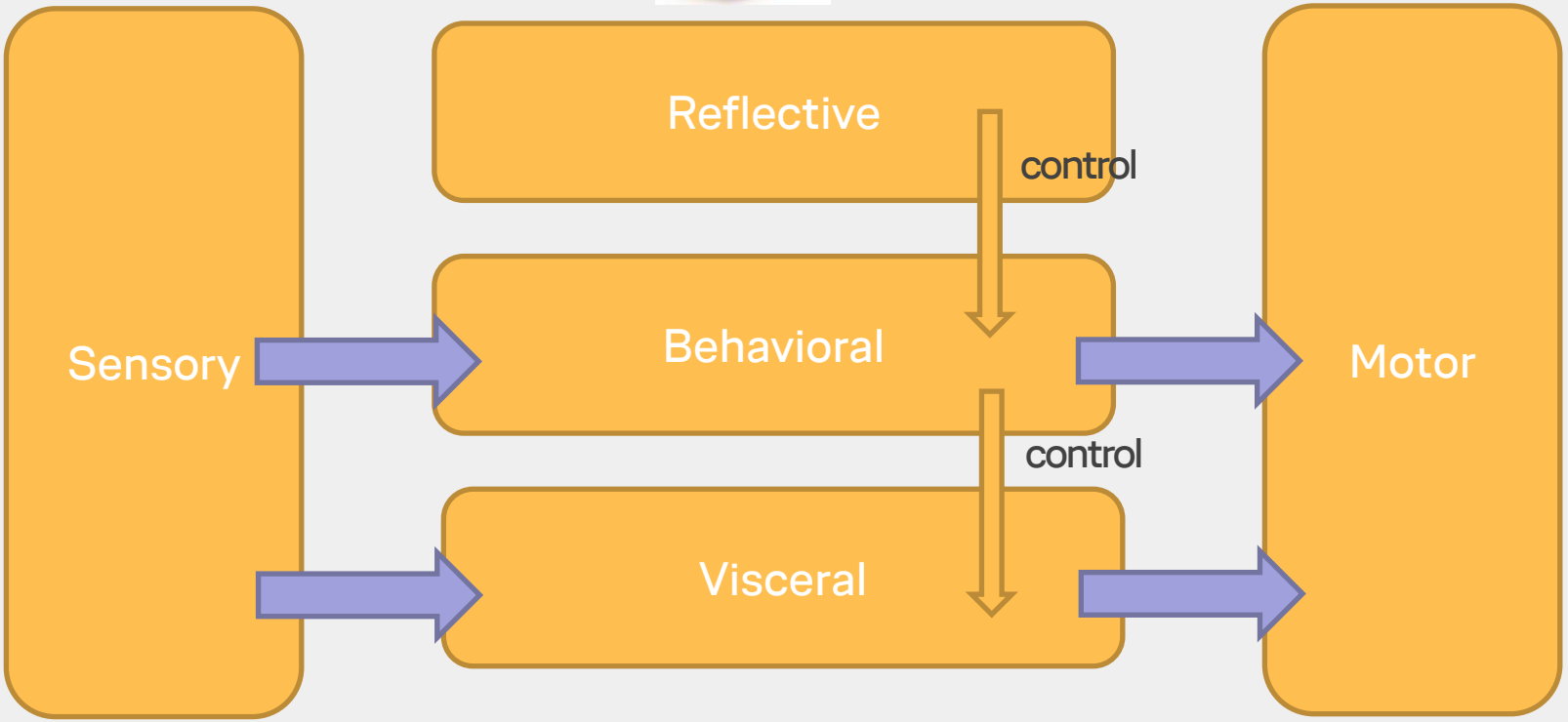
Bring ideas to life
VIA University College

UXU 3

Emotional Design

3 level model



Visceral level

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

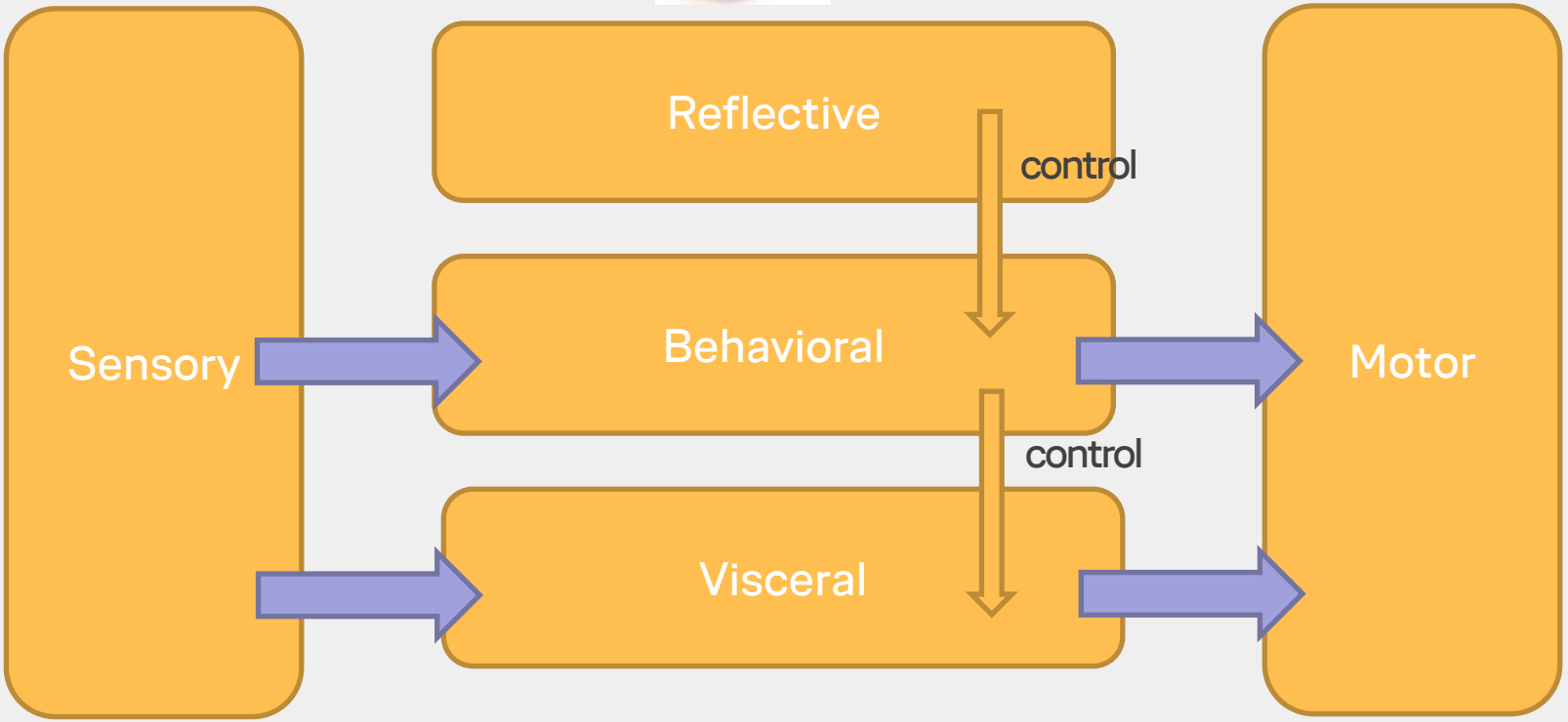
Behavioral level

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

Reflective level

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

Sensory Input and Motor Output



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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

- Create an app for language learning
- 1) Study briefly existing apps
- 2) Briefly define a user (persona)
- 3) Design + prototype the new app considering the layers:
  - Visceral Design
  - Behavioral Design
  - Reflective Design

- Peer review your design with another group explaining the emotional design.