

* These are concepts and not principles as they have been mainly researched in the context of psychology.
* These concepts are not directly testable.
* May be able to check that the expected affect if absent.
* Touch points: inducing pleasure or dynamic in the human for successful emotional engagement.

1. Physio-Pleasure: Visual appearance and auditory output.
2. Socio-Pleasure: clear and worthwhile communication
3. Ideo-Pleasure: how does the user see the software and their interaction with it. How do they perceive the interface and how does that feed into their self-image and positive memories.



# Affective Computing

* Term coined by Rosalind picard at MIT.
* Describe a set of computing technologies that centre around:

1. **The detection of emotion**
2. The ability for computers to express emotions
3. The ability for computers to have emotions.

* Cant test affective principles are captured in software if we can detect emotion.
* Galvanic skin response and facial expression recognition are two possible methods to detect emotions.

# Trust

* The visual aesthetics of an interface effects how much an individual perceives to trust the application.
* Many studies have found that user’s perceived information obtained from a website with good visual aesthetics to be more credible than that obtained from a website with poor visual aesthetics, even if the two websites in question had the same content.

# Potted Principles of Affective User Experience

* Emotion is subjective.
* User experience extends both before and after the actual usage.

## Facilitate Quality

* Difficult principle to apply and test for.
* How to implement comes with experience
* Difficult to define but know it when we see it.



## Facilitate Aesthetics

* Testable in the long run, can ask users survey questions.
* Attractive interface has a positive effect on usability and efficient.

## Facilitate Flow

* Providing the user with an optimal experience that they will find rewarding.
* Encourage users to participate in structured task that have clear goals and feedback
* Cut down on the amount of extraneous information which is not part of the current flow activity so the user can focus on the task at hand.
* Validation: see if a user is losing their self-consciousness when completing a flow task and investigate if the users experience a transformation in time, such that their perception of the task completion time is longer than reality.

## Facilitate pleasantness

* Pleasure is derived from anticipating the experience and progressing through a good experience.

## Facilitate Satisfaction