3 levels van emo design

1. **Visceral level**:

First impression.

1. **Behavioral level**:

How things work and how we experience them. Feature relevant functions. Understandable and usable. Easy to use = positive emotions. Know ur users need.

1. **Reflective level**:

Defines overall impression.

4 puntjes om te onthouden

1. **Appealing**:

Grab the users attention and influence their perception.

1. **Effective**:

Guide the users attention and make sure they find what they are looking for.

1. **Pleasurable**:

Allow the user to appreciate your website and have fun.

1. **Memorable**:

Build a relationship with the user and ensure a positive memory of you.

**Websites**:

* <http://www.famouscookies.com/>
* <http://www.worldwildlife.org/>
* <http://www.redbull.com/be/nl>
* <http://www.nikevision.com/>
* <http://petersonlive.com/emotion-in-web-design/>

**Bronnen**:

* <http://www.smashingmagazine.com/2012/04/12/building-emotion-into-your-websites/>
* <http://aarronwalter.com/>