




# Emotional Impact of Ux

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# The Potential Breadth of Emotional Impact

- ▶ Sometimes a user's reaction to a system or product is extremely emotional, a user experience with a deep, intimate, and personal emotional impact.
- ▶ Sometimes about a product for which the user experience sets the product apart from the rest in the hearts and minds of discriminating users.
- ▶ While other similar products may have an equally usable and useful design, they just do not have that something extra that sparks a deep emotional chord of affinity.
- ▶ Differences in the product are not necessarily something you can capture in a diagram, specifications, or even photographs of the product.

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- ▶ While most of the emotional impact factors are about pleasure, they can be about other kinds of feelings too, including affective qualities such as love, hate, fear, mourning, and reminiscing over shared memories.

# A Convincing Anecdote

- ▶ David Pogue makes a convincing case for the role of emotional impact in user experience using the example of the iPad.
- ▶ When the iPad came out, the critics dubbed it “underwhelming,” “a disappointment,” and “a failure.” Why would anyone want or need it?
- ▶ And yet, as he claims, the iPad is the most successful personal electronic device ever, selling 15 million in the first months. Why?

# Aesthetics and Affect

- ▶ Zhang (2009) makes the case for aesthetics as part of an emotional or affective (about feeling or emotion) interaction.
- ▶ The term aesthetics is used to describe a sense of pleasure or beauty, including sensual perceptions.
- ▶ Zhang presents a theoretical linkage between aesthetics and affect. Aesthetics, a branch of philosophy and often associated with art, is considered an elusive and confusing concept.
- ▶ A key issue in studies regarding aesthetics is objectivity vs. subjectivity.
- ▶ It is difficult to state goals for aesthetic design and there is no standard for measuring aesthetics.

- ▶ Norman (2004) proposes a three-level processing model for emotional design, making connection between aesthetics and emotion explicitly:

1. Visceral processing requires visceral design
2. Behavioral processing requires behavioral design
3. Reflective processing requires reflective design

- ▶ Kim and Moon (1998) describe emotions, the immediate affective feelings about a system, in seven dimensions:

1. attractiveness
2. symmetry
3. sophistication
4. trustworthiness
5. awkwardness
6. Elegance
7. simplicity

# The Centrality of Context

- ▶ Context is important, essential and central to the meaning of emotional and phenomenological impact in situated usage.
- ▶ Because the resulting user experience for a product depends on how users view the product and strongly on the usage context, designers have to work hard.
- ▶ So, in general, there is no formula for creating an interaction design that can be expected to lead to a specific kind of user experience.



# What about Fun at Work?

- ▶ Emotional impact factors such as fun, aesthetics, and joy of use are obviously desirable in personal use of commercial products, but what about in task oriented work situations?
- ▶ But there is evidence that fun can help at work, too, to break monotony and to increase interest and attention span.
- ▶ It is also obvious from the fact that emotional and rational behaviors play complementary roles in our own lives that emotional aspects of interaction are not necessarily detrimental to our reasoning processes for doing work.
- ▶ Fun and usability can conflict in work situations.
- ▶ Some work roles and jobs are not amenable at all to fun as part of the work practice.





Thank You