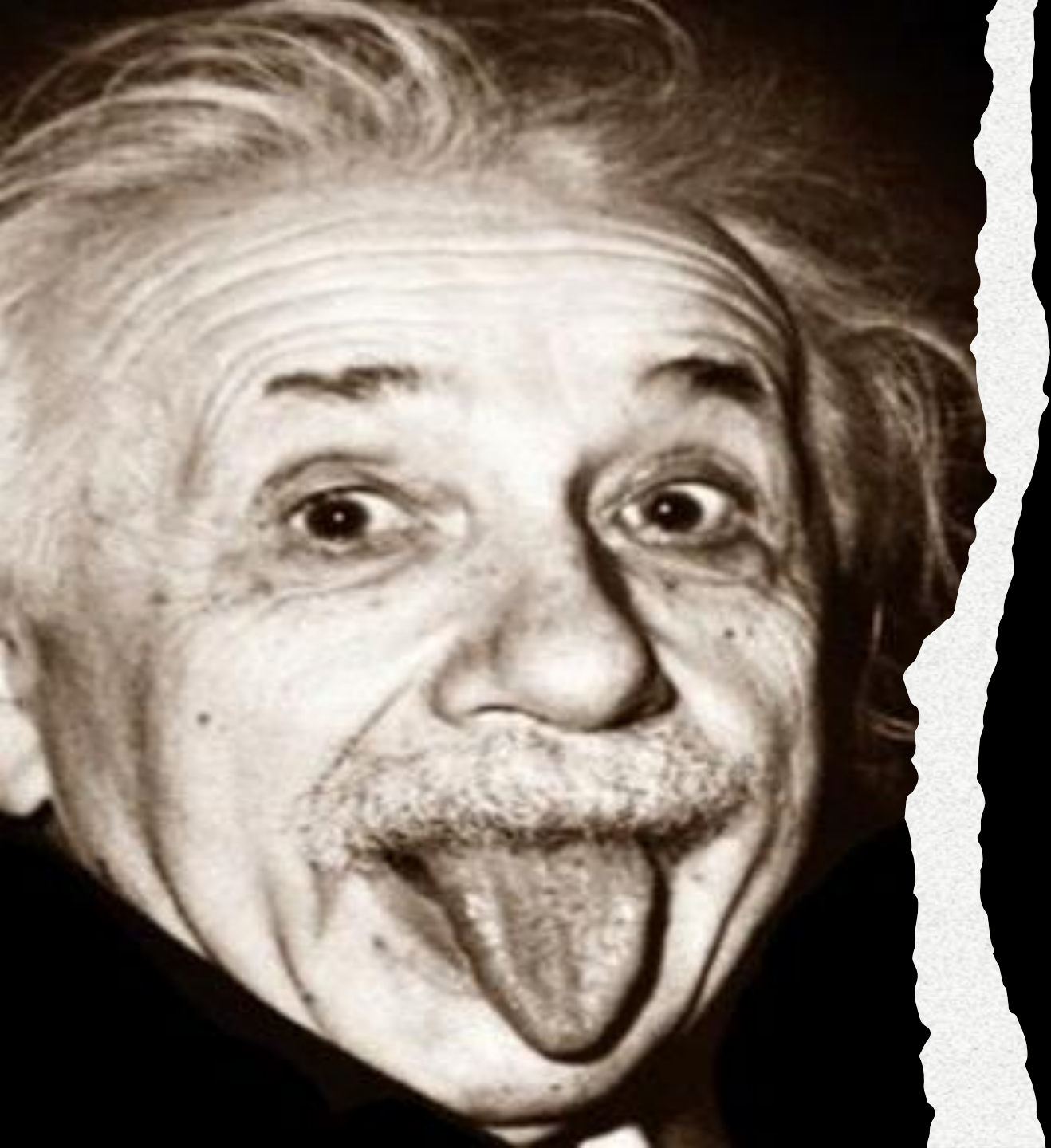


Intro

Who Am I?

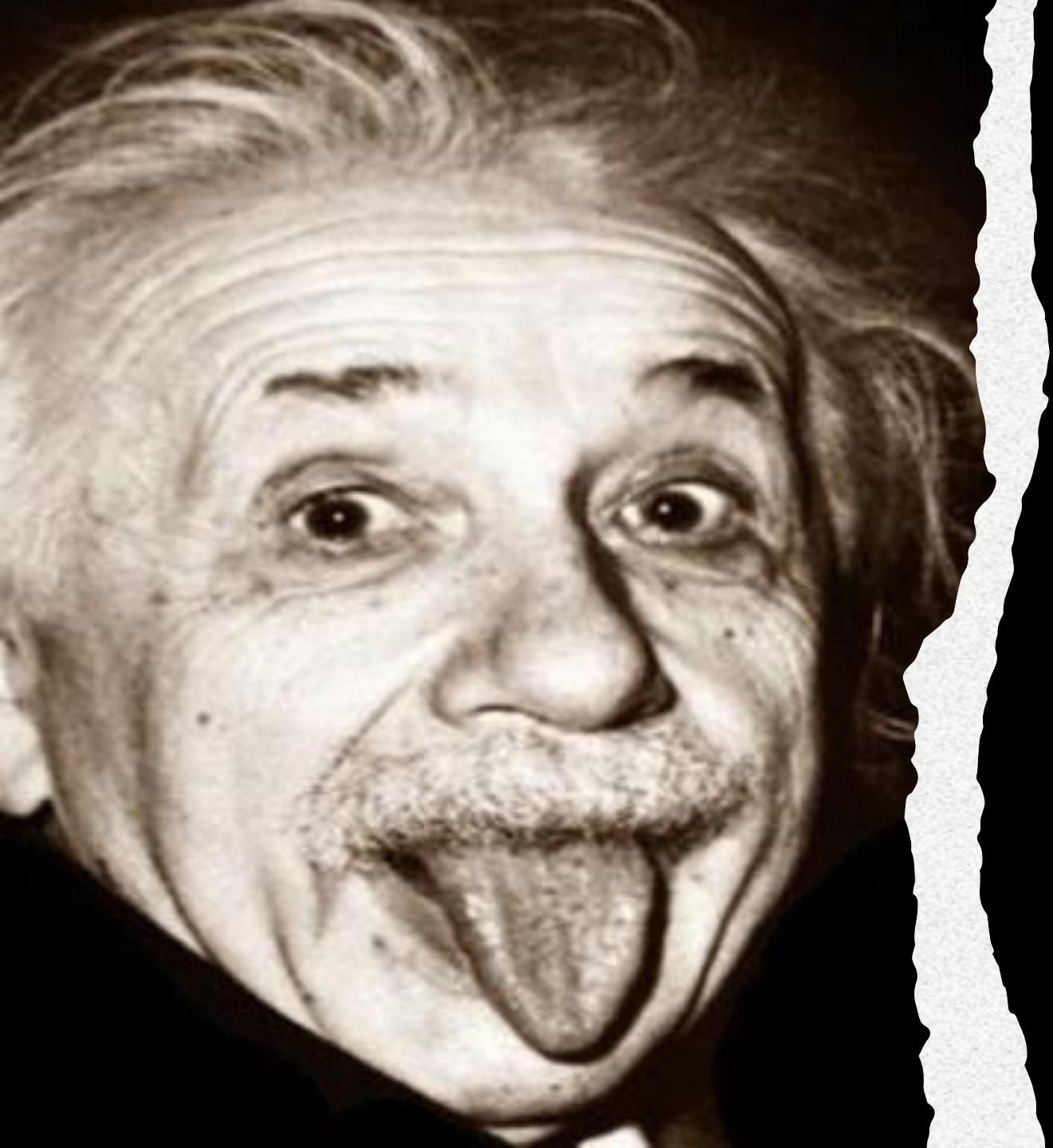
- Dennie Declercq
- President & IT-coach DDSoft
- Microsoft MVP
- Modern Eastern Spirituality
- @DennieDeclercq
- #DreamingIsBelieving
- https://ware.ddsoft.be

Why I chosed the title (E)-Motions?

- “Emotions are Energy in Motion”
- IT = computing, digital energy
- IT has impact on people’s feelings and emotions
- IT solutions has impacted my emotions
- Did research about this

Content

- Intro
- Emotions
- Examples: How does IT influence Emotions
- Low (E)-Motions
  - Triggering
  - Limiting
- High (E)-Motions
  - Limiting
  - Adding
- Outro



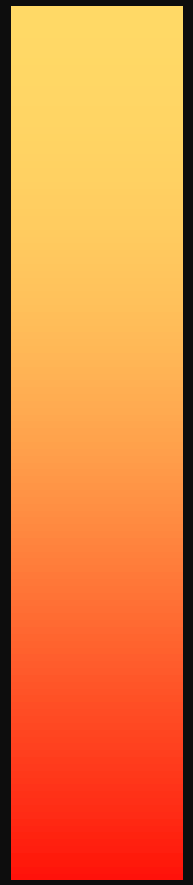
Emotions

Emotion Frameworks

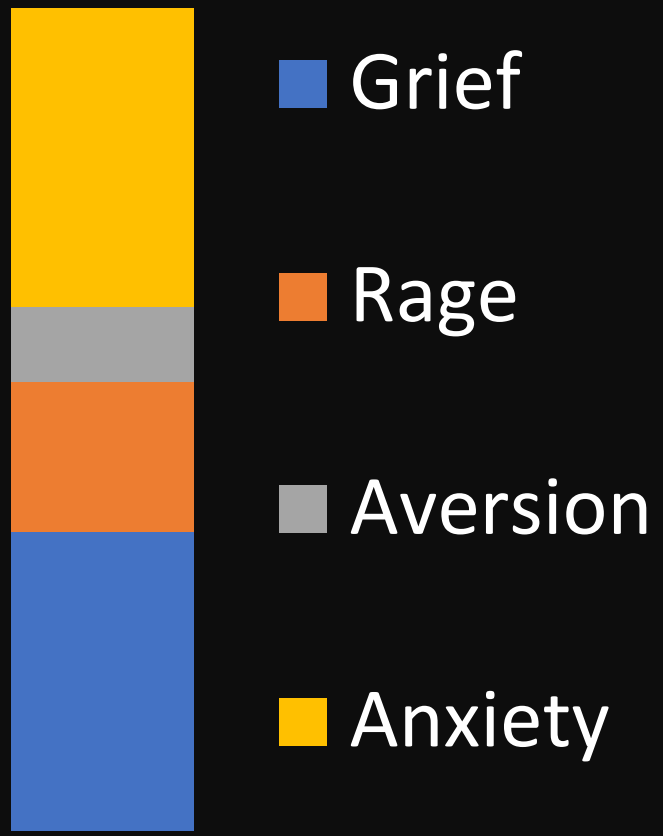
- People science != computer science
  - Absolute vs Relative
  - Ratio vs Feeling

- 2 Emotion framework
- 4 Emotion framework
- 6 Emotion framework
- Until… 295+ Emotions list

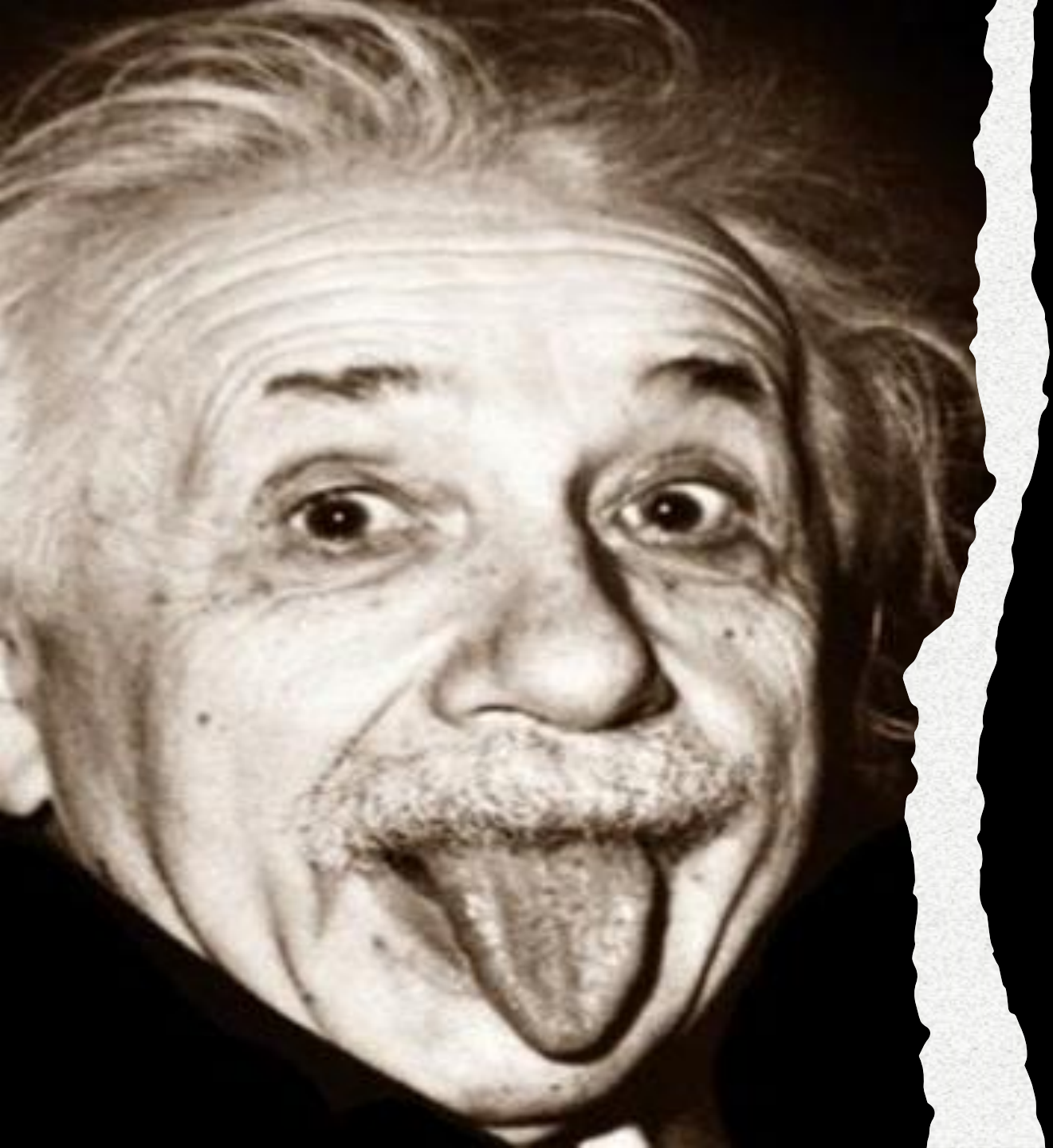
6-Main Emotions



Positive (High)		Negative (Low)	
		Anxiety	Grief
		Rage	Aversion
Joy	Amazement		



Layering Emotions



How does IT influence Emotions?

Examples

Google Photo's and Exes

Panic driven Headlines

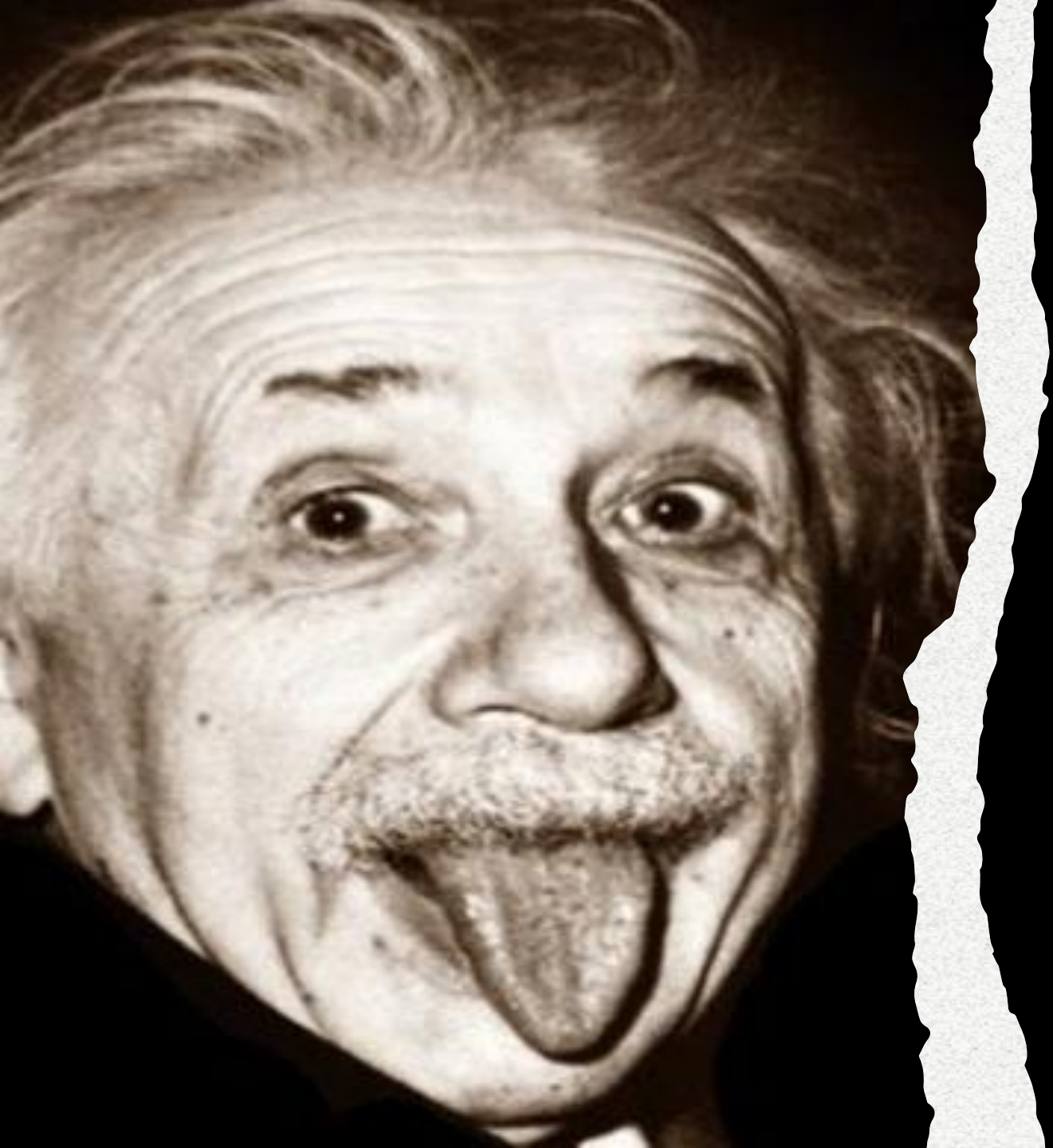
- A **pandemic** of Burnout
- The **war** on Drugs
- Is the **end of the world** coming?
- Big **troubles** for business X

Only 1 change left to type right password

Reservation doesn’t work. Will you get there?

- Will the waitress be ready?
- Will there be a place?
- Is the whole crew allowed?

Don’t wait! Price increase tonight!



Low (E)-Motions

Triggering

Using users' history without consent

- Make an application about people's:
  - (Mental) Health
  - Emotions
  - Finances
  - Relationships
  - Travels
- Pop up following history
  - Travels when people can't travel
  - Information about an ex when relation is over
  - Big expenses in times of prosperty that are over at the moment

Chocking headlines

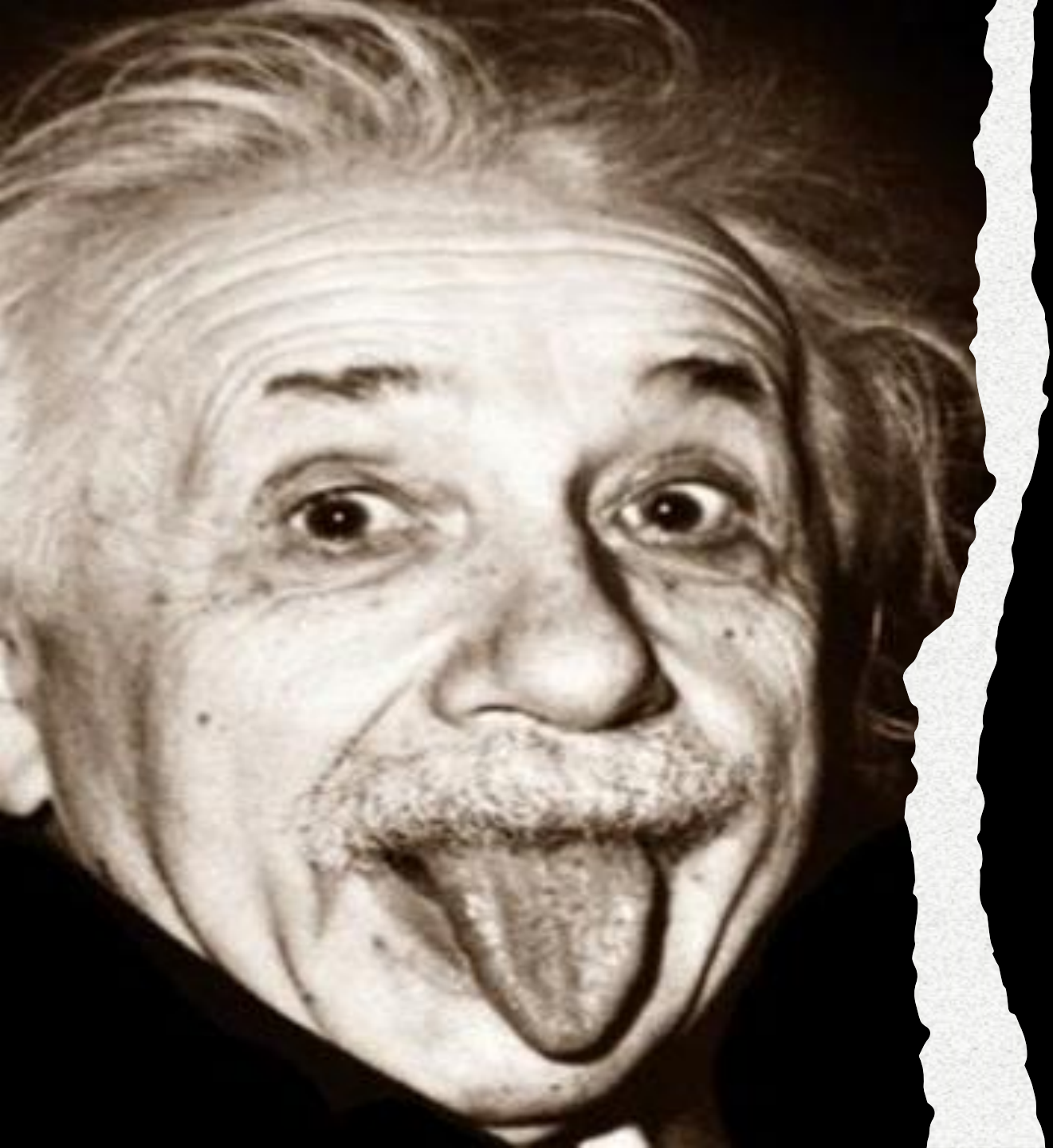
- Integrate a newsfeed in your application (because this is really needed!)
- Pop up headlines only about negative events
- Handle predictions as facts
- Make headlines for longer articles saying that most of the time it will not happen.

Timers that are not extendable

- Use reservation systems with strict timers;
- Use special promotions with strict deadline (is a timer!);
- Announce in very short timespan;
- Do this at ‘the ideal timeslot’ (10AM, 2PM, 9PM);
- Don’t do any extend or redo of announcement;

Usage of (!) Exlamation mark

- Use a lot of exclamation marks!!!!
- Use a space before an exclamation mark !
- Use it only when risk, or on personal behavior you don't want !



Low (E)-Motions

Limiting

An alternative for Exclamation marks

- Use a **bold** text to emphasize important information;
- *Cursive* and underlined text does also have a real impact;
- Even ***combining both*** can be better (in some cases);
- BELIEVE it or not, but ALL CAPS can limit negative emotions in specific cases.

Hi Dennie,
I PROMISE you that there will be NO RESTRICTIONS FOR YOU even if other neighbors want it.
Regards, your coach X.

Sandboxes

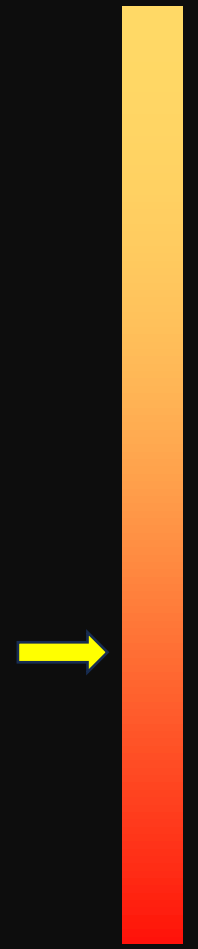
- Use sandbox demo applications;
- Use introduction playgrounds for new software ideas;
- Make consistent uses of undo buttons;
- Azure ➔ Demo environments for customers & new employers.

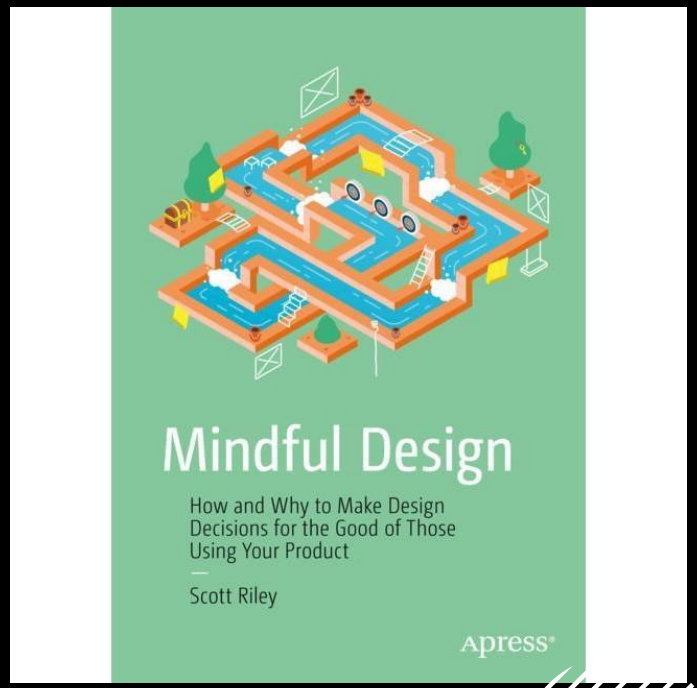
Mindful usage of Imagery

- Be mindful:
  - Think “your way (= how would I feel if…?)” about:
  - What would this image do to me in scenario X,Y,Z? Why?
  - How would I feel?
- Do you want to trigger this to customers?
- Why?
- For your own benefit?
- Is this ethical?

Progress indicators

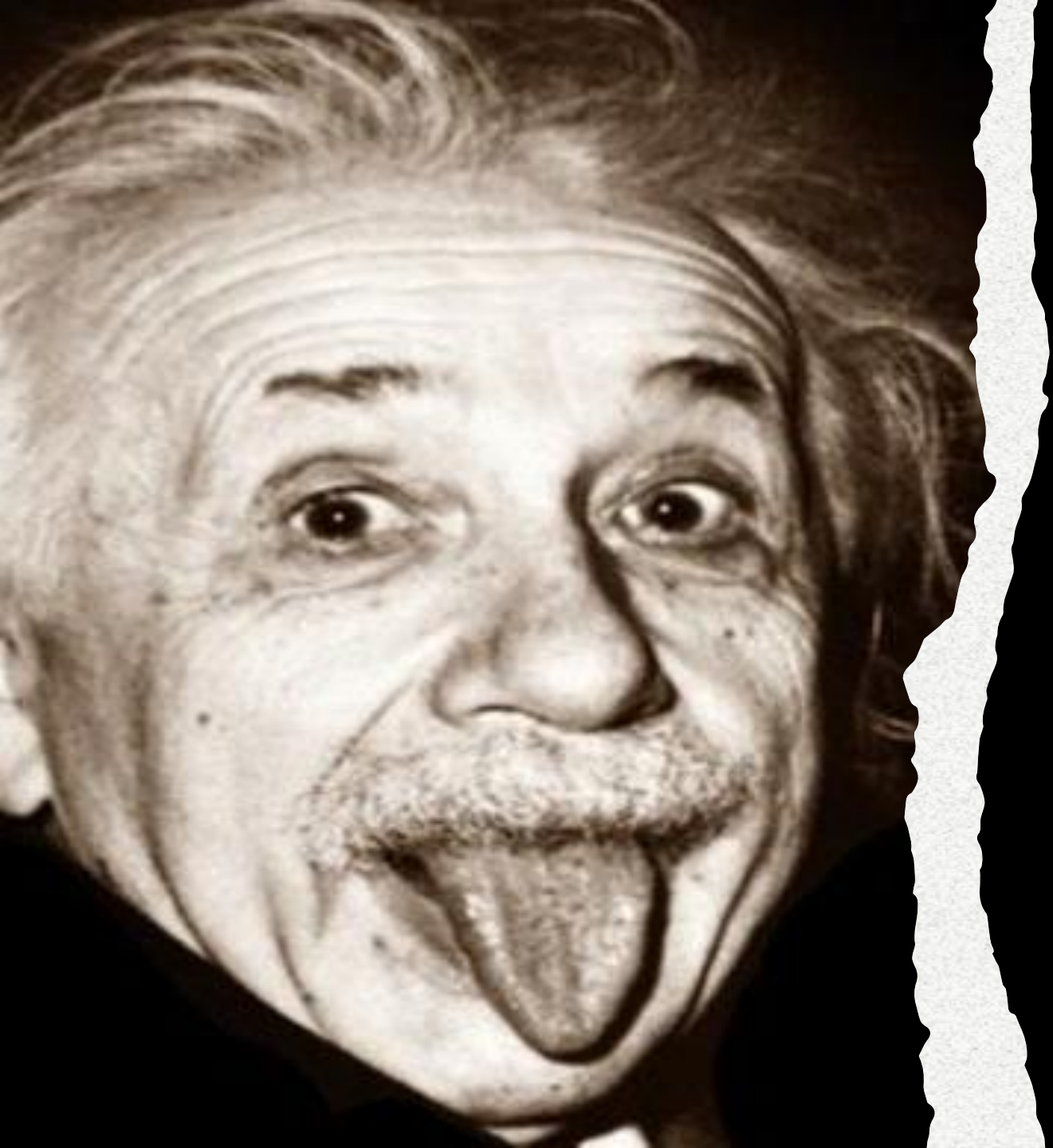
- Use progress bars for difficult steps;
- When making a questionnaire: Indicate time estimate;
- Use breadcrumbs for longer registrations on web forms;
- Indicate what users will need before filling in(passport, credit card)
  - Users are not copies of you with the same expectations and knowledge;
- Always show where you are.





Mindful design

- Make usage of Gestalt Principles
  - Law of Proximity
  - Law of Similarity
  - Law of Continuity
  - Law of Common
  - Law of Closure
  - Law of Connectedness
- Safe and interactive interfaces
- Be intentional about the impact on emotions

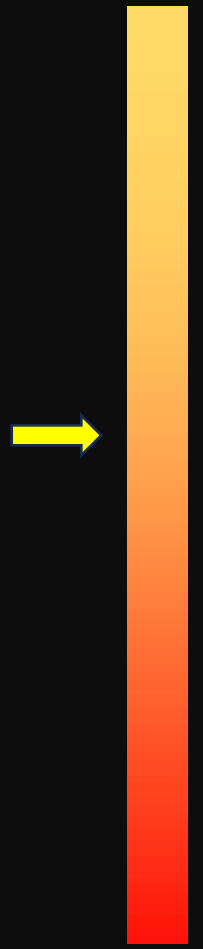


High (E)-Motions

Limiting

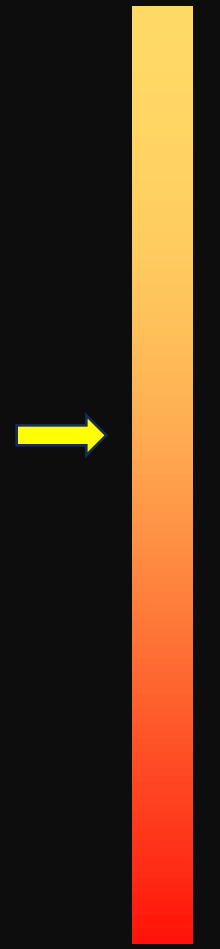
Rules & Restrictions before fun

- Let’s make an onboarding for a new service:
  - Don’t share your login with someone else!
  - Only use when fully awaken.
  - Never use the application in public spaces.
  - You may use the application for profit.
  - You are allowed to make adjustments to the code.
  - Use the application for free if you build it for social good.



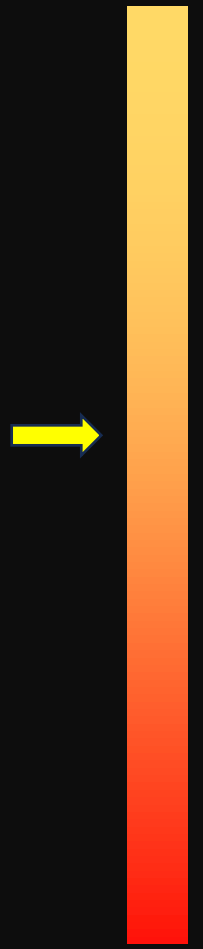
Show the tradeoff people's choice

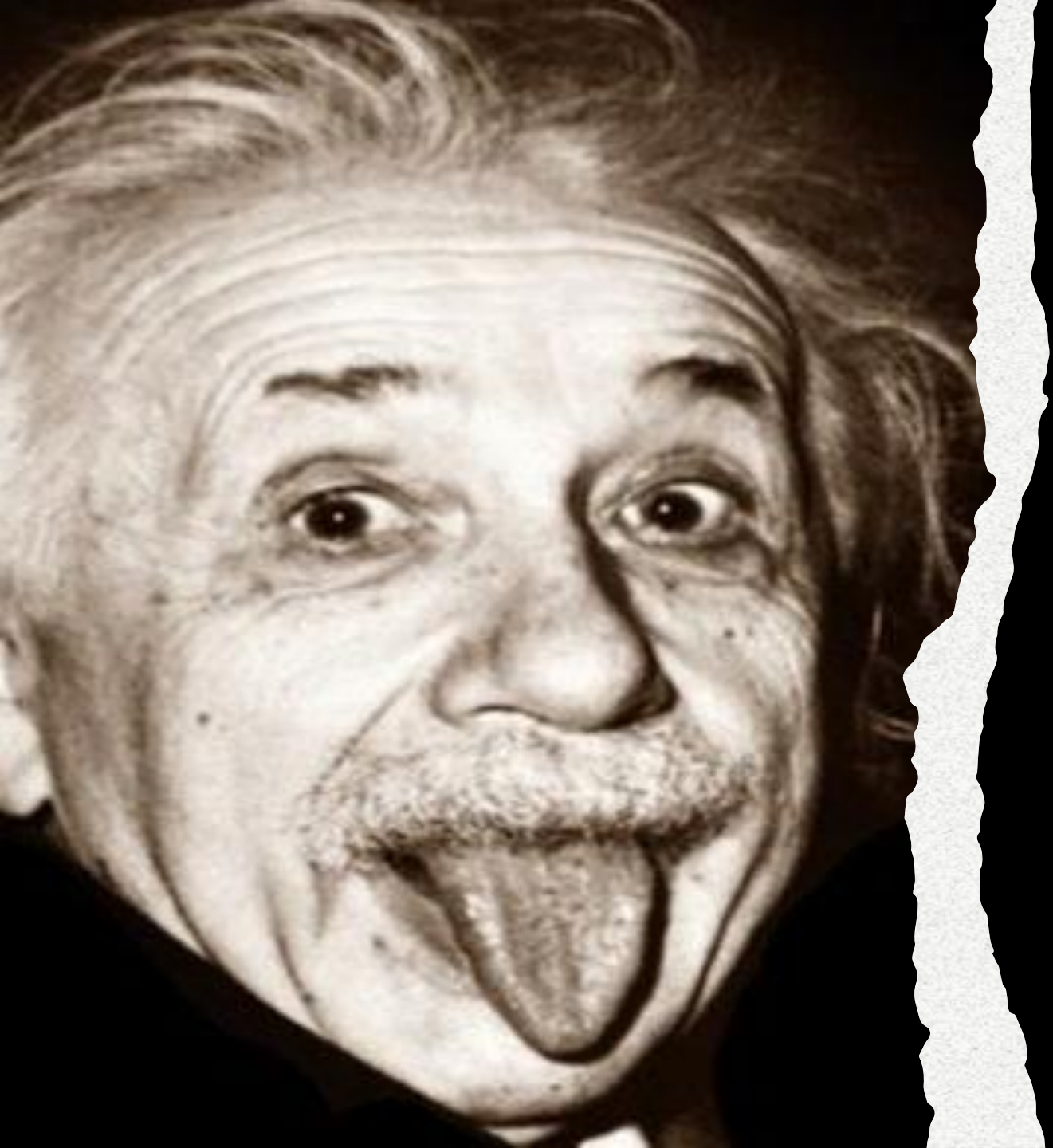
- Great! You brought a ticket for [EVENT X] but [PERSONA] can't go, just pay extra for [PERSONA]
- Congratulations tonight [DINNER Y] will be delivered but [PERSONA] has no money for [DINNER Y]
- Your trip to [DESTINATION Z] is coming, flying is bad for the climate, pay $40 more to plant a tree.



Exclusive for the little commercials

- Inaccessible color scheme;
- Good decent application but it only works on expensive devices;
- You are so cool if you use Glasses Y but
  - Nearly nobody can pay those.
- Yesterday event Y at [CITY] was a big success!

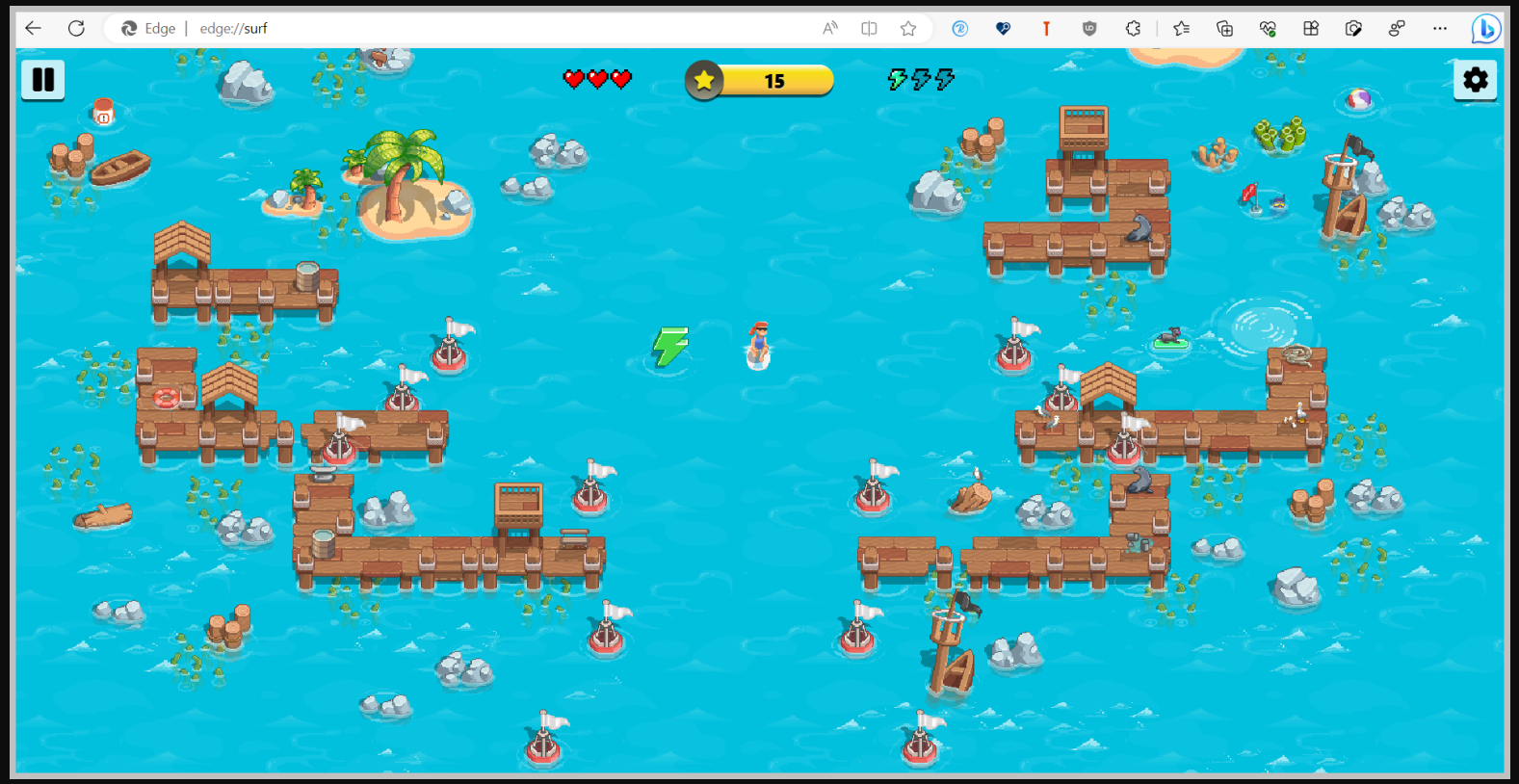




High (E)-Motions

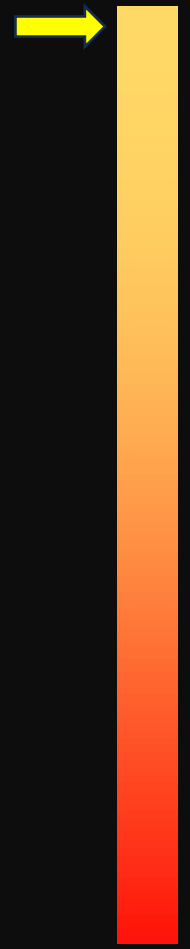
Adding

Edge’s “No internet game”



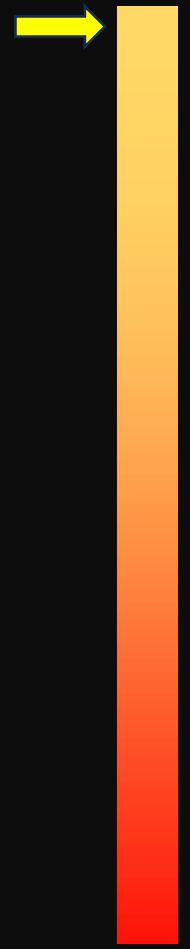
Unannounced new features

- Provide new features
- High demanded features
- ‘Just nice’ features
- **BUT**
  - **Make sure it doesn’t conflict with consistency UI**



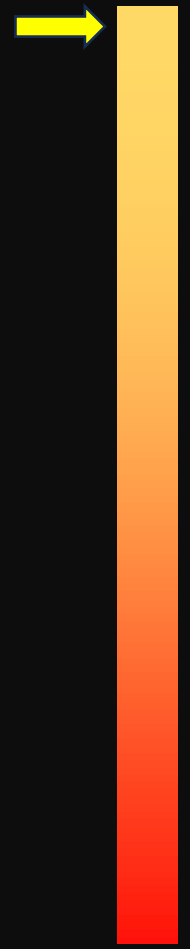
Open communication

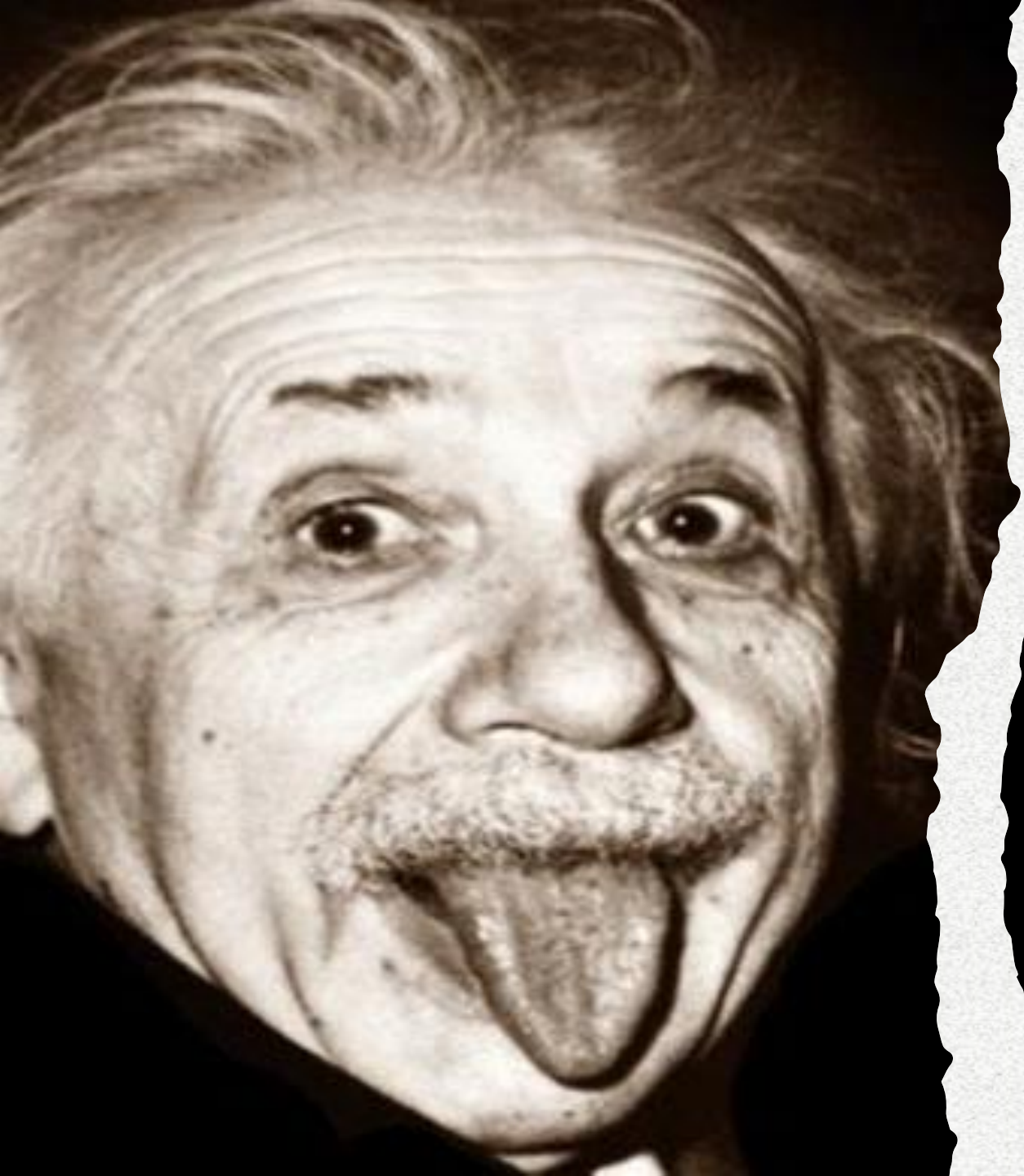
- Communicate early about price changes, delays, service interruptions;
- Give right estimates about current state;
- Give compliments to users/ customers;
- Thank customers/ users authentical;
- Remind their names, unsolved desires & needs;



Reward systems & discounts

- Make reward systems;
- Give discounts;
- Give goals to your users;
- Provide collectible (and achievable) rewards & status;
- Make an unannounced increase of their status (for present);
- Motivate for actions instead of annoying pop-up shaming.

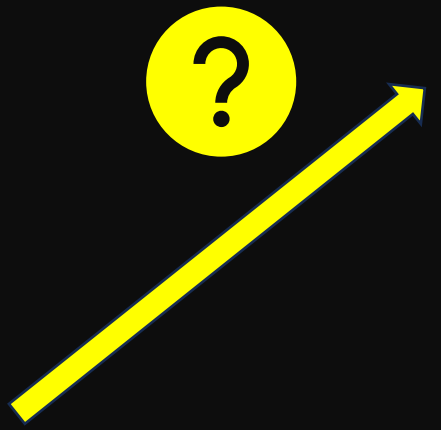




Outro

Recap

- What are emotions
  - Low vs High emotions
- Triggering Low emotions
- Limiting Low emotions
- Limiting High emotions
- Adding High emotions



Thanks // Q&A

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- #DreamingIsBelieving
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