



# EMOTIONS IN SYSTEMS

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# PRIMARY GOAL VS SECONDARY GOAL

Which one?



## PRIMARY GOAL

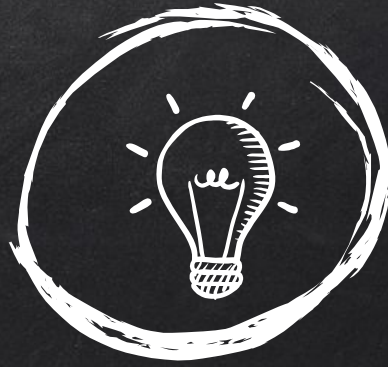
- ✗ Eliciting emotion is the purpose of the product eg games, entertainment, art
- ✗ May need more functional support eg tv remote, uploading to flickr, google photos



## SECONDARY GOAL

- ✗ Eliciting emotion is NOT the main purpose of the product but having positive emotions is helpful for the overall experience.

Eg online shopping



# SYSTEMS AND EMOTION INPUT VS OUTPUT



## ELICIT EMOTION

- ✗ Designed to create a feeling eg feeling of trust with a bank, excitement when booking a holiday





## DETECT AND RESPOND TO EMOTION

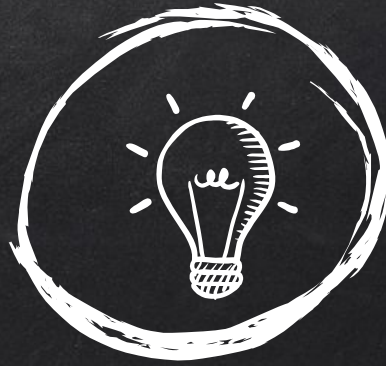
- ✗ Detect emotion: eg language, facial expressions, physiological senses
- ✗ Modify or adapt the system: eg heart rate is monitored to increase or decrease the difficulty of the game



## CONDUIT FOR EMOTION

- ✗ Recording or transmitting users own emotions eg emojis





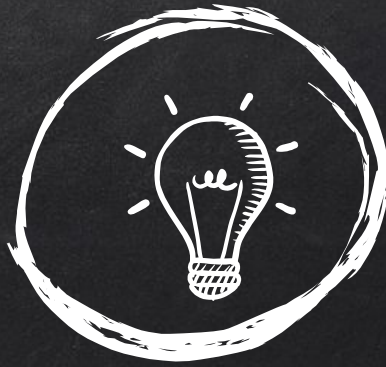
# APPLICATION AREAS

Extrinsic vs Intrinsic motivation and Persuasive interfaces

Home, intimacy and expressing identity



When designing online experiences, it isn't about replicating the physical experience, it's about understanding what does the user want and how they feel about it – *Alan Dix; Author, HCI professor*



# DESIGNING FOR PEAK EXPERIENCE

How do we do this?



## HOW TO DESIGN FOR PEAK EXPERIENCE

- ✗ Study the individual user
- ✗ Design for niche groups
- ✗ Look at extreme users
- ✗ Focus on specific and eclectic ideas and inspiration
- ✗ It sometimes is designed from concept to use



## WHEN TO SEEK PEAK EXPERIENCE

- ✕ Individual choice
- ✕ User Experience Central – eg the phone experience
- ✕ Long Tail – many applications for smaller groups

# WHO WINS?

