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Affective experience is subjective. Whereas Accessibility and usability are objective.

Affective use is synonymous to emotional use. But really emotional use is a specialized term for affective use because emotional use is not only limited to experienced based on UI interaction.

Metro design of the Microsoft UI is an example of a good design according to some.

Microsoft says that This is intended to give the user the impression that the UI is ‘alive’ and responsive, with ‘an added sense of depth’.”



This view opposes Simon Harper’s view on the Metro UI supporting the subjectivity of affective experience.

Affective experience is not quantifiable like usability and accessibility. This is because it is subjective rather than objective.

Why is Affective experience important?

Attractive things work better

Attractiveness produces positive emotions

Emotional attachment. ‘form following function’

# Visceral, Behavioral and Reflective

These are 3 levels when designing with emotional response in mind.

Visceral: In informal terms this is a person’s **gut reaction**. Formal: The way we are involved in our environments drives our perceptions of aesthetic and pleasure at an internal and unconscious level. “Relating to deep inward feeling rather than to the intellect”

Behavioral: Relates to the **pleasure and effectiveness of use**. Usually relating to anticipated use, does it work/feel the way you think it will? (‘form following function’ meaning that something looking nice does not do nothing, thus it supports the function)

Reflective: This relates to self-image, personal satisfaction, and memories, it is about the message culture and meaning of a product. Also can be the feeling we get after using the product. Overall impression of the product.

Design by committee (‘Emotional Design’ Norman 2004)

**Design by committee** is a disparaging term for a project that has many designers involved but no unifying plan or vision. Wikipedia

Norman said the behavioural aspect can be part of a user centred design in that it can be tested with many users and iteratively refined over many users and evaluation.

Norman: User centred design only for behavioural aspects whereas single cohesive individual vision is required for emotional design based on visceral and reflective outcomes.

For affective user experience, should not take a user centred approach and should get the best individual who can fulfil the vision based on the client’s brief. So, best done individually.

**Norman** says there are five ways to deal with the problem that is one design to fit all:

1. ‘Live with a personalized item’
2. ‘customize’
3. ‘customize mass production items’
4. ‘design own products’
5. ‘modify purchased products’

# Beauty

* Visual appearance of interactive systems
* There are two components of visual beauty: visual complexity and visual aesthetics

## Visual Complexity

* **Definition of complexity: The degree of difficulty in providing a verbal description of an image.**
* Uniform and reparative patterns are easier to describe than disorganized ones.
* Perception of image complexity: extent to which objects can be grouped the quantity of the parts the observer perceives and familiarity with the scene and existing knowledge of objects inside the scene.
* **Human cognition** affects how a user retrieves and uses information in an interface.
* **Cognition** is "the mental action or process of acquiring knowledge and understanding through thought, experience, and the senses".
* **Content** and the amount of information can cause information load.
* Some propose **cognition, content and form** as the three major factors that impact complexity of an interface.

Think about the cognition part.

## Visual Aesthetics

* Appreciation of the beautiful and pleasing
* The science of how things are known via the senses. Which refers to user perception and cognition.
* Jacobsen’s Framework for psychology of aesthetics
* Shows how aesthetic opinions are processed.



* Diachronia: Aesthetic preference may change over time.
* Ipsichronia: Social/cultural processed may shape a person’s aesthetic opinions
* Mind: An individual’s mental model of the visual stimulus or emotions could influence aesthetic judgement.
* Content: the stimulus being evaluated could influence aesthetic processing.
* Person: The evaluator’s background may play a role in aesthetic preference.
* Situation: The surrounding circumstance such as time and place could influence aesthetic choices.

Berlyne’s Theory: people love to experience aesthetic pleasure at moderate levels.

* Visual interface can be assessed within the first 50 milliseconds.
* Studies show there is a positive correlation between visual aesthetics and usability.
* Visual aesthetic and software credibility also has a positive correlation.
* An interface that was perceived to be visually appealing at first exposure, continued to remain attractive to the user for longer durations of exposure.

Visual Clarity: clean, clear, symmetric designs.

Visual Richness: ‘expressive’ aesthetics such as creativity, originality of the interface aspects and designers’ finesse.

Visual narrative: when the aesthetics tells a story. Use color, text style and size, images and animations to alter the perceptions of the viewer.

Visual clarity and aesthetics is 2 of the most important areas of visual aesthetics.

### Visual Attention

* Selective visual attention is used to find and focus on relevant information quickly and efficiently.
* Two visual attention processes: bottom-up and top-down. These determine where the human attention will go next.
* Bottom-up: low level features such as contrast, size, shape, color and brightness. Helps to group information into sections.
* Top-down: visual search driven by semantics or knowledge about the environment. Enables to interpret information using prior knowledge and **heuristics.**