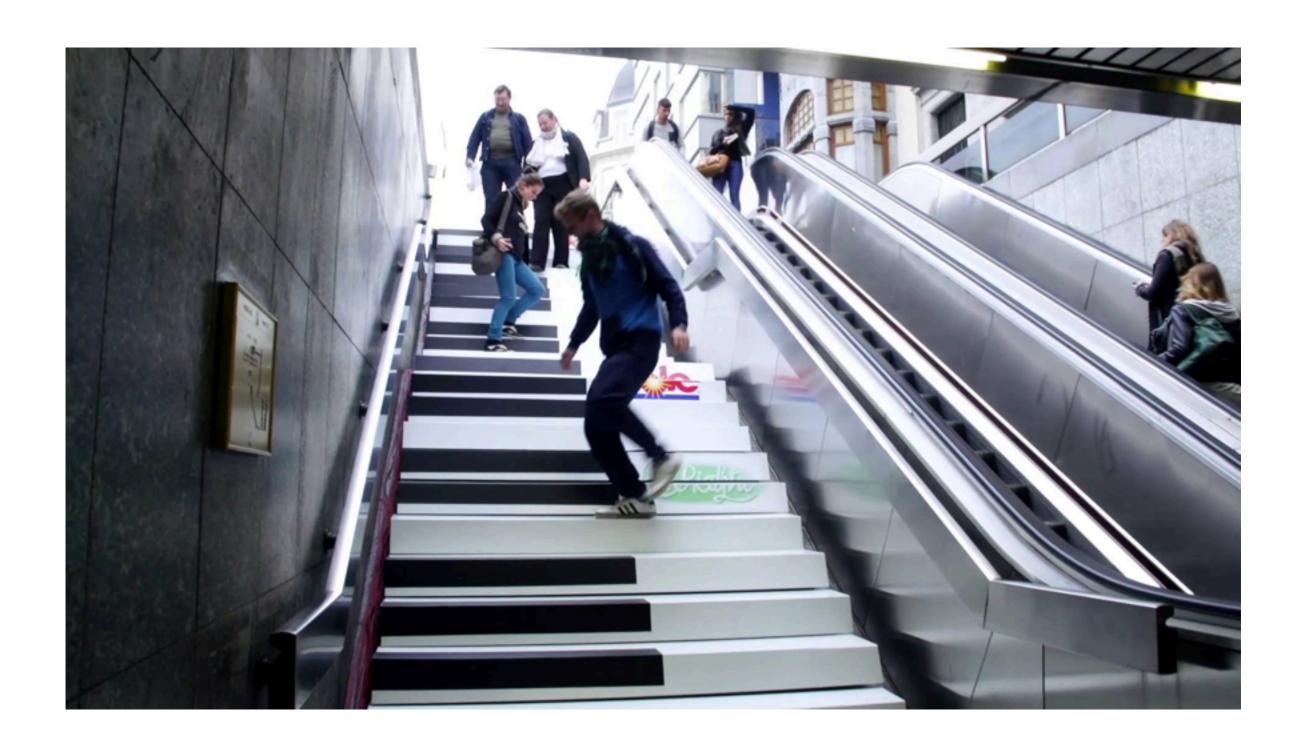We do not like to be frustrated, angry and tense.

Our emotional state while using a product will influence our perception of the product.

9

Pleasant Interfaces

Ways to positively impact users' emotional state:

- Well-designed interfaces validate the user's conceptual model and make them feel accomplished.

- Emotionally expressive interfaces provide reassuring, fun, and easy to understand feedback.

- Persuasive technologies elicit positive behavioural change, often through the use of positive emotions.

Persuasive Technologies

Wednesday, March 25, 2015

Frustrating Interfaces

Interfaces often cause frustration by making users feel insulted, threatened, incompetent, or powerless.

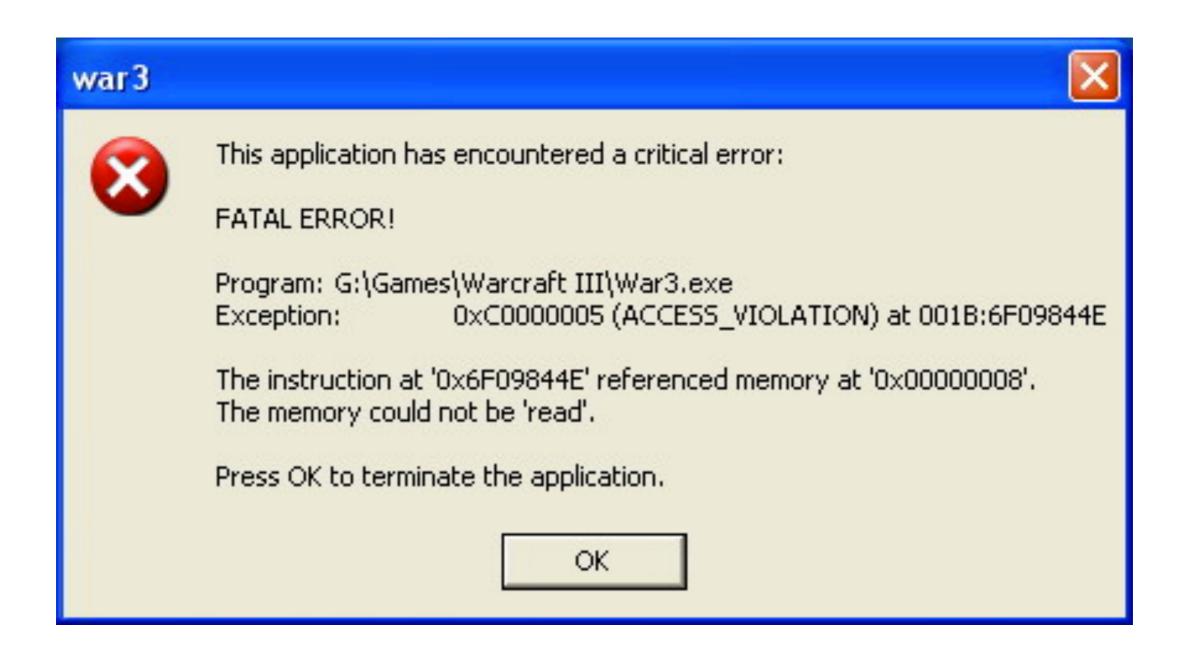# Waiting and Lack of Responsivity

Errors

war3

This application has encountered a critical error:

FATAL ERROR!

Program: G:\Games\Warcraft III\War3.exe
Exception: 0xC0000005 (ACCESS_VIOLATION) at 001B:6F09844E

The instruction at '0x6F09844E' referenced memory at '0x00000008'.
The memory could not be 'read'.

Press OK to terminate the application.

OK

14

A problem has been detected and windows has been shut down to prevent damage to your computer.

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:
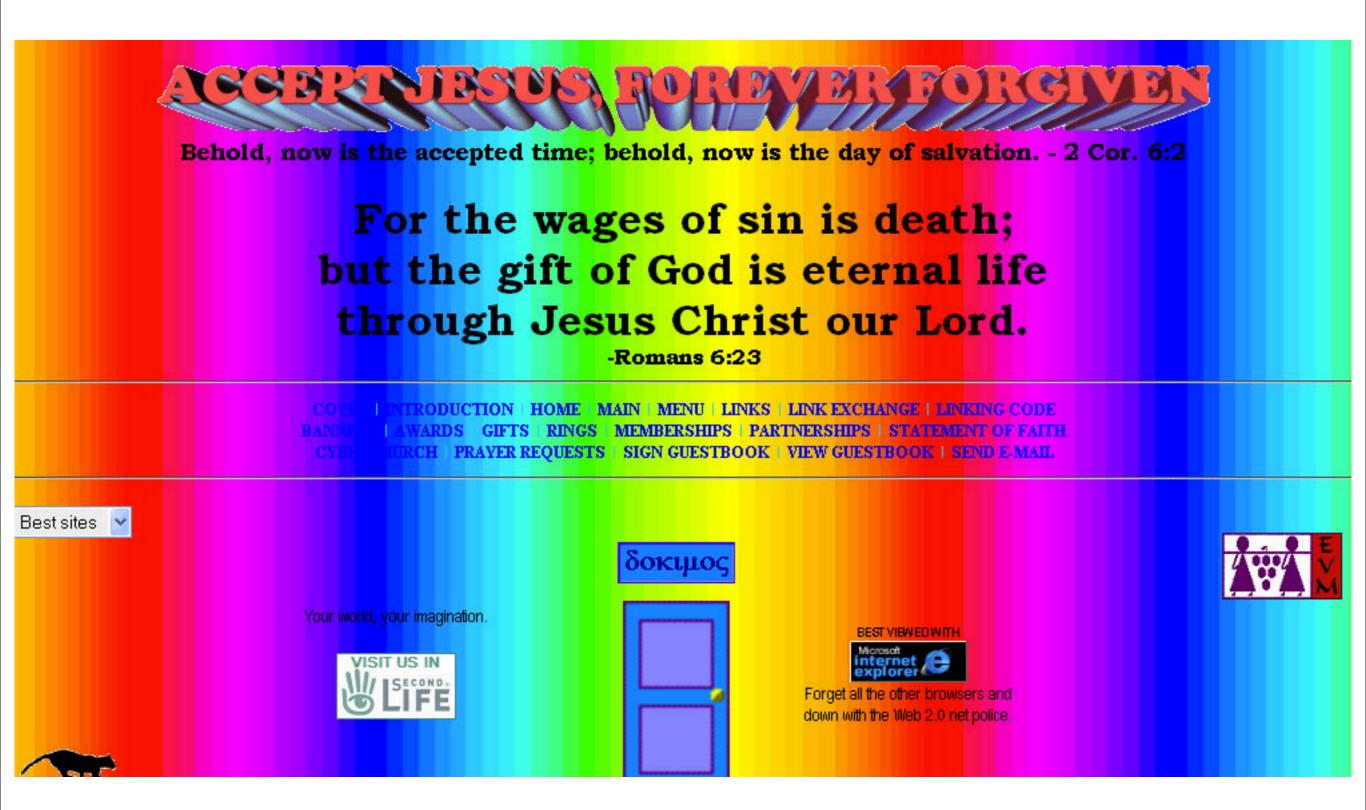
Check to be sure you have adequate disk space. If a driver is identified in the Stop message, disable the driver or check with the manufacturer for driver updates. Try changing video adapters.

Check with your hardware vendor for any BIOS updates. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.
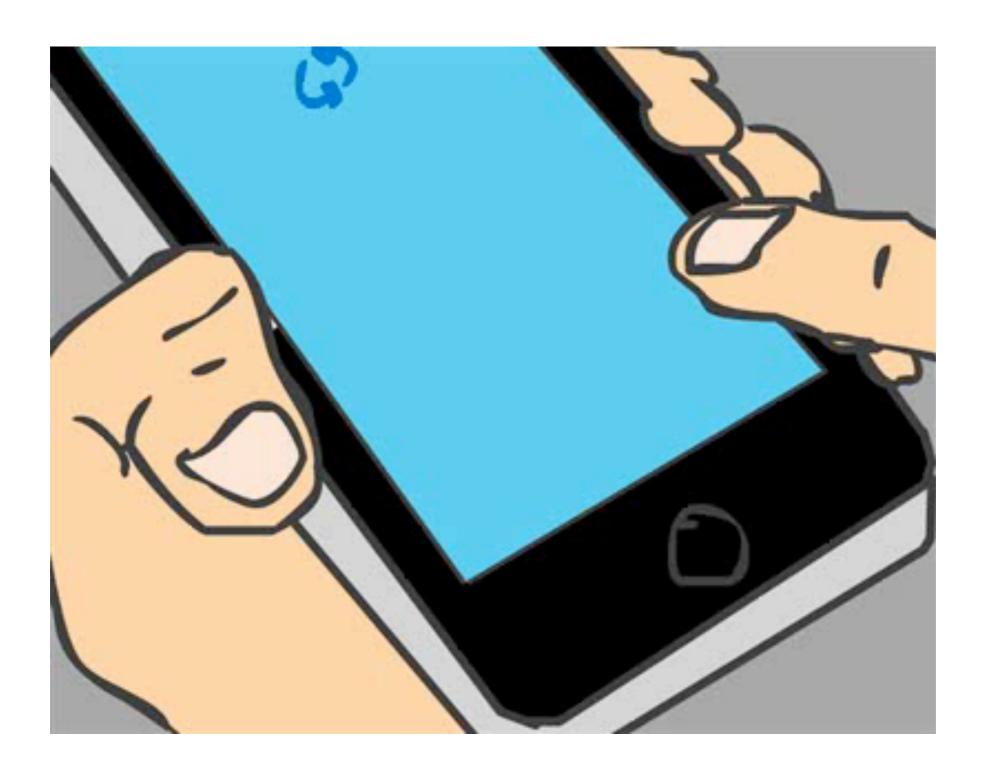
Technical information:

*** STOP: 0x0000001E (0xFFFFFFFFC0000094,0xFFFFF8000C074D1E,0x0000000000000000,0 xFFFFFFFFFFFFFFFD)
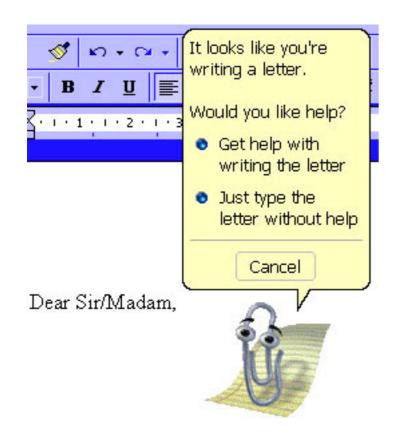
15

Wednesday, March 25, 2015

Appearance

Appearance
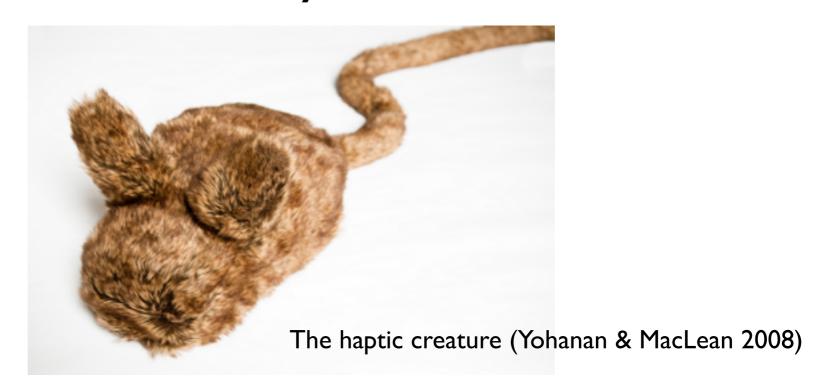

17

Appearance and Intention

Anthropomorphism

We often assign human or animal traits to agents around us in order to explain their behaviour.
This can be inadvertent:
"Why won't you load!? Why do you hate me!?"
It can also be deliberately induced.

The haptic creature (Yohanan & MacLean 2008)

Emotional Design Model

Wednesday, March 25, 2015

Emotional Design Model

Proposed by Ortony et al. (2005), this model identifies three levels on which we engage with a product or interface.

1) Visceral

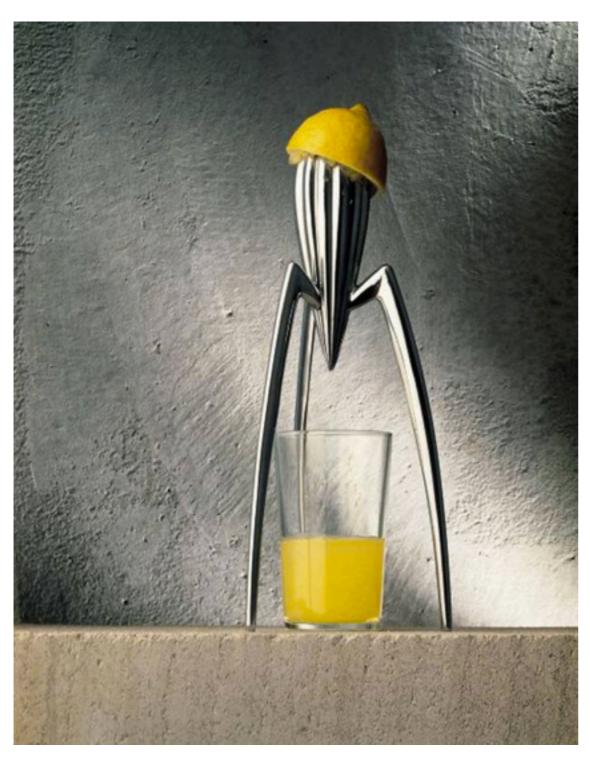first impressions, attraction, immediate emotional impact

2) Behavioural

user experience, understanding, expectations, usability, feedback

3) Reflective

relationship with a product, memories, meaning, cultural impact, beauty

Don Norman's *Emotional Design*

Juicy Salif by P. Starck

Emotional attachment and involvement with a product is as important as how easy to use or functional it is.

Beautiful objects can get away with small usability issues and frustrations.

Objects we care about can too.

22

My Precious

Emotion Implications

- How we feel about a product goes far beyond its usability.

- Happy or emotionally attached users are likely to forgive minor inconveniences.

- Angry or frustrated users are extremely critical and will abandon products forever.

E.g. OS X Yosemite reported crucial bugs in WiFi, Bluetooth, graphics performance lag, iOS 8 integration, e-mail, Safari...

Yet it reached a market share of adoption in 4 days that Windows 8 could not in 2 years.

24

Questions?

Wednesday, March 25, 2015

REFERENCES

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Ortony et al. (2004) *Effective functioning: A three level model of affect, behaviour and cognition.*

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This lecture is based on slides and content by:
ILONA POSNER
OLIVIER ST. CYR
Materials from:
Interaction Design: Beyond Human-Computer Interaction.
Rogers, Sharp and Preece. 2011
idbook.com

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