

# Expressive Interfaces



[view animation](#)

 5

[view animation](#)



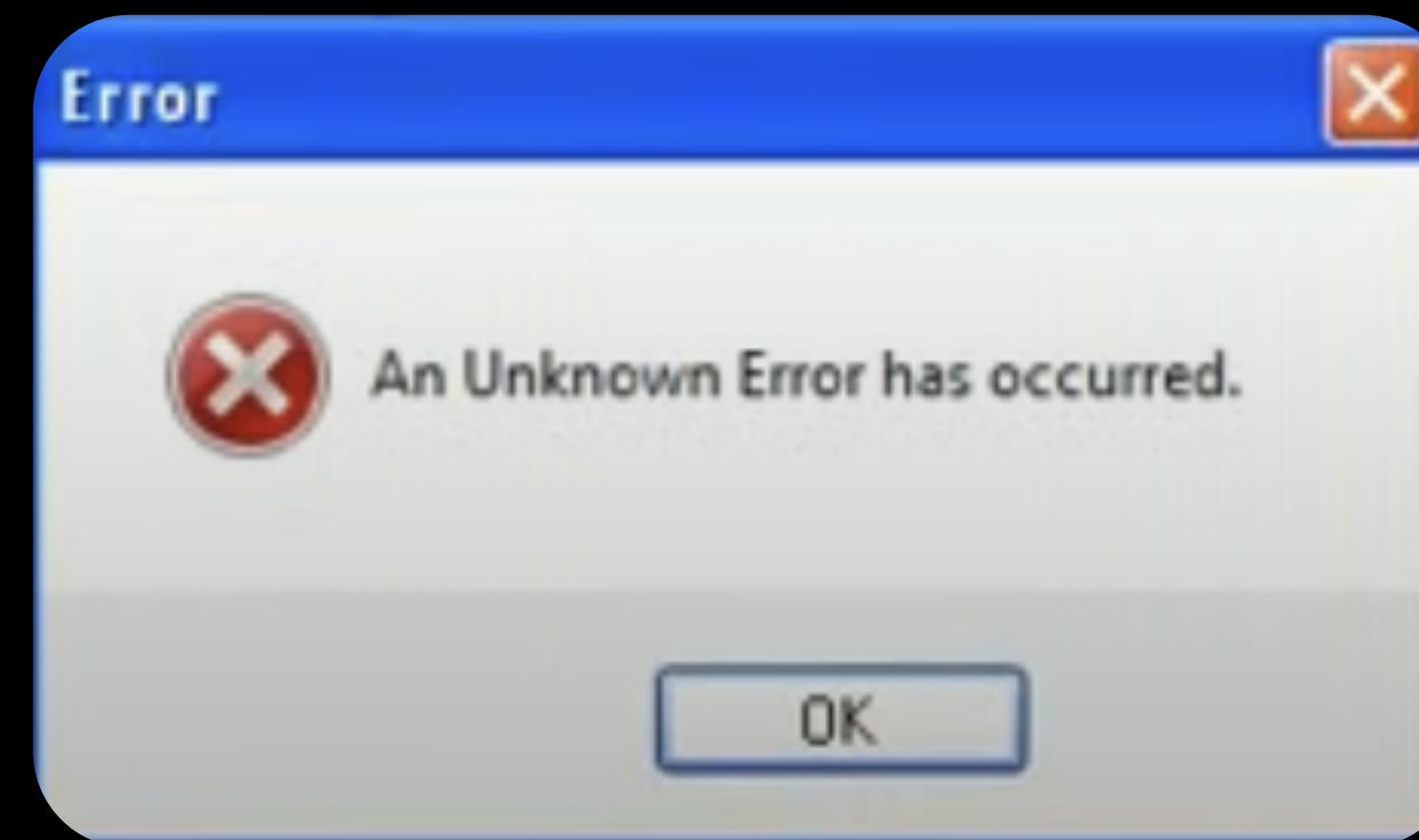
**play sound**

# Building emotional connections

- Interfaces use sound, colors, and micro-animations to evoke emotions.
- **Goal: Build emotional connections and elicit responses like trust.**



[play video](#)



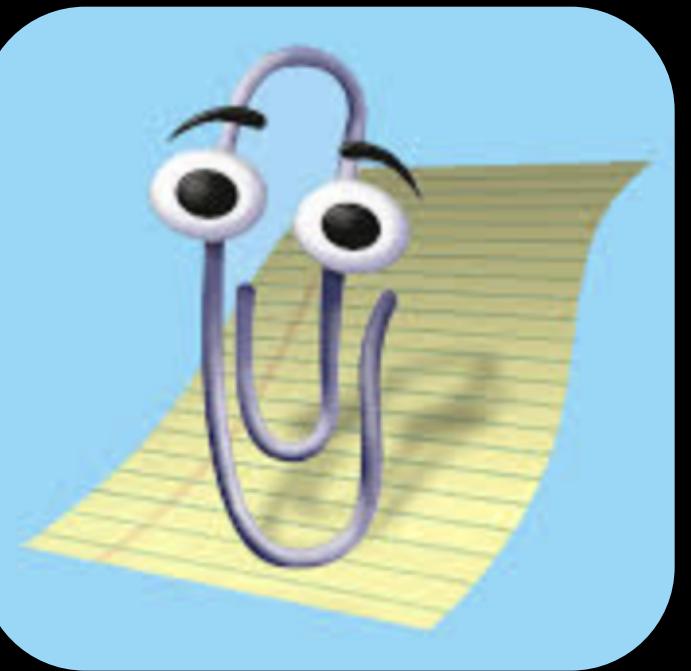
[play video](#)



[play video](#)

# Intrusive interfaces

- Overly expressive interfaces can feel intrusive.
- Example: Clippy from Microsoft Office.
- Can give a feeling of being pushed or pressured.
- **How can we balance?**



Share an example of an

Intrusive VS expressive

ui animation

# **Does Aesthetics affect usability?**

- Noam Tractinsky's research on people's perception on system's usability based on their aesthetics
- [https://academic.oup.com/iwc/  
article-abstract/13/2/127/898608?  
redirectedFrom=fulltext&login=false](https://academic.oup.com/iwc/article-abstract/13/2/127/898608?redirectedFrom=fulltext&login=false)

# **Who's mistake is it? “Human Errors”**

- When the user forgets the password?
- When the user is unable to complete a form?
- When the user transfer to the wrong bank account?
- When the user deletes important information?

**Never Blame the user**

SEARCH 

SHOP 

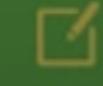


 GAMES

 VIDEOS

 ANIMALS

 EXPLORE MORE

 SUBSCRIBE

| PUZZLES |

## Puzzles: P

Using images from P  
ictures by putting t  
chimps, penguins, fis

SORRY!

*You are not eligible*

CLOSE

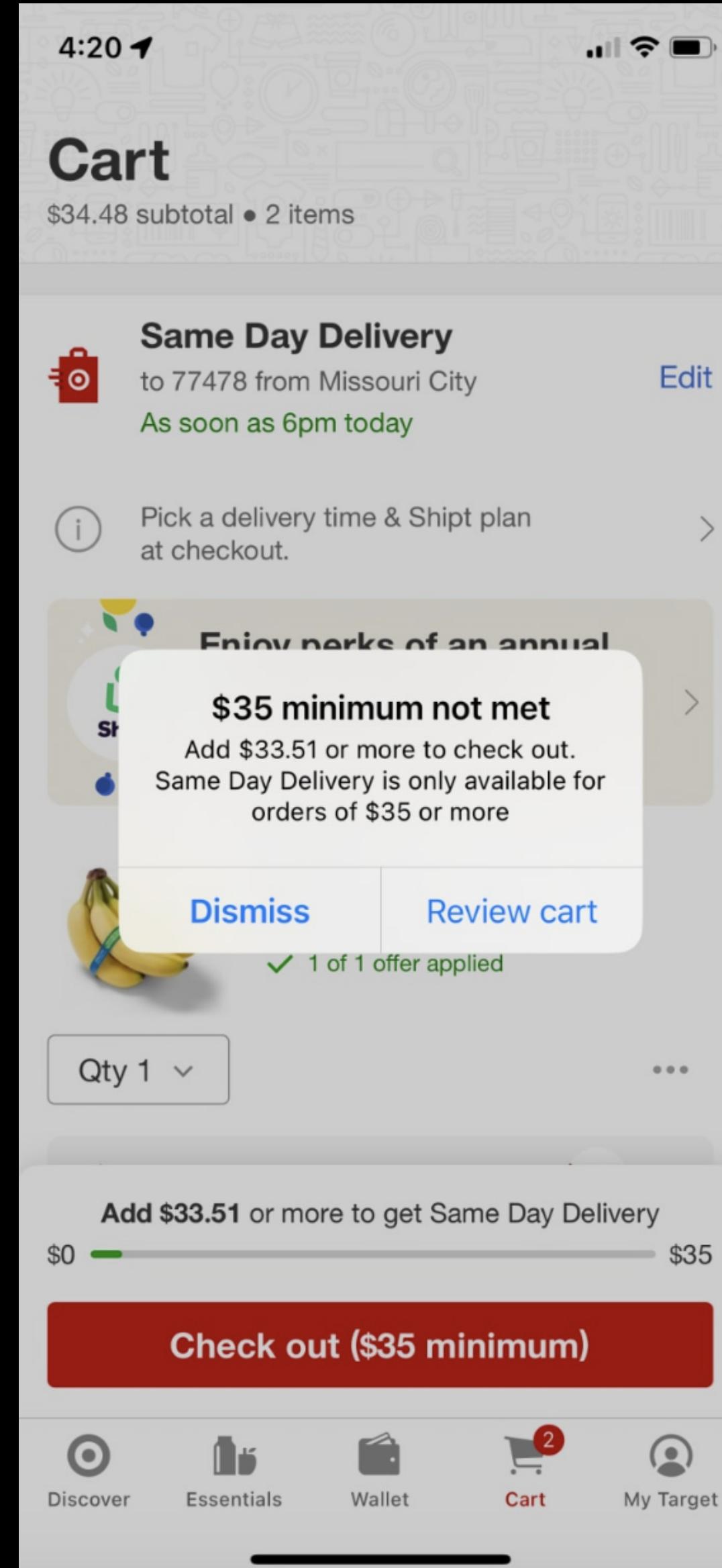


NAT GEO  
**KiDS**

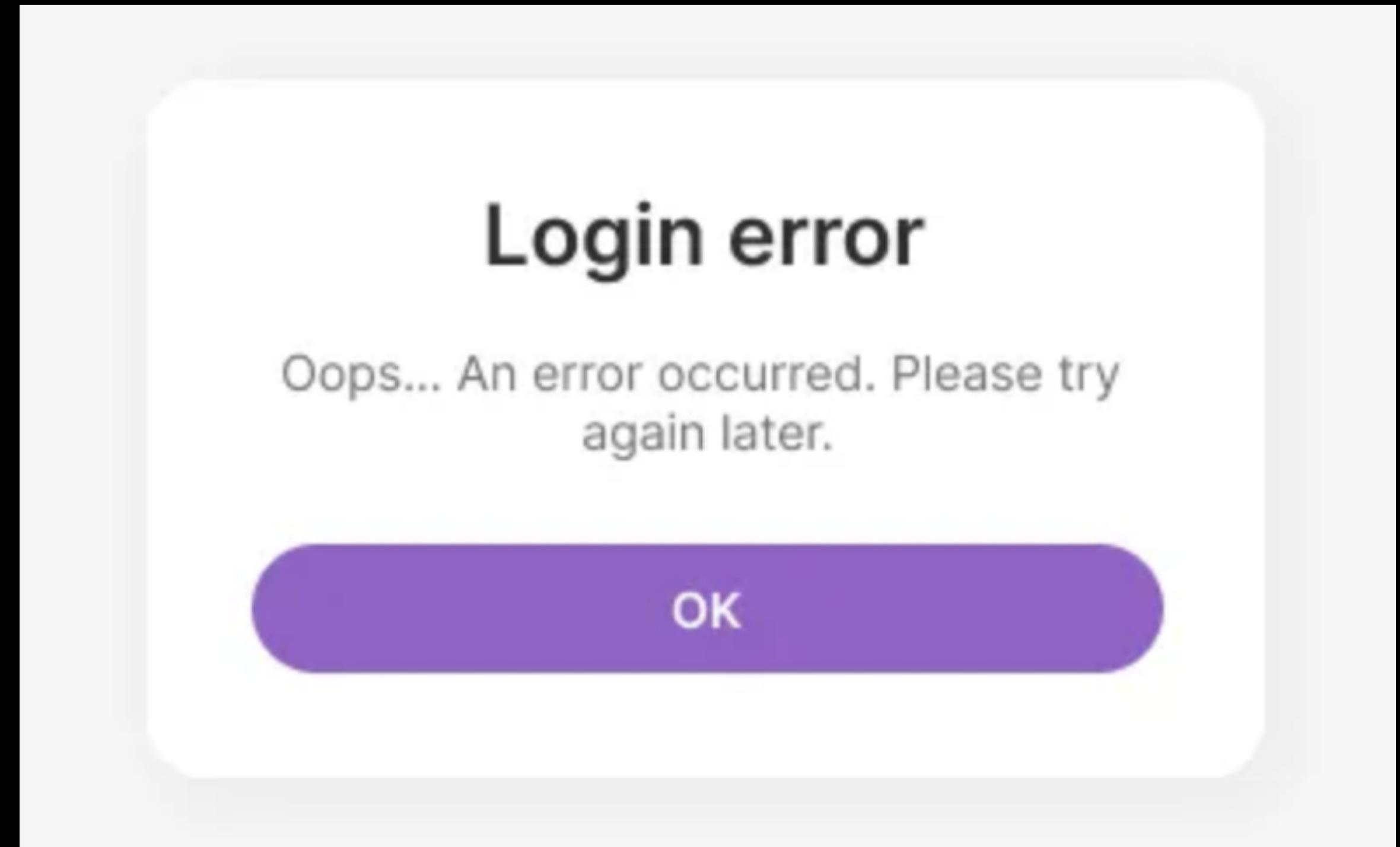
NATIONAL  
GEOGRAPHIC

PHOTOARK  
JOEL SARTORE

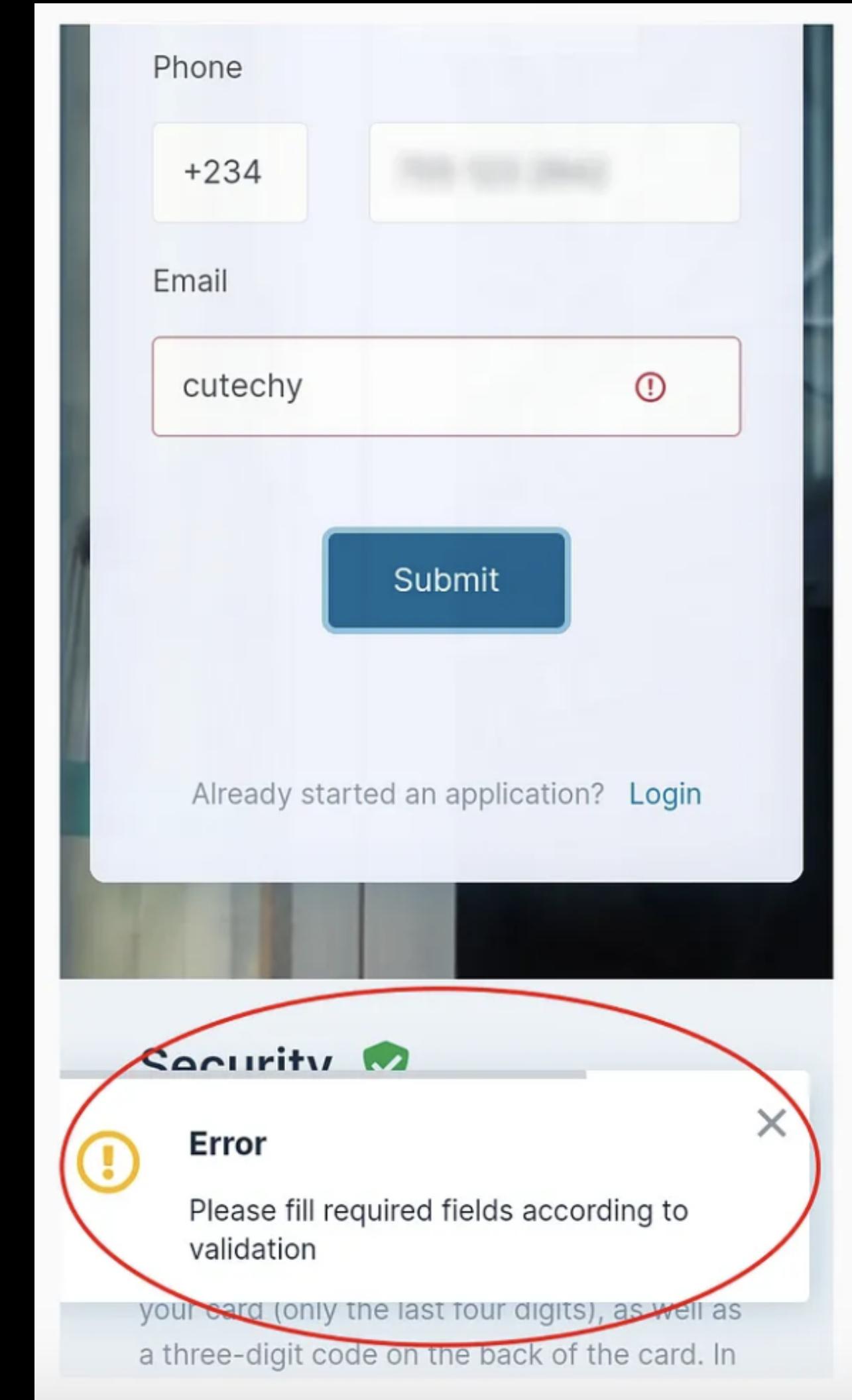
# PUZZLES



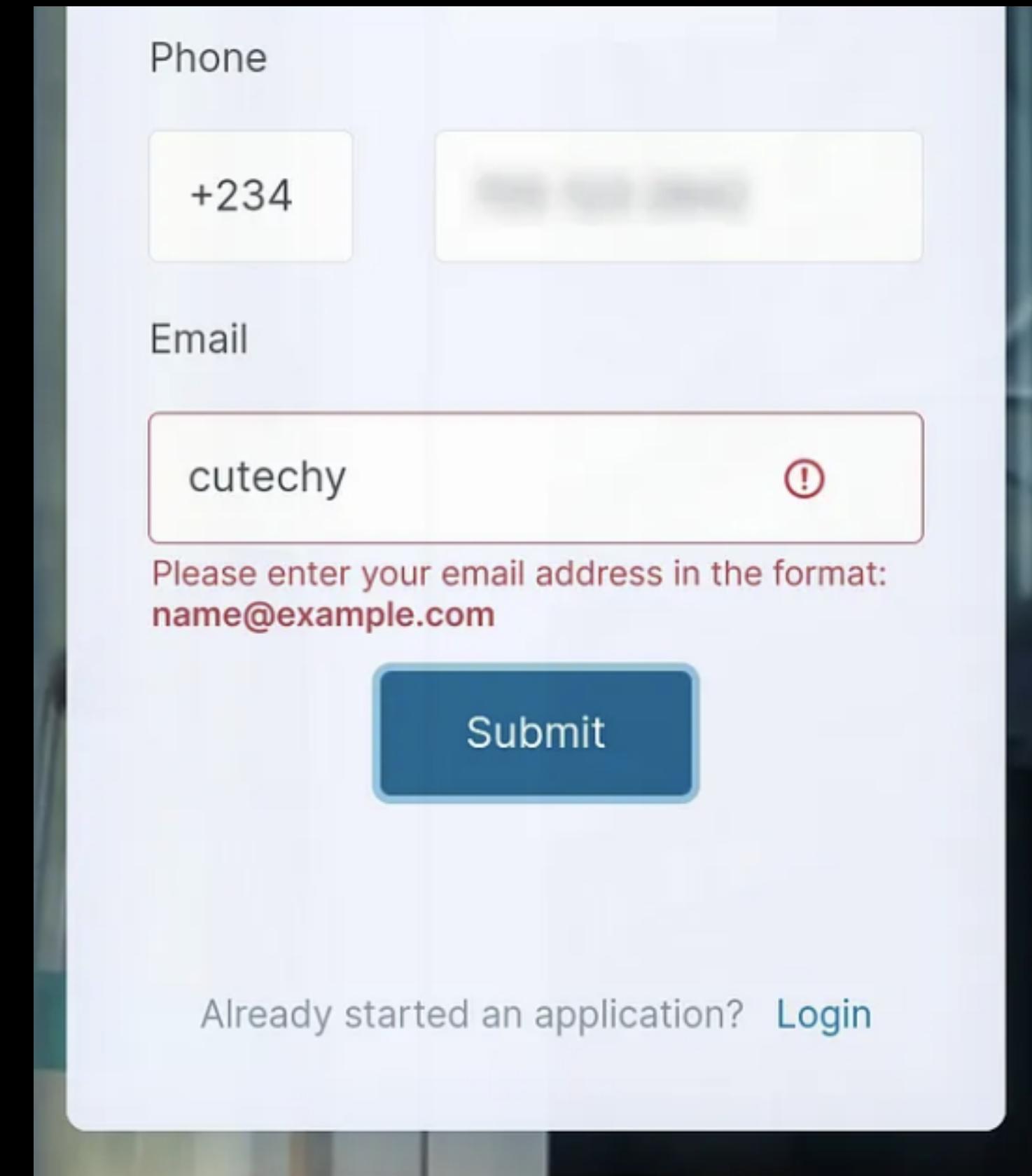
<https://www.nngroup.com/articles/error-message-guidelines/>



<https://uxplanet.org/the-problem-with-bad-error-messages-and-how-to-fix-them-d6f78acc7ed9>



<https://uxplanet.org/the-problem-with-bad-error-messages-and-how-to-fix-them-d6f78acc7ed9>



<https://uxplanet.org/the-problem-with-bad-error-messages-and-how-to-fix-them-d6f78acc7ed9>

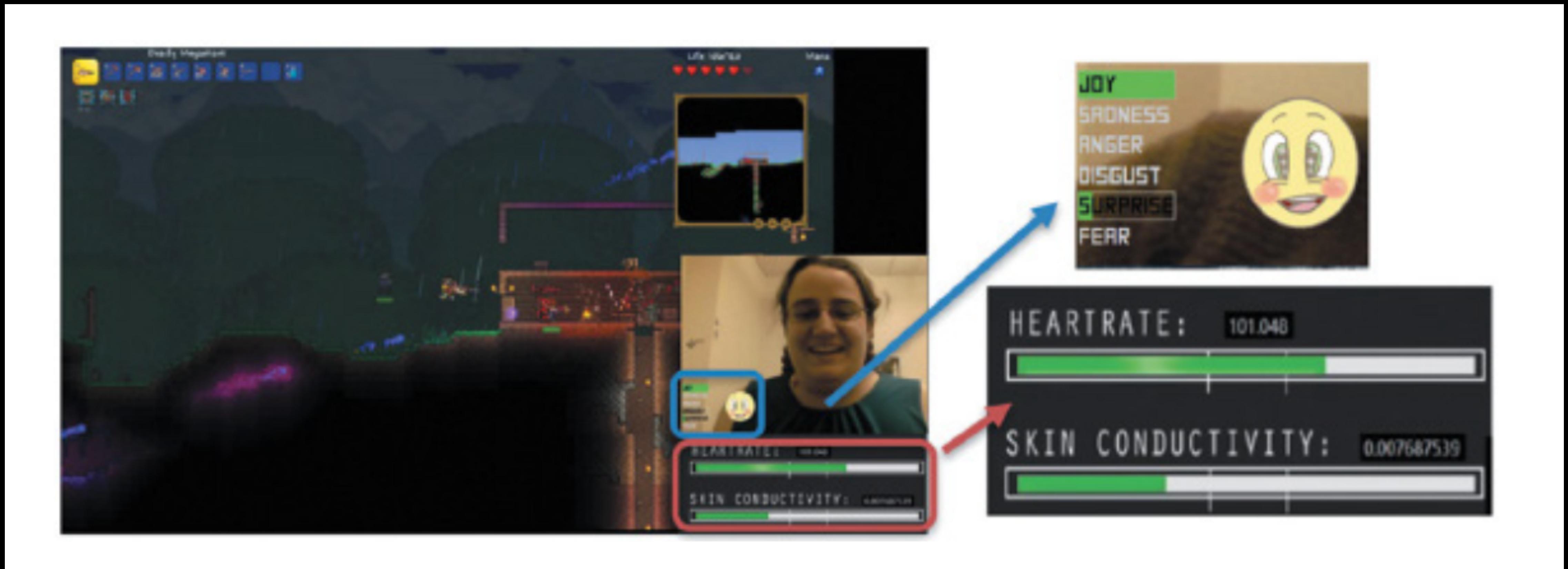
**Never Blame the user**

# Tracking emotions

- Cameras for facial expressions, sensors for physiological cues, voice analysis, motion capture.
- Example: Affectiva reads facial expressions and adapts websites accordingly.
- Indirect methods: Eye-tracking, finger pulse, speech analysis.
- Biometrics in streaming apps.

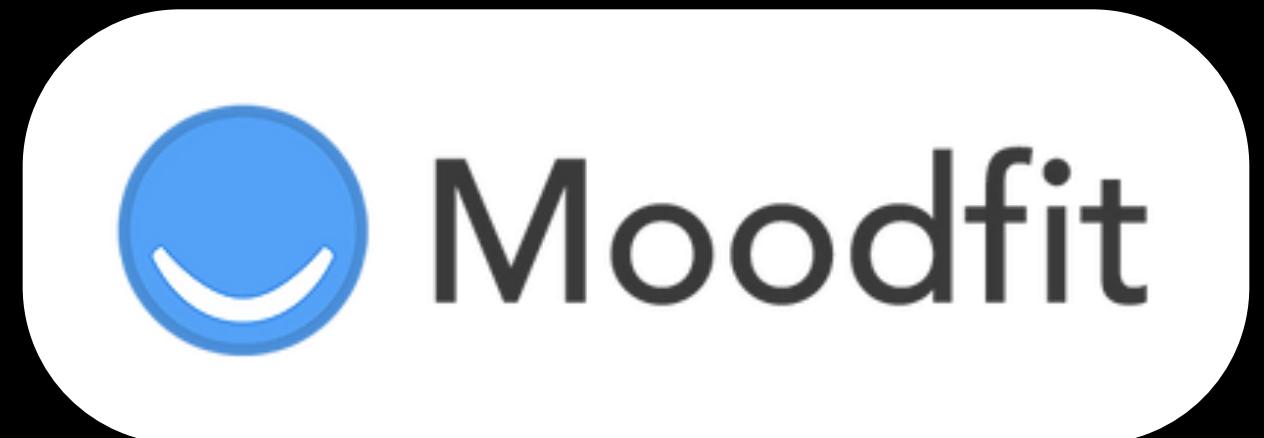


# Tracking emotions



# Tracking and reflecting on mood

- Technology helps people understand and track their moods.
- Mood tracking is deeper and harder to hide than feelings.
- Methods: Diary studies, EMAs, journaling apps like Echo.
- Mood tracker apps: Moodnotes, Daylio.



<https://daylio.net/>

# **Anthropomorphism in Technology**

Treating objects like humans to enhance interaction

10:59



## Choose a voice

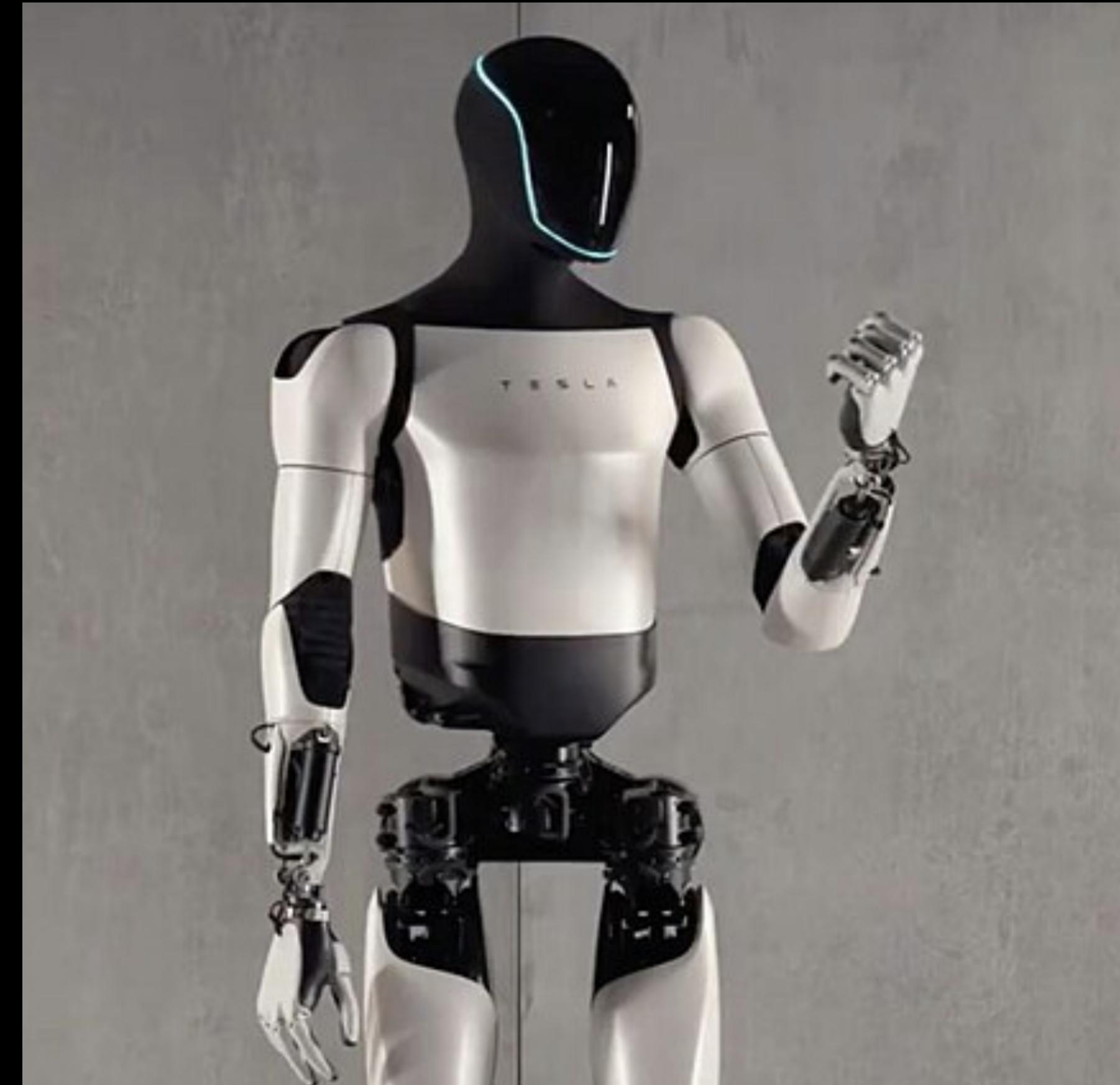


Arbor

Easygoing and versatile

• • • • • •

Get Started





# **Anthropomorphism in Technology**

- Treating objects like humans!
- designers has capitalized on it
- works very well with children
- Robots were found to enhance interaction
- Mixed findings on effectiveness.