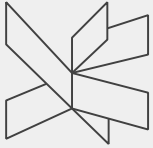


Bring ideas to life
VIA University College

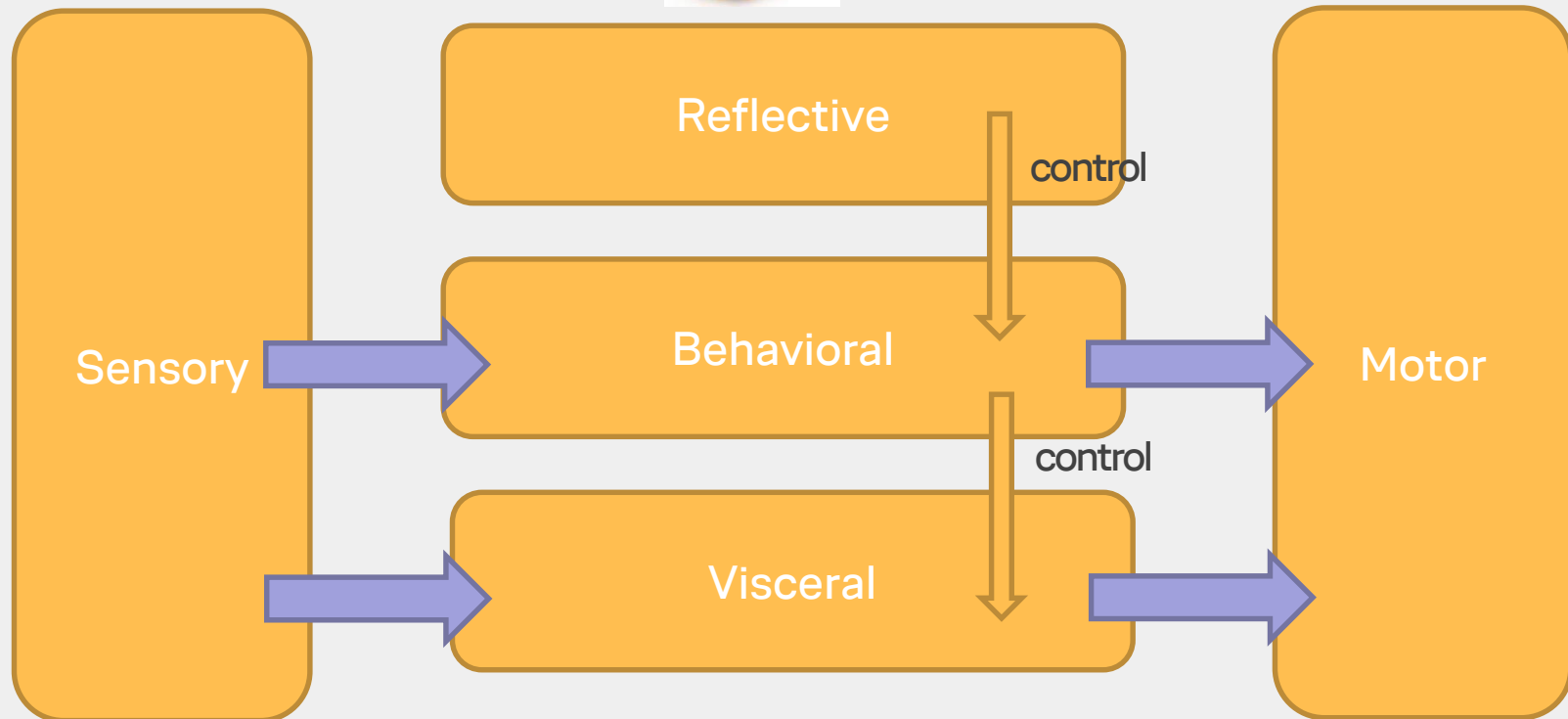


IDX

Interaction Design
Beyond human-computer interaction

Emotional Design

3 level model



Visceral level

- Immediate emotional impact (touch and feel)
- Gets us excited or curious
- Attraction

Behavioral level

- Function comes first
- To understand how users will *use* the system

Reflective level

- Message
- Culture
- Meaning of the product
- Self image

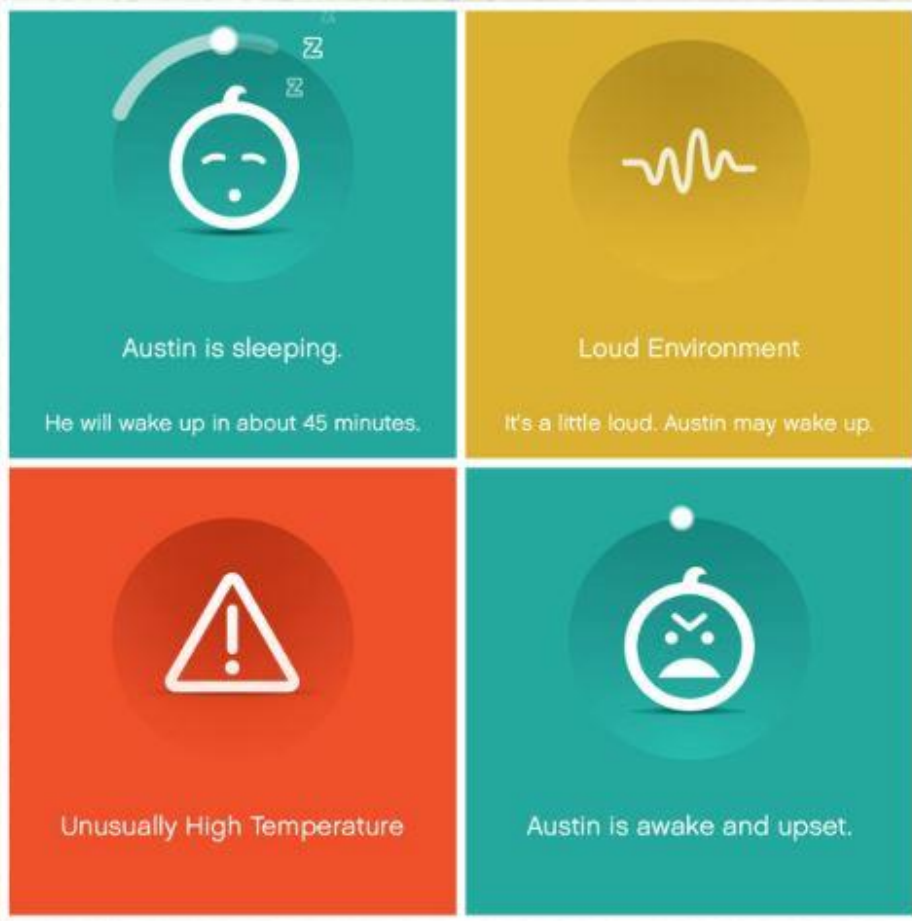


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If you'd like to know more, you can search online later for this error: HAL_INITIALIZATION_FAILED

Expressive interfaces





Annoying interfaces



Persuasive technologies



Persuasive (deceptive) technologies



Anthropomorphism

- Human qualities to animals or objects

zoomorphism

- Shape of an object in animal form

APPEALING

Grab attention

EFFECTIVE

Guide the user

PLEASURABLE

Have fun

MEMORABLE

Build a relationship

The Emotional Design Scale

Exercise

- Create emotional design to support learning for children at the age of 10
- You choose the subject (e.g. math or language)