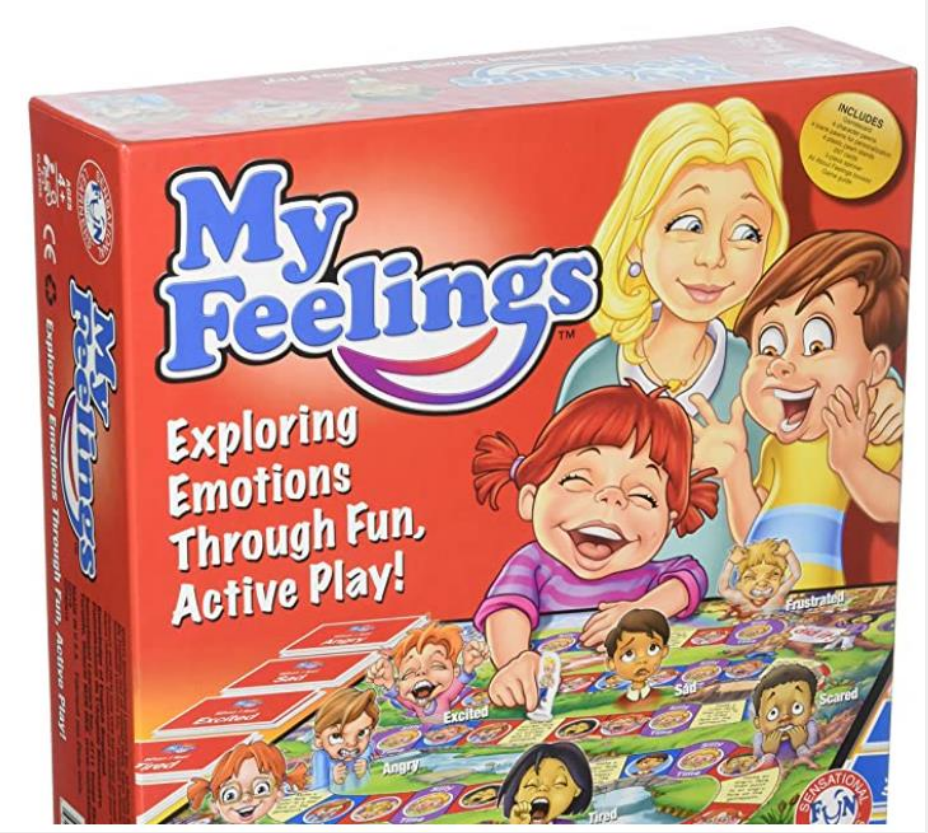
Bring ideas to life
VIA University College

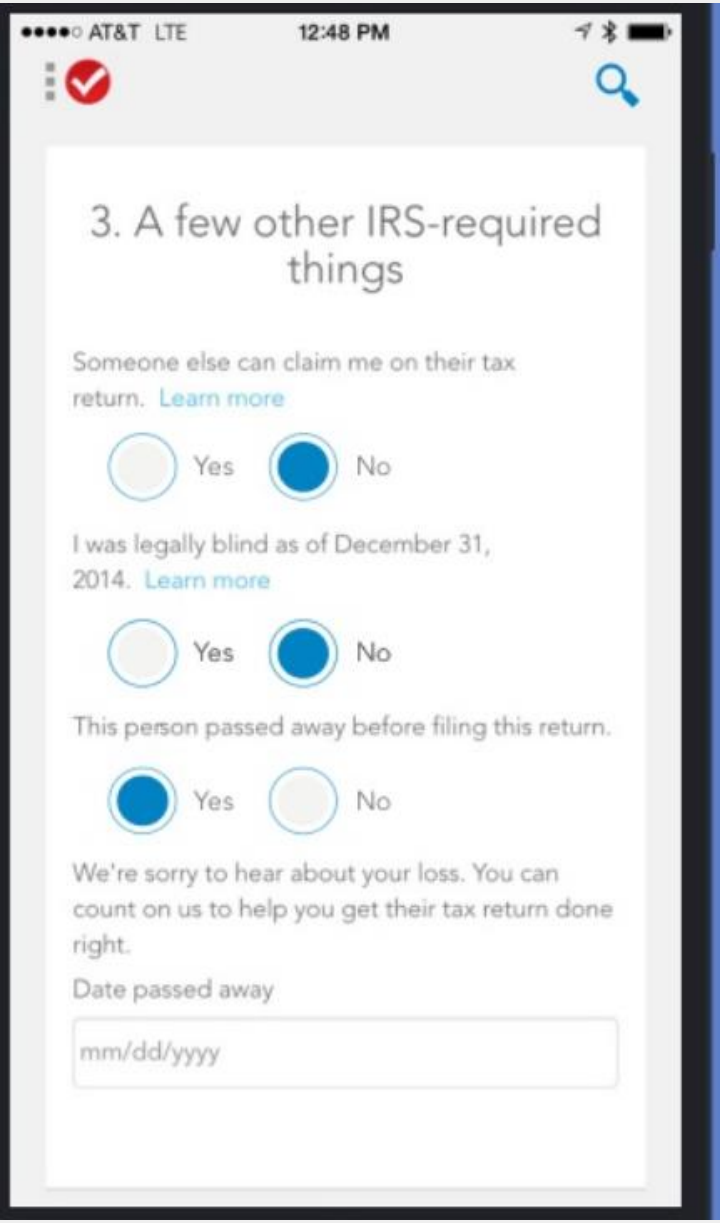


IDX

Interaction Design
Beyond human-computer interaction

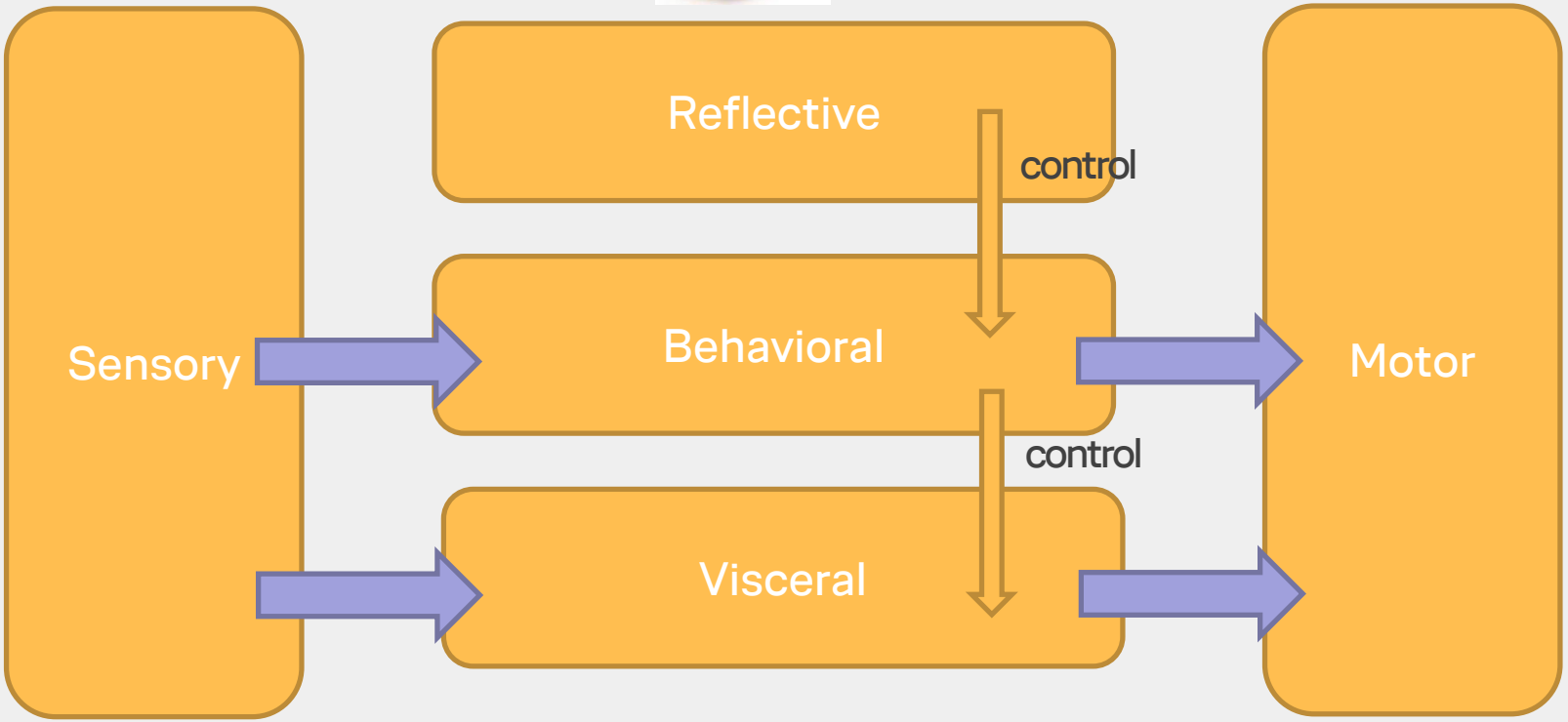
Emotional Design

TurboTax emotional design



"I finally got around to doing taxes yesterday. After our information was transferred from last years return, it asked if either of us had passed away. I entered the information that (husband) died on June 15, and a screen came up that said "we're sorry for your loss." I sat there and stared at it, crying, for a few minutes. It was so cathartic! Please pass on to the team how much that one little sentence meant to me. Whoever thought that up must be a very caring person."

3 level model



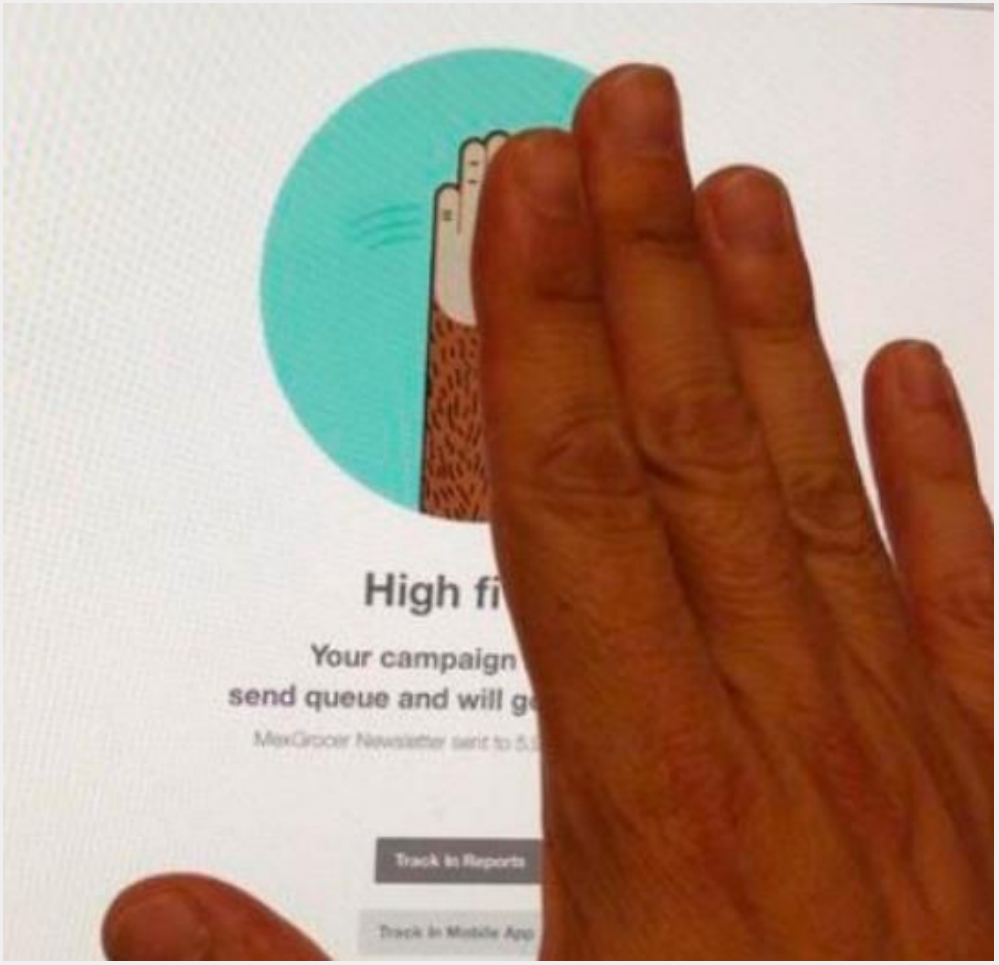
Visceral level

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

- Note: Attraction != Beauty

Behavioral level

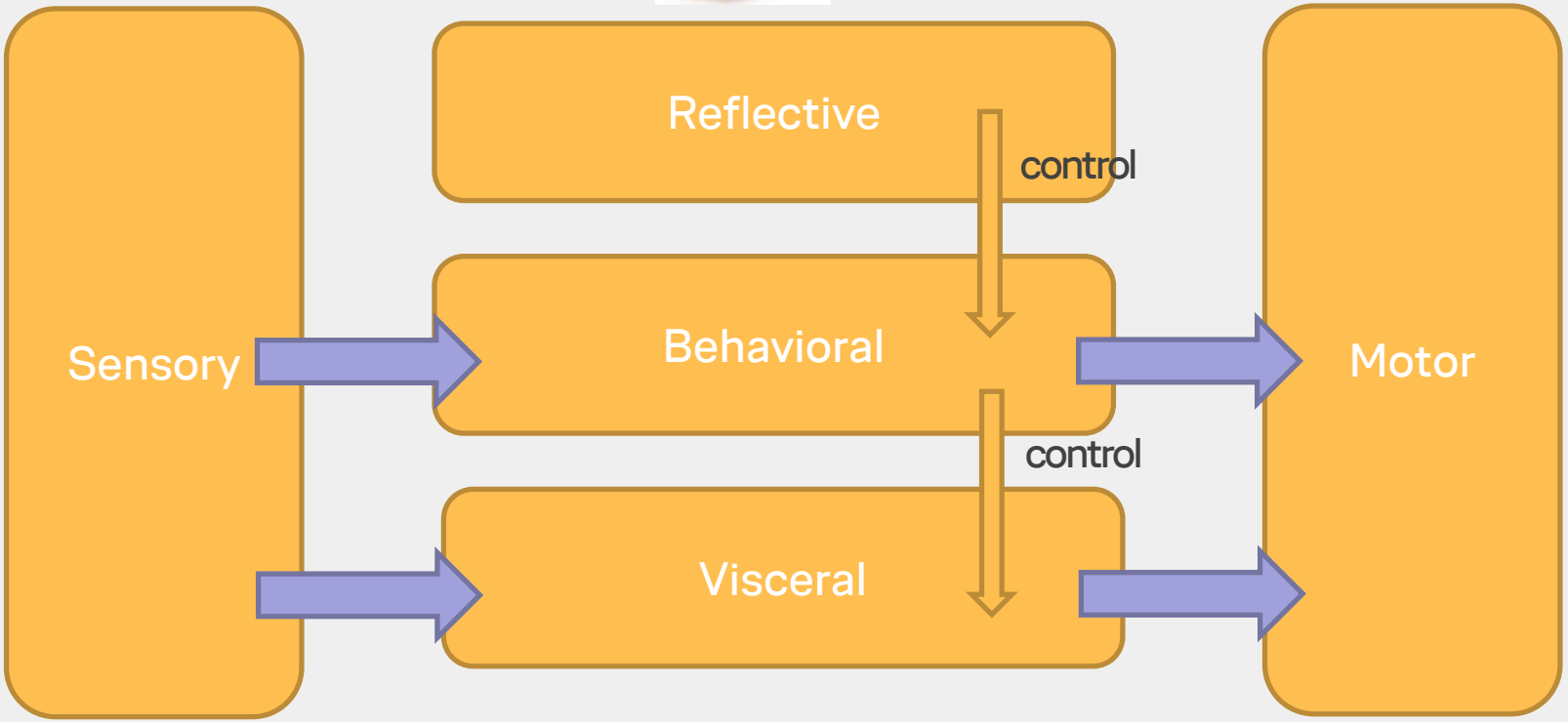
- Use and performance
- Function comes first
- To understand how users will *use* the system
- Understandability /mastering



Reflective level

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

Summary


Reflective
control
Sensory
Behavioral
Motor
control
Visceral

Your PC ran into a problem and needs to restart. We're just collecting some error info, and then we'll restart for you. (0% complete)

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

Expressive interfaces

Austin is sleeping.
He will wake up in about 45 minutes.
Loud Environment
It's a little loud. Austin may wake up.
Unusually High Temperature
Austin is awake and upset.

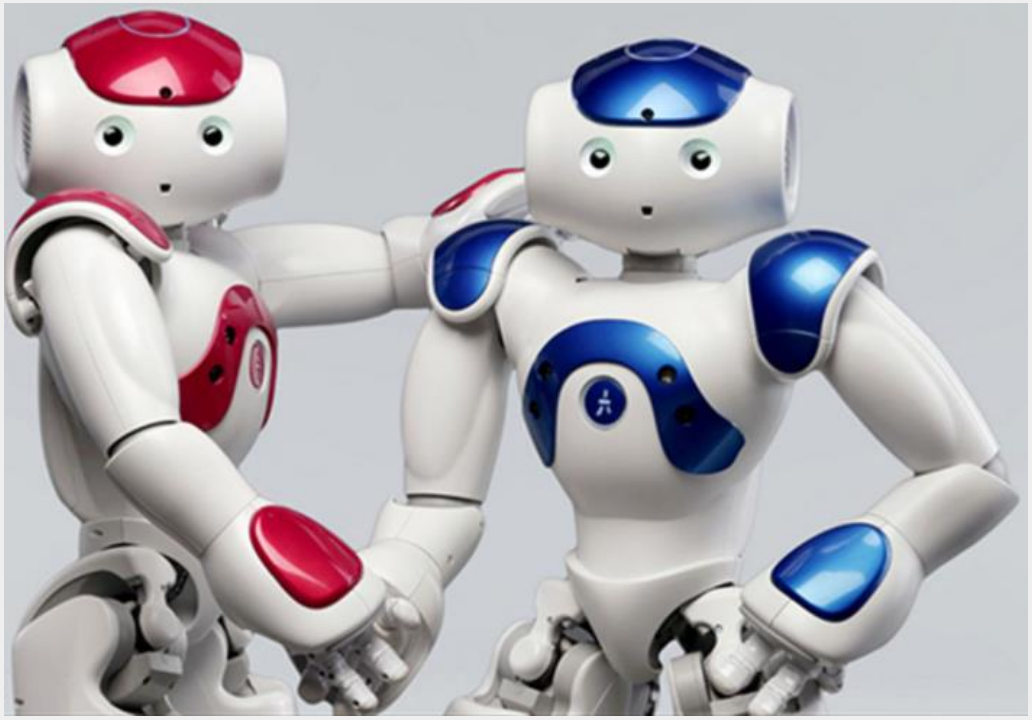
Annoying interfaces

Persuasive technoligies

Persuasive (deceptive) technologies

Anthropomorphism

- Human qualities to animals or objects



zoomorphism

- Shape of an object in animal form

Exercise (see next slide...)

- Use a design as starting point

- Examples:
  - Your bachelor idea
  - An app to nudge healthy life style
  - Grocery GPS for supermarkets
  - Garbage sorting Augmented Reality
  - Interactive kitchen as recepie support

Here is the exercise

- Make a 3-slide presentation in Zoom starting 15:00
- Containing:
  - Visceral Layer design
  - Behavioral Layer design
  - Reflective Layer design
- So explain, how you layer by layer will design your solution emotionally