

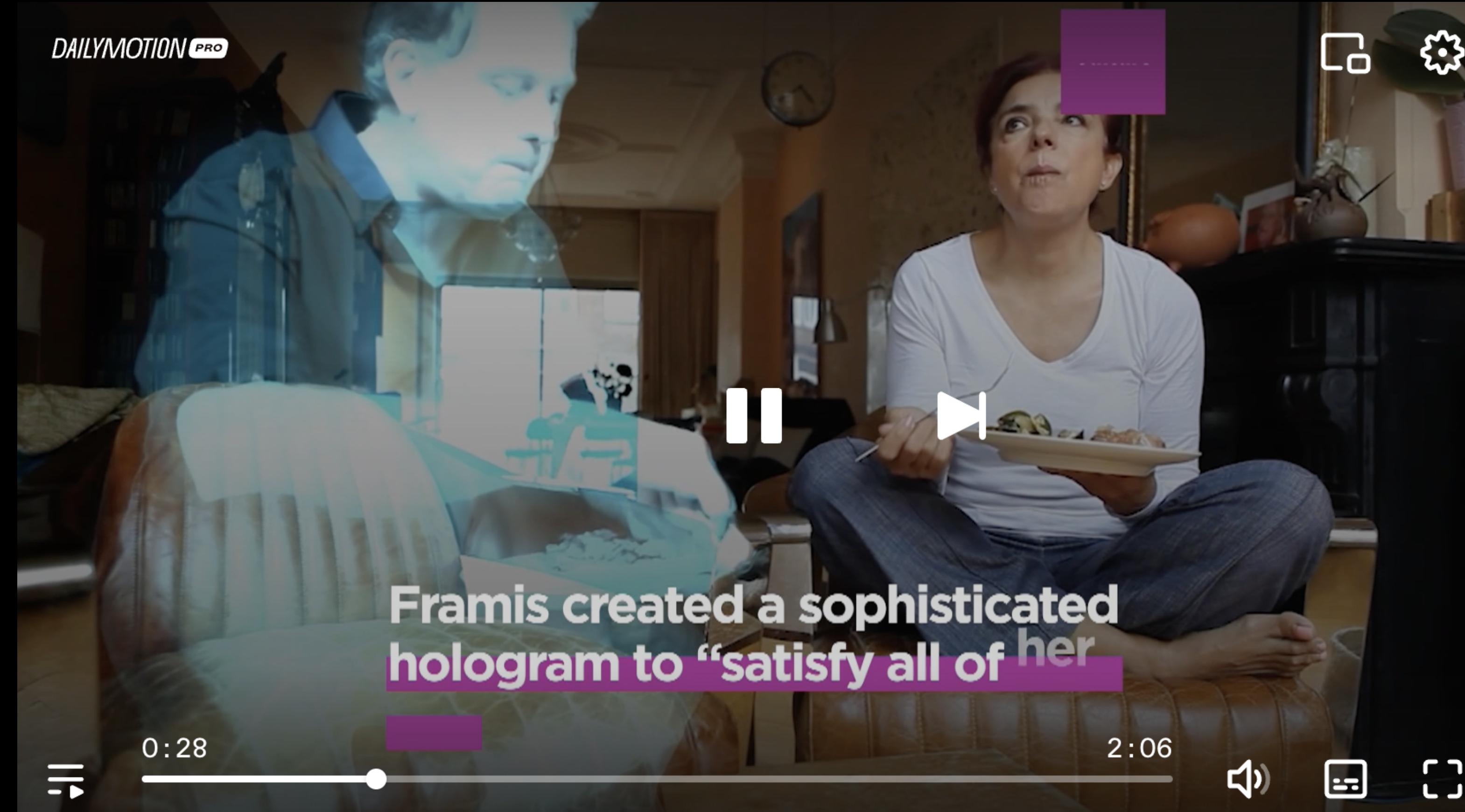
Lec 14

Emotional Interaction (2)

Expressive interfaces, Affective Computing, Anthropomorphism

Omar Hammad





Framis created a sophisticated
hologram to “satisfy all of her

[Play Video](#)

Payments & Currency Exchange



Lending and Finance



Private Fundraising



Business Tools & Information Provision



Capital Market



Insurance



Regulation & Risk Management



Personal Finance & Treasury Management



Infrastructure



Digital Banking



Insight about The Fintech war

- ...
-

Expressive Interfaces



[view animation](#)

 5

[view animation](#)



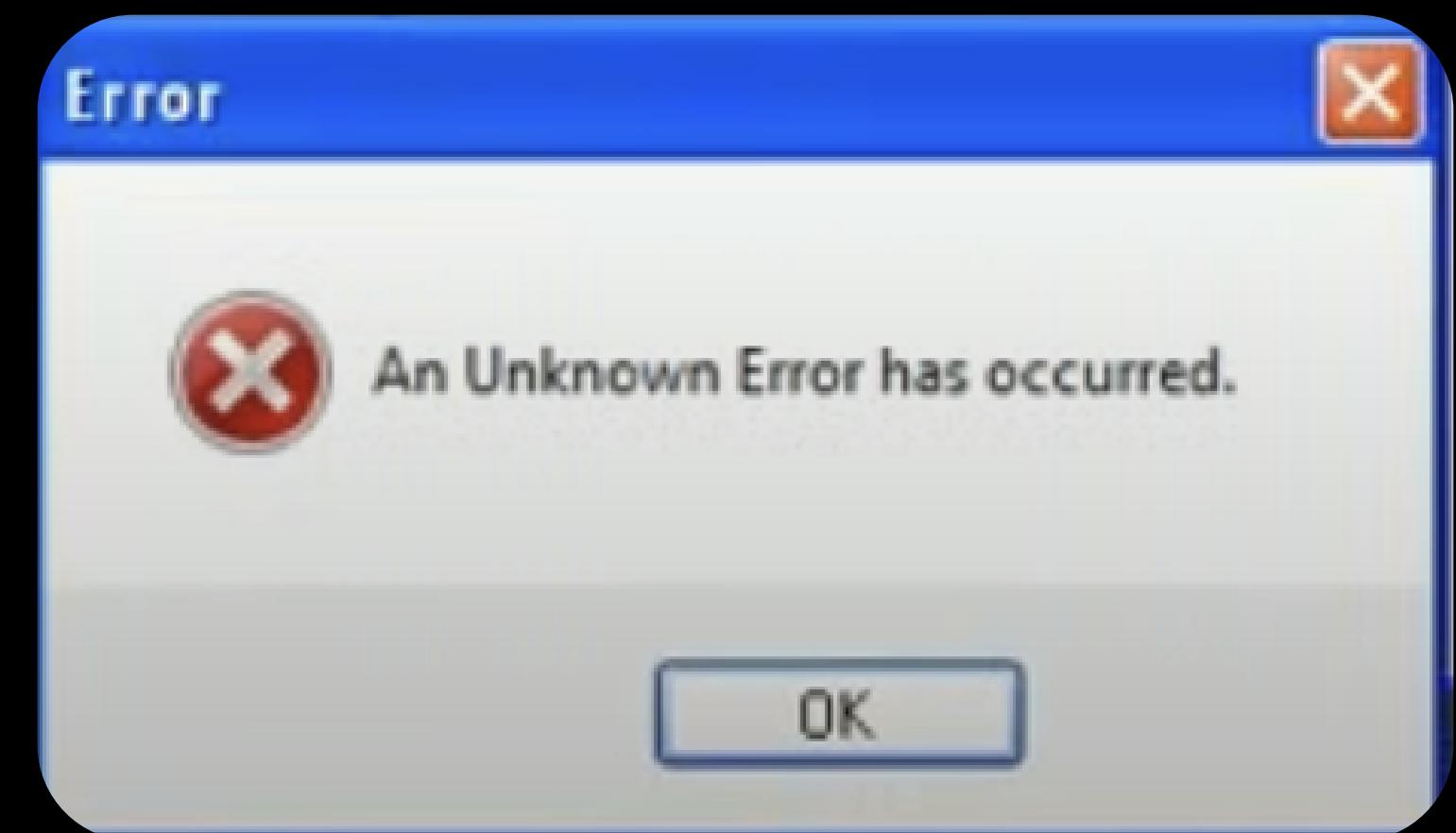
play sound

Building emotional connections

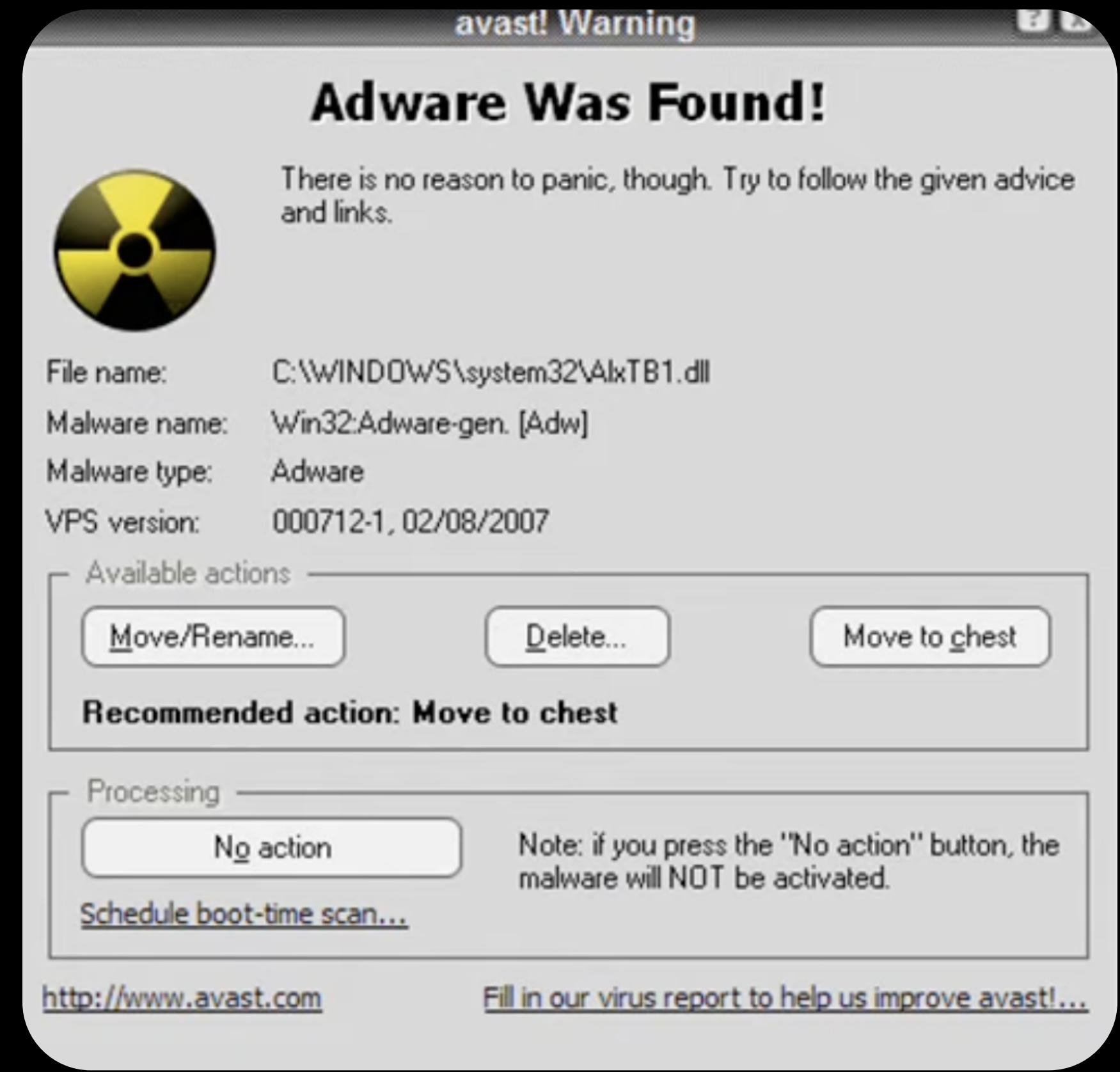
- Interfaces use sound, colors, and micro-animations to evoke emotions.
- **Goal: Build emotional connections and elicit responses like trust.**



[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 

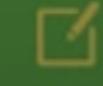


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Puzzles: P

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

SORRY!

You are not eligible

CLOSE

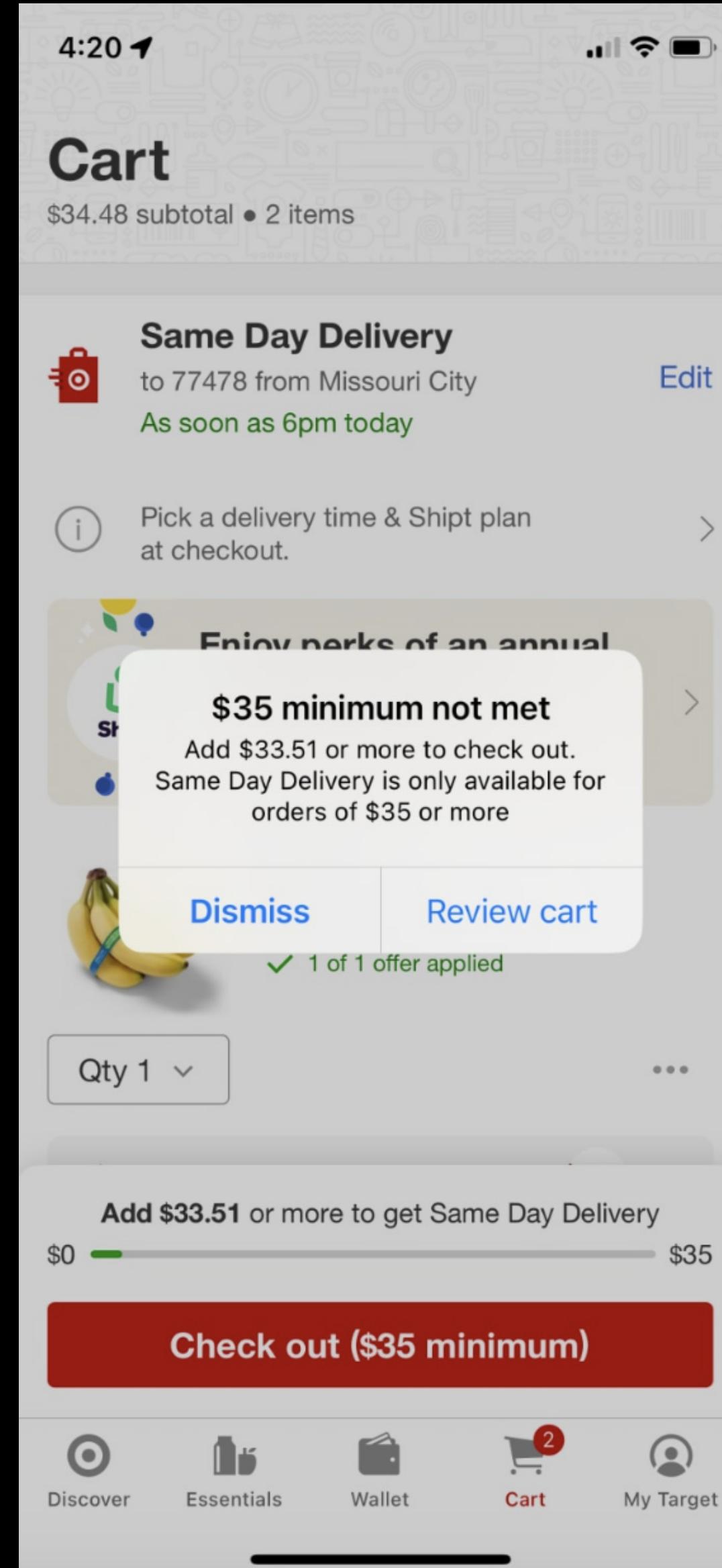


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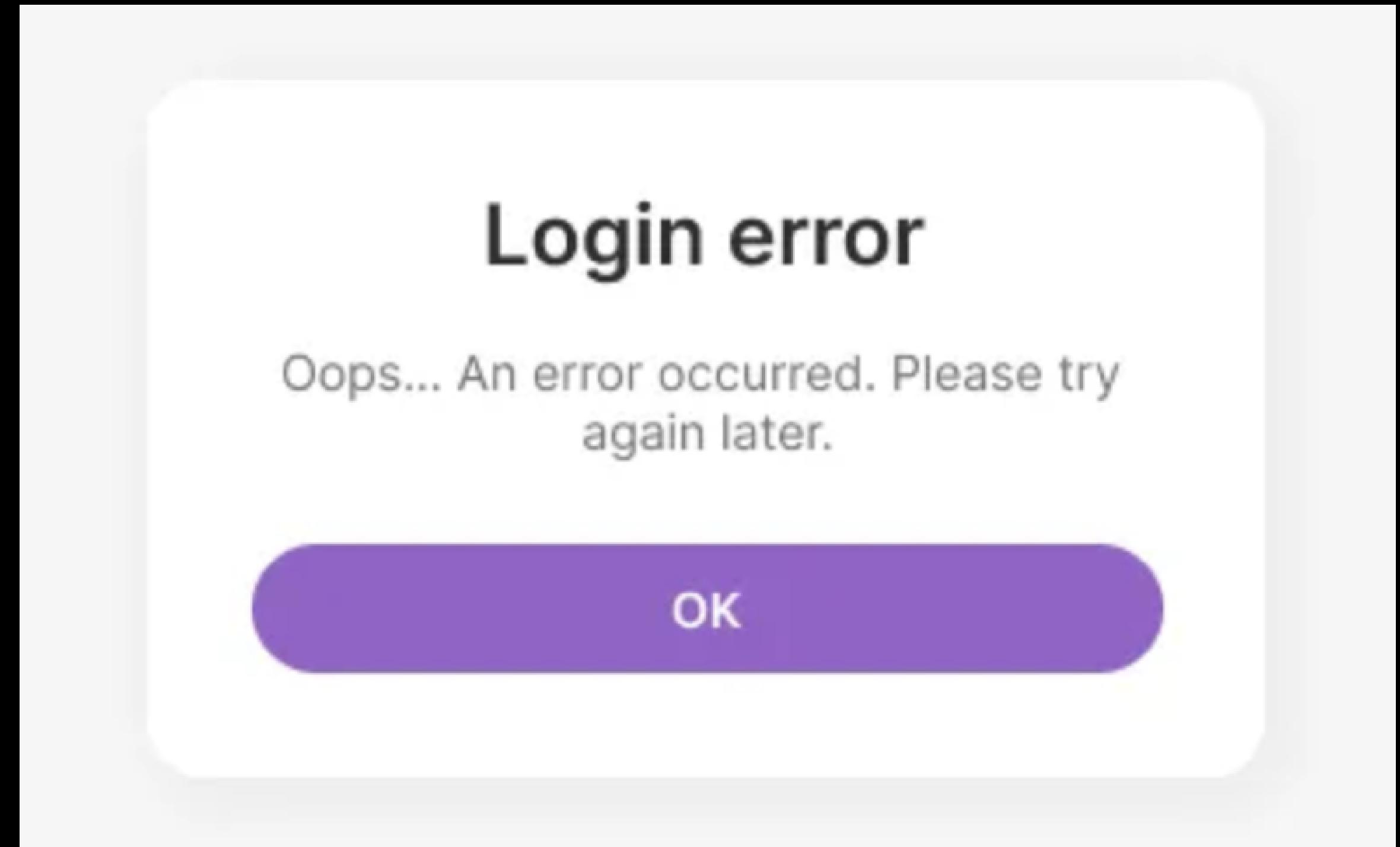
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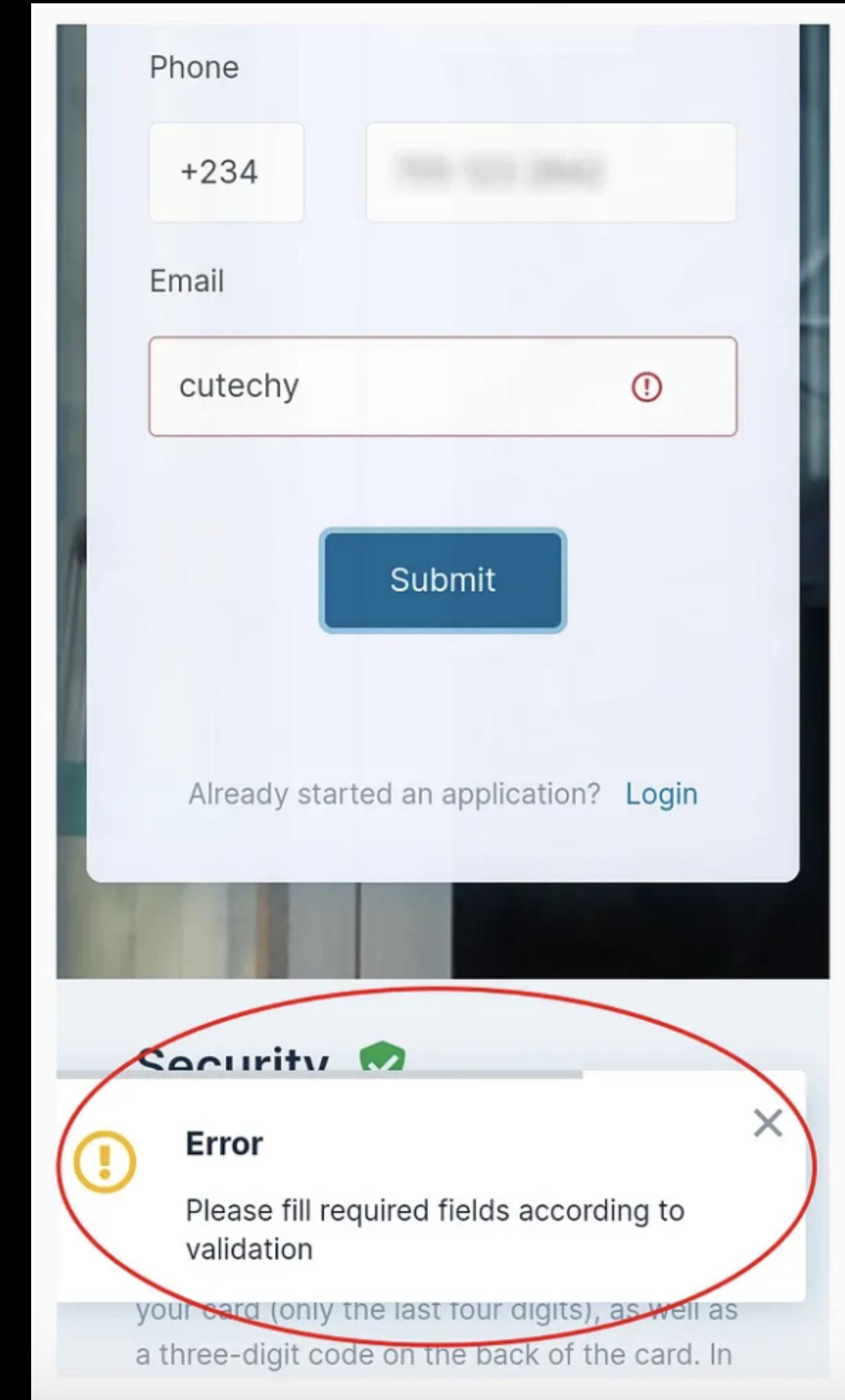
PUZZLES



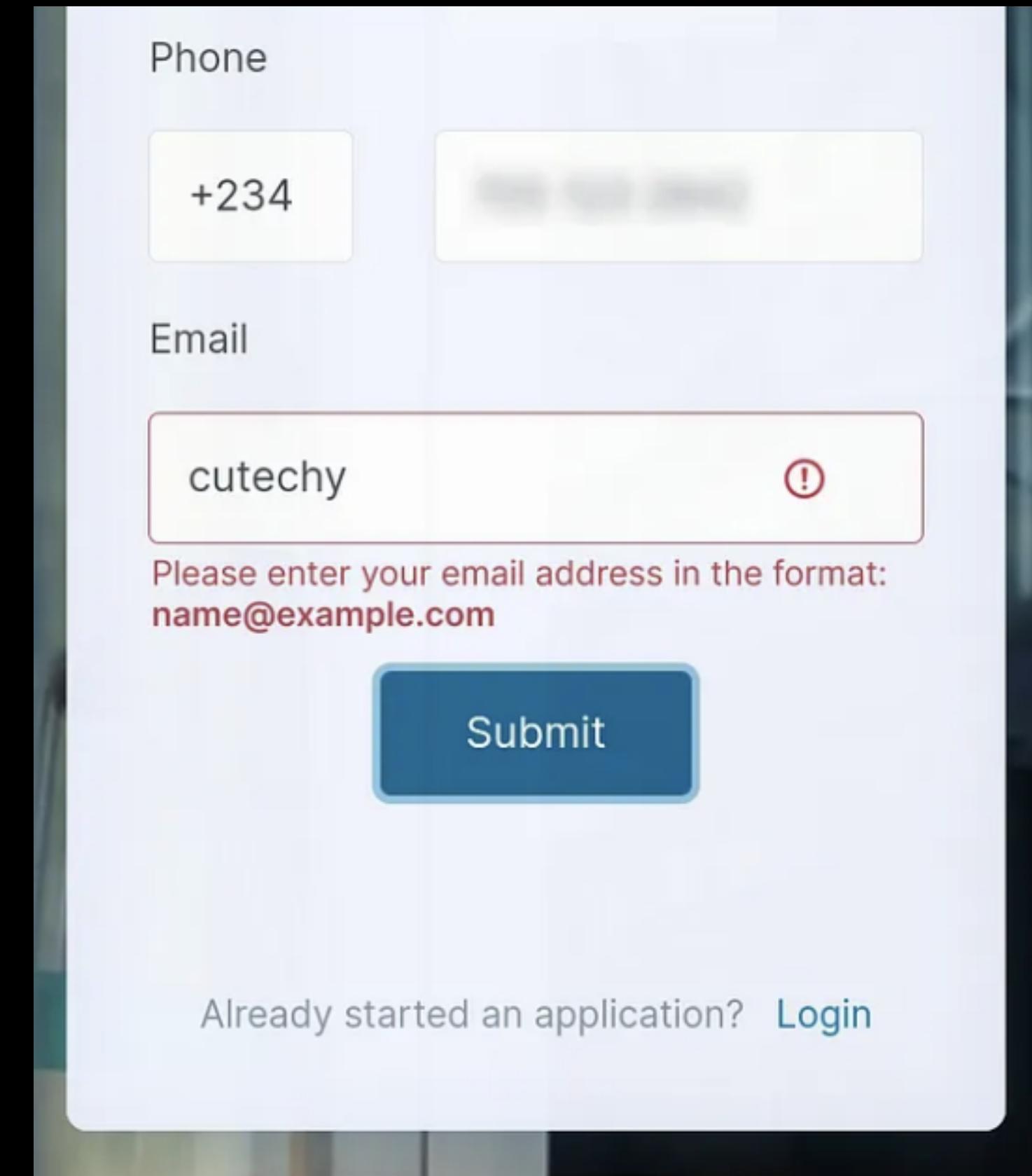
<https://www.nngroup.com/articles/error-message-guidelines/>



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



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Never Blame the user

Affective Computing

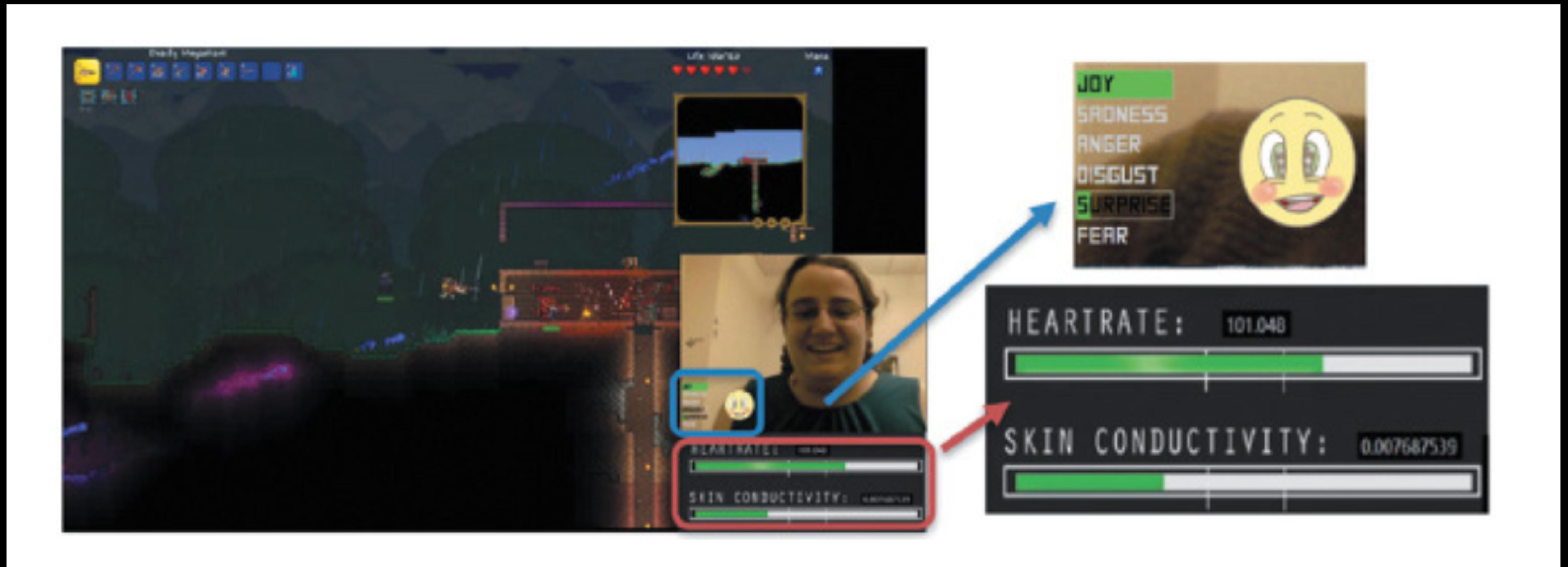
mood vs emotions

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

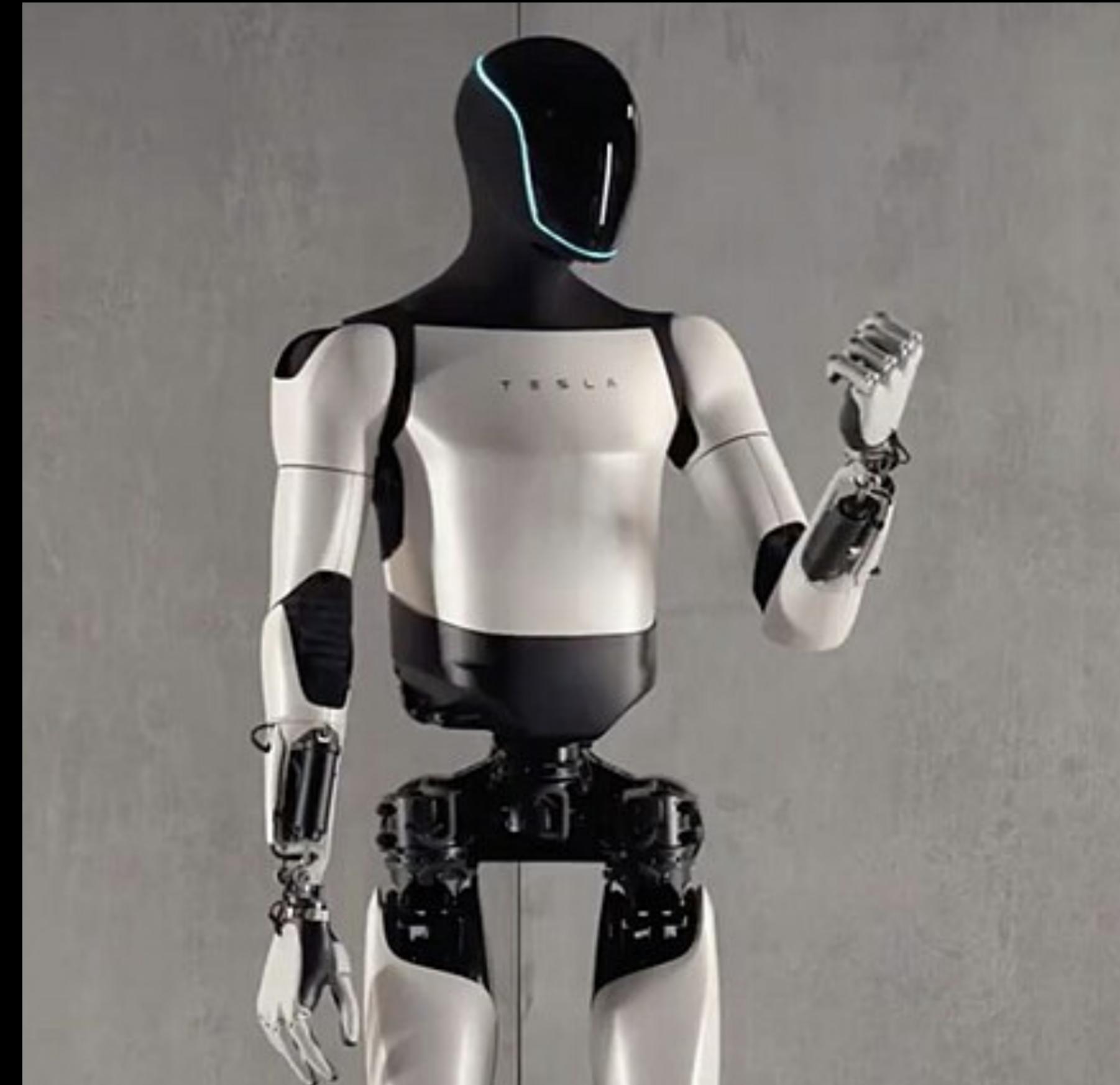


Arbor

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.

discuss

Pros vs Cons of Anthropomorphism

