

# EMOTIONAL DESIGN

## DKN



VISCERAL DESIGN

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BEHAVIORAL DESIGN

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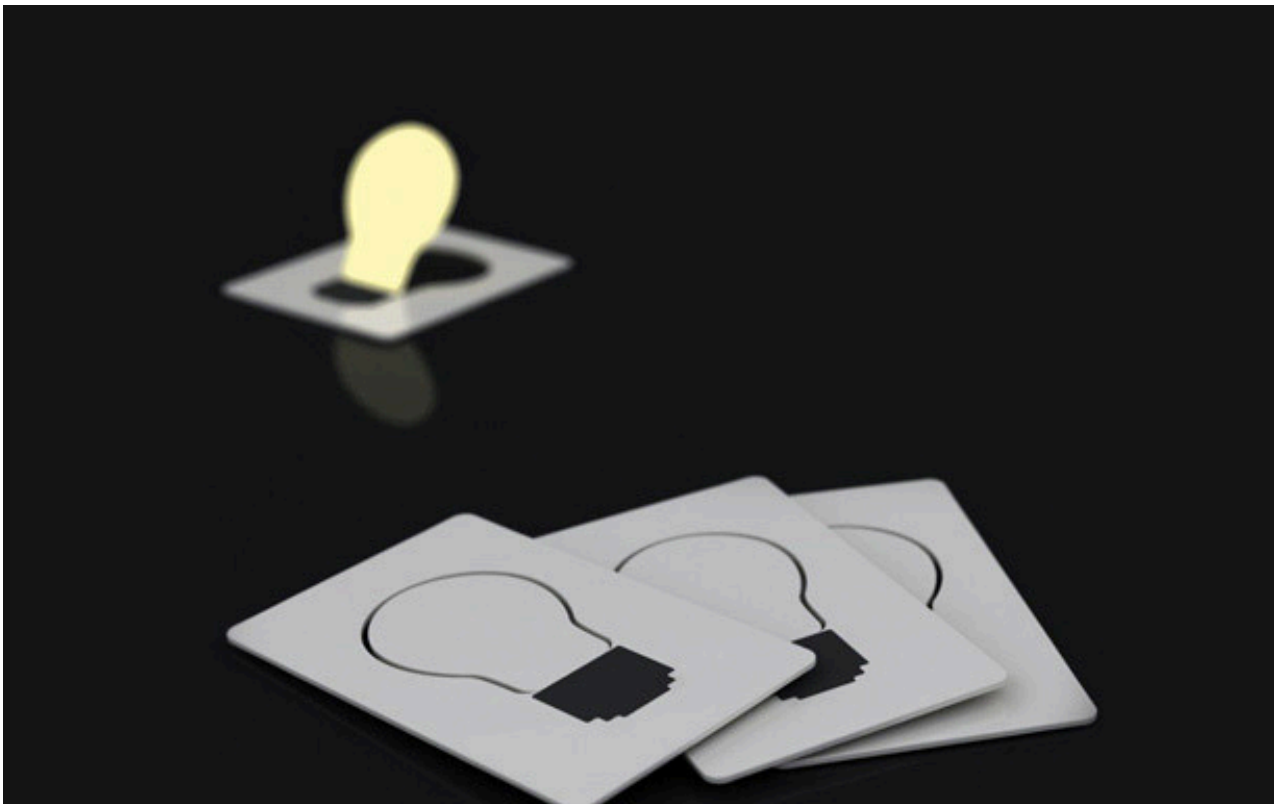
REFLECTIVE DESIGN

COLLECT IMAGES (ON THE INTERNET) OF PRODUCTS THAT HAVE A:

# VISCERAL DESIGN

## Pocket Light

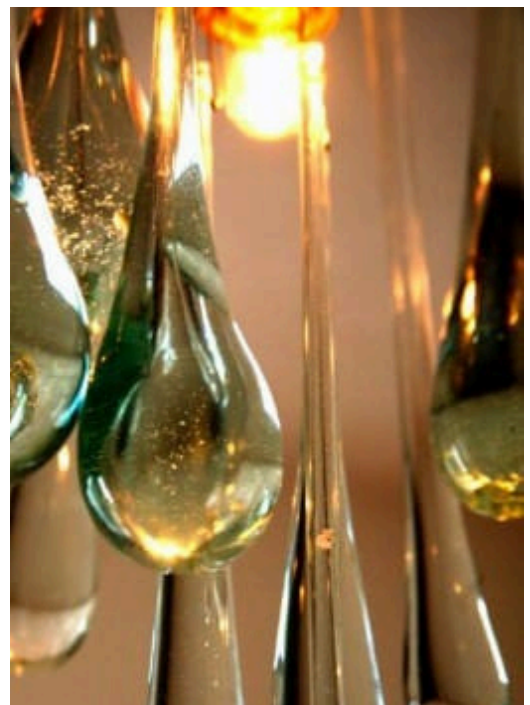
The Pocket Light embodies the principles of visceral design, appealing to our visual senses with its clean lines and polished finish. Its small size and weight offer a tactile comfort, making it a reassuring presence in your pocket. The thought of having instant illumination in any situation, whether navigating a dark hallway or finding your keys at night, brings a sense of peace of mind and self-reliance.





## Liquid Lights

The smooth, rounded glass vessel houses a colorful, constantly shifting liquid, creating a mesmerizing visual spectacle. The gentle, rhythmic movement of the blobs is mesmerizing, drawing the viewer in and encouraging them to focus on the present moment. The soft, muted colors often used in Liquid Lights evoke a sense of calmness and tranquility, further enhancing the overall experience.



# BEHAVIOURAL DESIGN

## Multifunction bag

Whether you carry it on your back or over your shoulder: Bags and backpacks are one of the best solutions for transporting things on the go. They have multiple uses and are a nice accessory. What if you could also carry your bag on your back? It would give you flexibility and relieve your back of some weight. This multifunction bag that gives you a range of options. The multifunction bag is equipped with a special 3-point harness system that allows flexible adaptation to your needs.



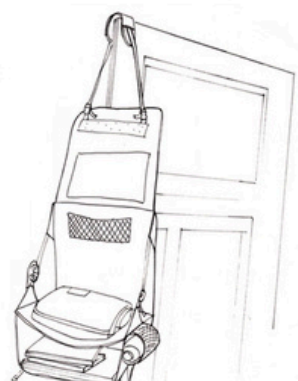
### 4 FUNCTIONS

- CHAIR
- MAT
- HANGER
- BAG



### 4 IN ONE

- Chair
- Mat
- Hanger
- Bag



## Multipurpose bottle opener

The EI multipurpose bottle opener boasts a patented system that opens caps between 26 and 34mm in diameter, making it a kitchen hero for anyone who frequently encounters stubborn lids. Its ergonomic design and smooth operation provide a satisfyingly effortless experience, eliminating the frustration of wrestling with bottle caps.



WATER



SOFT DRINKS



SYRUP



WINE



CHAMPAGNE



WHISKY



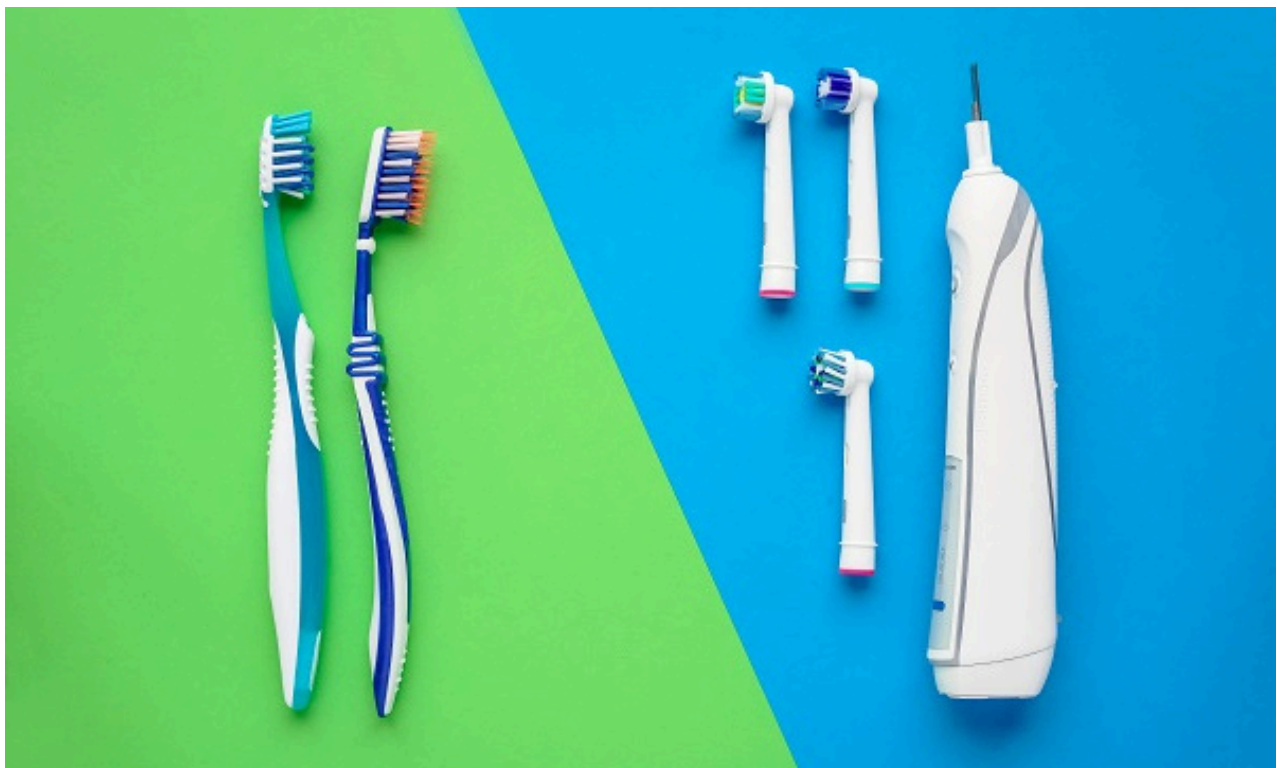


# REFLECTIVE DESIGN

## Toothbrushes

Imagine two toothbrushes side-by-side: a simple, plastic manual brush and a sleek, modern electric toothbrush. The manual brush evokes a sense of familiarity and routine. Its basic design and lack of bells and whistles remind me of childhood mornings and the everyday act of brushing. It's a reliable, no-frills tool that gets the job done.

The electric brush, on the other hand, exudes a sense of innovation and progress. Its smooth, ergonomic handle and advanced features speak to a commitment to oral health and a desire for a more thorough clean. It feels like a small investment in my well-being, a reminder that I'm taking care of myself with the latest technology. Both brushes, in their own ways, tap into different emotional connections, reflecting our personal values and priorities when it comes to oral hygiene.



## Shaver

The ordinary shaver embodies a sense of tradition and ritual. Its familiar form, perhaps passed down through generations, evokes memories of fathers and grandfathers, of a time when shaving was a deliberate and mindful act. The weight of the metal in your hand, the cool touch against your skin, and the satisfying sound of the blade scraping against the whiskers all contribute to a sense of authenticity and craftsmanship.



The electric shaver, on the other hand, represents efficiency and modernity. Its sleek lines and advanced features speak of convenience and progress. The gentle hum of the motor and the smooth glide across your face create a sense of effortlessness and luxury. It's a tool that fits seamlessly into a fast-paced lifestyle, promising a quick and comfortable shave.



**MAKE PICTURES OF PRODUCTS YOU OWN THAT HAVE A:**

# VISCERAL DESIGN

## **Dopper water bottle**

When thinking about visceral design, my water bottle immediately comes to mind. The unique feature of the wine glass shape on the top half instantly grabs my attention. This design element is a perfect example of visceral design, impacting my emotions and perception of the product. The elegant shape evokes a sense of sophistication and refinement, making the simple act of drinking water feel more elevated and enjoyable.





# BEHAVIOURAL DESIGN

## Lamp wireless charger

My Lamp wireless charger blends functionality with convenience, creating a positive emotional experience for me. Its sleek design and intuitive placement on my nightstand make charging my phone effortless. The soft, warm light provides a calming atmosphere, making it a pleasure to use before bed. The subtle charging indicator light reassures me that my phone is powering up without being too intrusive.



# REFLECTIVE DESIGN

## Smart watch

My old Casio watch and my new Apple Watch represent two distinct eras in my life, each with their own emotional resonance. The Casio, with its simple design and reliable functionality, evokes a sense of nostalgia for a time of carefree simplicity. It reminds me of childhood adventures and the joy of learning to tell time. The Apple Watch, on the other hand, embodies the present, with its sleek design and seamless integration with technology. It reflects my current focus on health, fitness, and staying connected.

