**UXU Lesson 3 – Emotional Design**

# Key ideas from Interaction Design (Ch. 6: Emotional Interaction)

Chapter 6 examines how emotions shape user experience and what designers can do to elicit positive emotions and avoid negative ones. Core topics include expressive interfaces, annoying interfaces, affective computing / emotional AI, persuasive technologies, and anthropomorphism.

* Emotional aspects of interaction: design to facilitate states like pleasure and to avoid frustration; well‑designed, aesthetically pleasing interfaces can be a joy to use.
* Expressive interfaces: use feedback, visuals, micro‑interactions, and tone that reassure, inform, and can be playful—when appropriate.
* Annoying interfaces: dark patterns, intrusive notifications, and friction create anger and abandonment; avoid nagging and manipulative timing.
* Affective computing & Emotional AI: systems that detect emotions (e.g., via facial expressions, voice) to adapt interactions—raising benefits and ethical issues (privacy, consent, bias).
* Persuasive technologies: design to encourage behavior change (e.g., health, sustainability) while steering clear of deception.
* Anthropomorphism: attributing human qualities to systems/robots; helpful for approachability but can create unrealistic expectations.

# Key ideas from Norman’s Emotional Design

Norman explains why attractive things can work better and proposes three interwoven levels of design that together shape emotions and performance.

* Visceral design – immediate sensory impact (look/feel); sets first impressions and attraction.
* Behavioral design – usability in action: function, performance, and ease of use; drives pleasure in skilled, effective use.
* Reflective design – meaning, culture, and self‑image; the story a product lets us tell about ourselves over time.
* Positive affect broadens thinking and creativity; negative affect narrows focus—useful under stress. Design for the emotional state your context demands.
* No single product suits everyone: individual differences and culture modulate emotional responses.

# Highlights from the Lesson Slides (UXU 3 Emotional Design)

* 3‑level model recap: Visceral ↔ Behavioral ↔ Reflective; with sensory input and motor output control loops.
* Visceral level: instant emotional impact; sparks curiosity and attraction.
* Behavioral level: function first—understand real use and context.
* Reflective level: meaning, message, culture, and self‑image.
* Expressive interfaces: use expression to be informative, reassuring, or fun.
* Annoying interfaces: identify and remove sources of irritation.
* Persuasive technologies: consider ethics; avoid deceptive tactics (‘dark patterns’).
* Anthropomorphism: giving human qualities to objects/systems; used judiciously.
* Zoomorphism: object shapes inspired by animals—use with intent.
* In‑class exercise: design a language‑learning app considering visceral, behavioral, and reflective layers; peer review focusing on emotional design.

# Design implications & practical tips

* Start with the feelings: what should users feel before, during, and after using your product? Map touchpoints to visceral/behavioral/reflective aims.
* Expressive, respectful feedback: clear status, gentle tone, and micro‑delight without noise.
* Reduce irritation: remove nags, needless confirmations, and confusing flows; provide control and undo.
* Ethics in persuasion and emotion detection: require consent, explain benefits, and provide opt‑outs; avoid deception.
* Prototype for emotion: test visuals, motion, and micro‑copy; measure delight, trust, and frustration alongside task success.
* Reflective hooks: support pride, identity, and meaning (e.g., milestones, narratives, artifacts worth sharing).

# Study prompts & studio checklist

* Where does your design deliberately trigger visceral attraction? What signals say “this is for me”?
* Can a first‑time user complete key tasks smoothly? (Behavioral design metrics: efficiency, learnability, errors)
* What lasting meaning or story does your product create? (Reflective design)
* What elements could annoy users? How will you detect and fix them?
* If considering affective computing or persuasion, what are the ethical guardrails?