Emotional Design

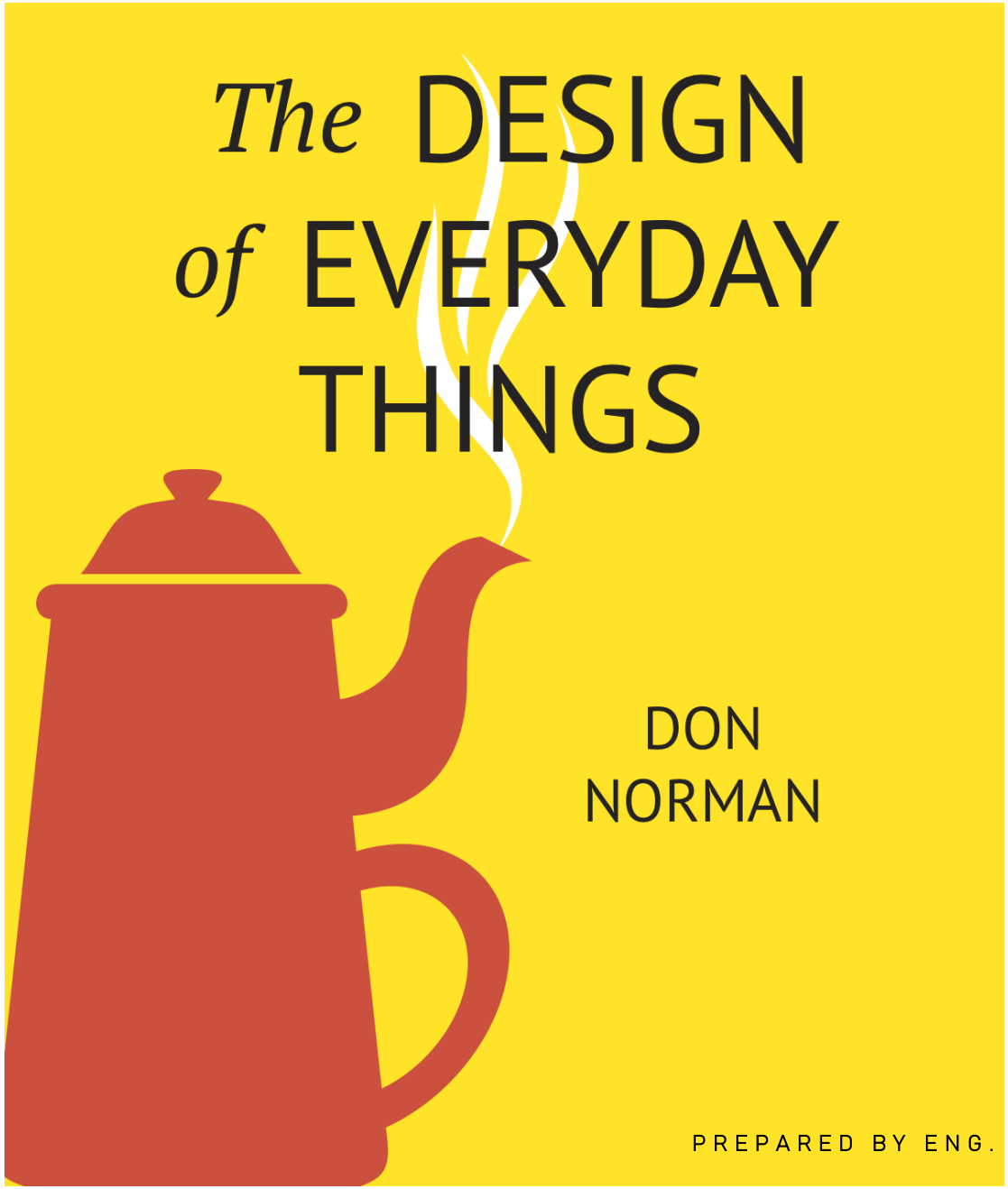
PREPARED BY ENG. HANA ALRASHEED AND
ENG. DANIA ALSAID

Emotional Design

- is a design approach to create products **that deliver positive experiences for users**. UX/UI designers use this design approach to design **creative interfaces in order to trigger a positive emotional response from the users.**
- Emotional Design is a Design **that Anticipates and Accommodates Users' Needs and Responses**
- The emotions **that a product generates can have a great impact on users' perception of the product.**

The emotional side of design may be more critical to a product's success than it's practical elements.

– Donald Norman



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Impossible teapot

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- I had just criticized one of Graves' s creations, the "Rooster" teapot, as being pretty to look at , but difficult **to use to pour the water was to risk a scalding**—when a listener called in who owned the Rooster .
- " I love my teapot, " he said . "When I wake up in the morning and stumble across the kitchen to make my cup of tea , it always makes me smile.“
- His message seemed to be: “**So what if it' s a little difficult t o use? Just be careful. It' s so pretty it makes me smile, and first thing in the morning, that's most important.”**

Nanna Teapot

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Tilting Pot

Put leaves on the internal shelf (not visible, but just above and parallel to the ridge that can be seen running around the body of the teapot), fill with hot water, and lay the teapot on its back (figure a). As the tea darkens, tilt the pot, as in figure b. Finally, when the tea is done, stand the teapot vertically as in figure c, so the water no longer touches the leaves and the brew does not become bitter.

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several components of product design:

- Usability (or lack thereof).
- Aesthetics
- Practicality

a designer has many factors to consider when creating a product :

The choice of material, the manufacturing method, the way the product is marketed, cost and practicality, and how easy the product is to use, to understand.

But what many people don't realize is that there is also a strong emotional component to how products are designed and put to use.

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In reviewing BMW's MINI Cooper car, the *New York Times* observed: "Whatever one may think of the MINI Cooper' s dynamic attributes, which range from very good to marginal, **it is fair to say that almost no new vehicle in recent memory has provoked more smiles.** " The car is so much fun to look at and drive that the reviewer suggests you overlook its faults.

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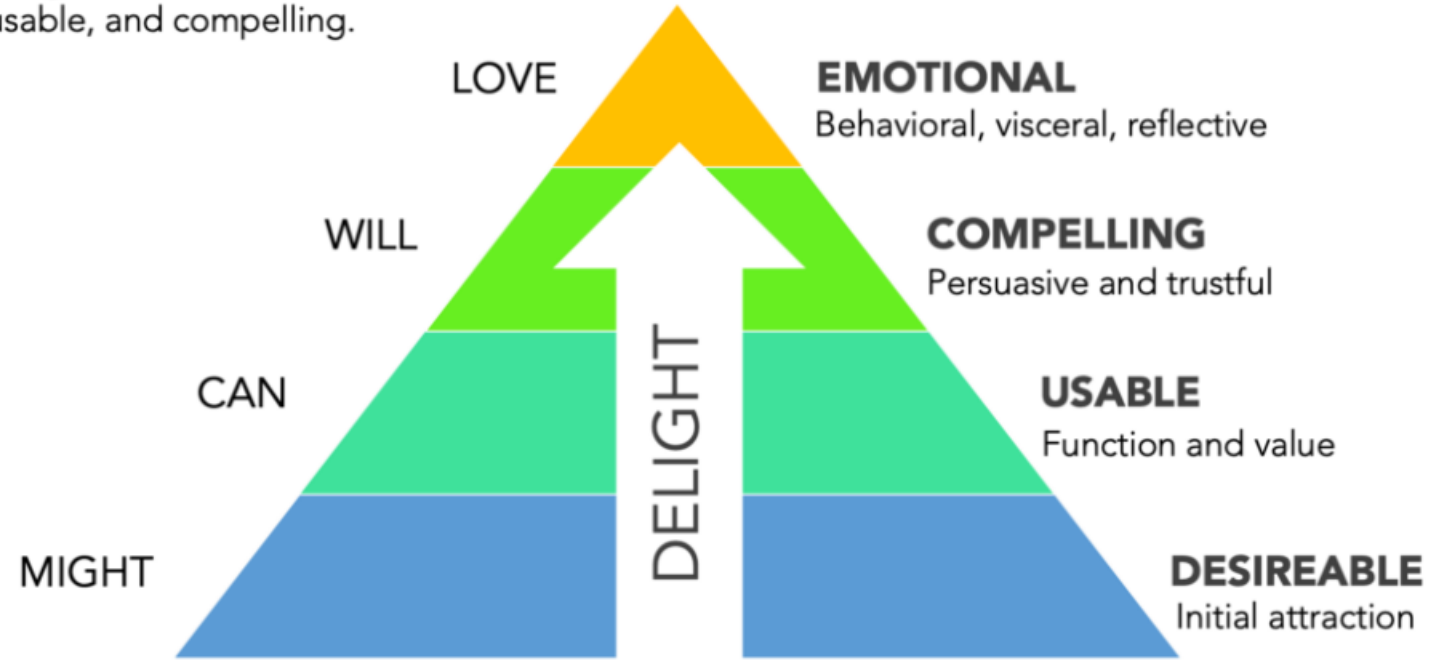
A person's most beloved objects may well be inexpensive trinkets, frayed furniture , or photographs and books, often tattered , dirty , or faded . A favorite object is a symbol, setting up a positive frame of mind , a reminder of pleasant memories, or sometimes an expression of one's self. And this object always has a story, a remembrance, and something that ties us personally to this particular object, this particular thing.

Cultivating Love

A product is only loved and delightful when it is desirable, usable, and compelling.



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Three very different dimensions are interwoven through any design emotions and cognition

Visceral

Behavioral

Reflective

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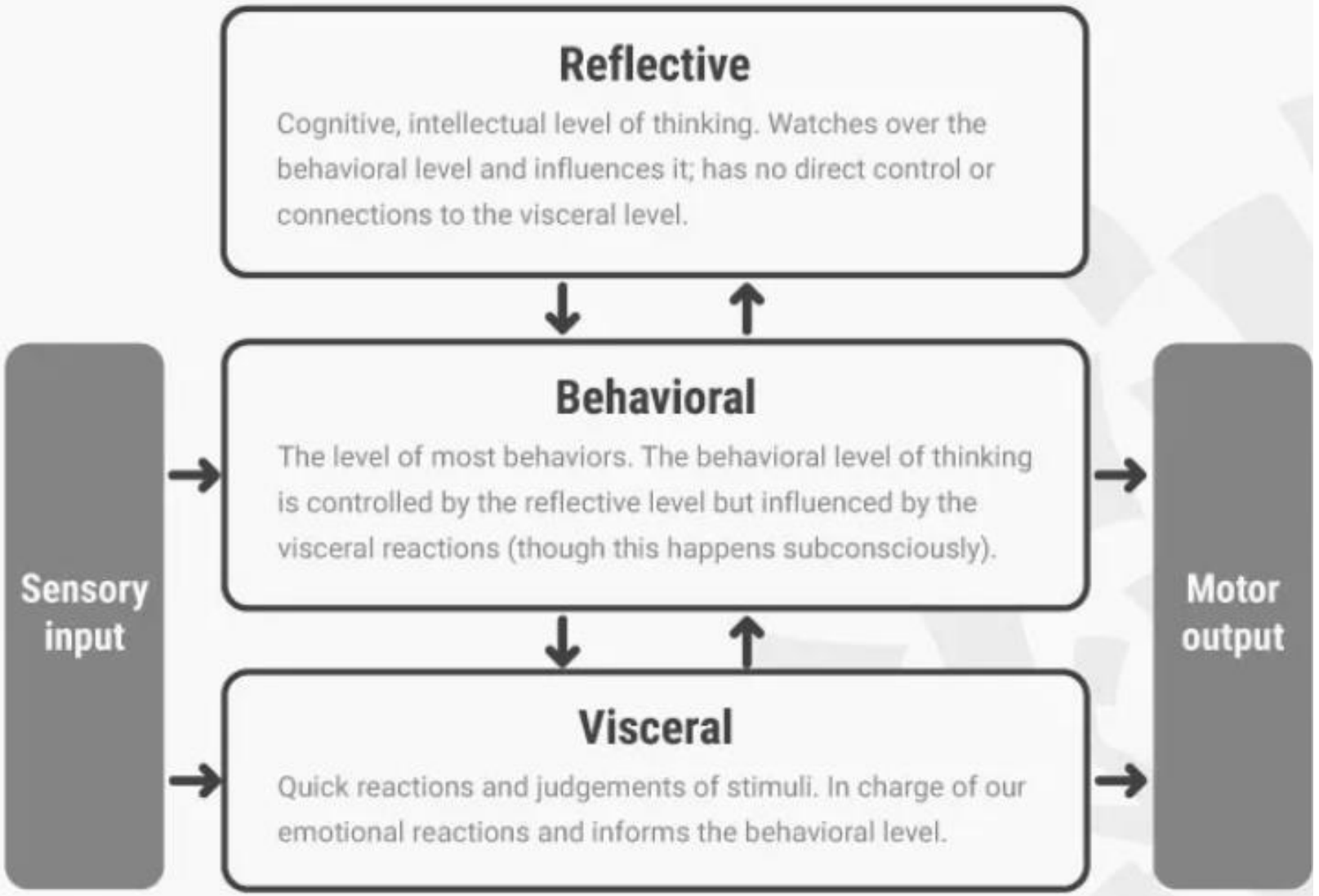
Don Norman's 3 Levels of Design

Source: "Emotional Design: Why We Love (or Hate) Everyday Things" by Don Norman



Visceral Design

- Beauty
- Look and feel
- Sensory involvement
- Immediate and strong reaction
- Feelings

Visceral Design

- Visceral design is a subconscious level of reaction when users encounter a product.
- Generally, it deals with beauty and distinguished quality from look and feel, and sensory involvement
- Users give immediate and strong reactions to visceral design.
- Reaction to a visceral design is induced by the initial sensory scan of the experience.
- Good visceral design makes users feel delighted and excited.

Powerful and positive visceral reactions have the following benefits:

- They set a positive context for every subsequent interaction.
- Users are more likely to forgive faults down the line if the initial experience was overwhelmingly positive.
- “Love at first sight” will encourage positive socialization of the product.

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- Product usability
- Product functionality
- Product performance
- Effectiveness of use
- Users' firm opinion

Macbook Pro Unboxing

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Behavioral Design

- Behavioral design is related to the usability of the product.
- users’ perception of how well it functions, and how user-friendly it is.
- In behavioral design, function, physical feel and performance of a product matter the most.
- In this level, users form a firm opinion about the product.
- When you really know your users’ needs, you can ensure a good behavioral design.

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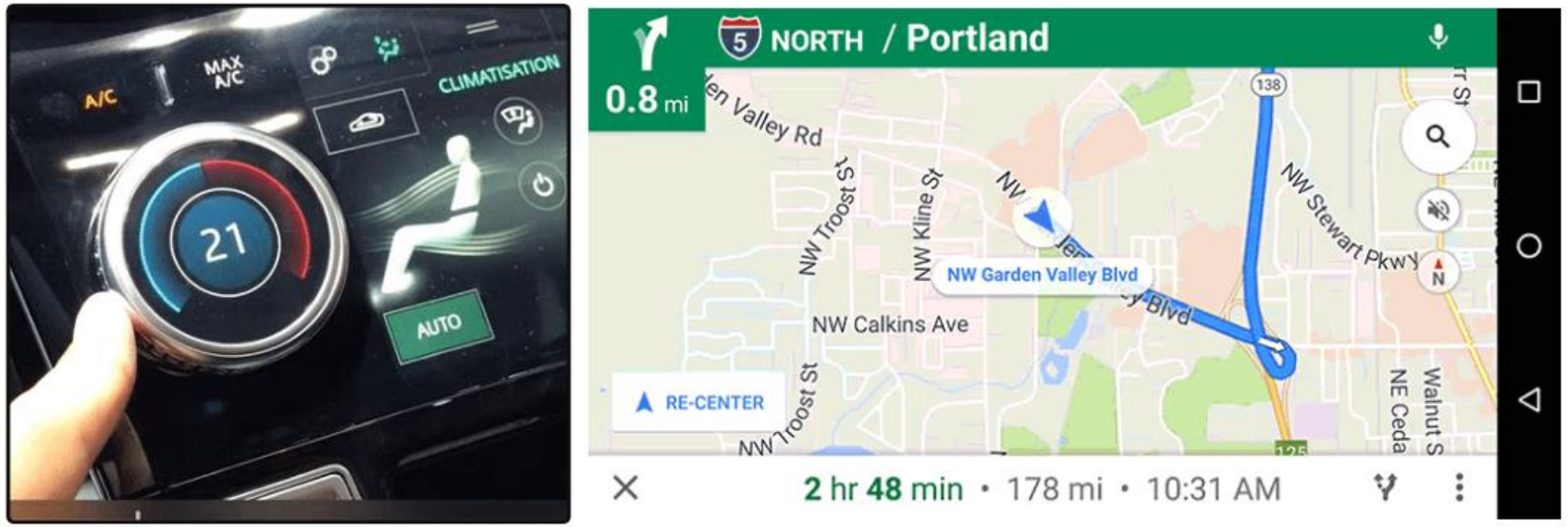
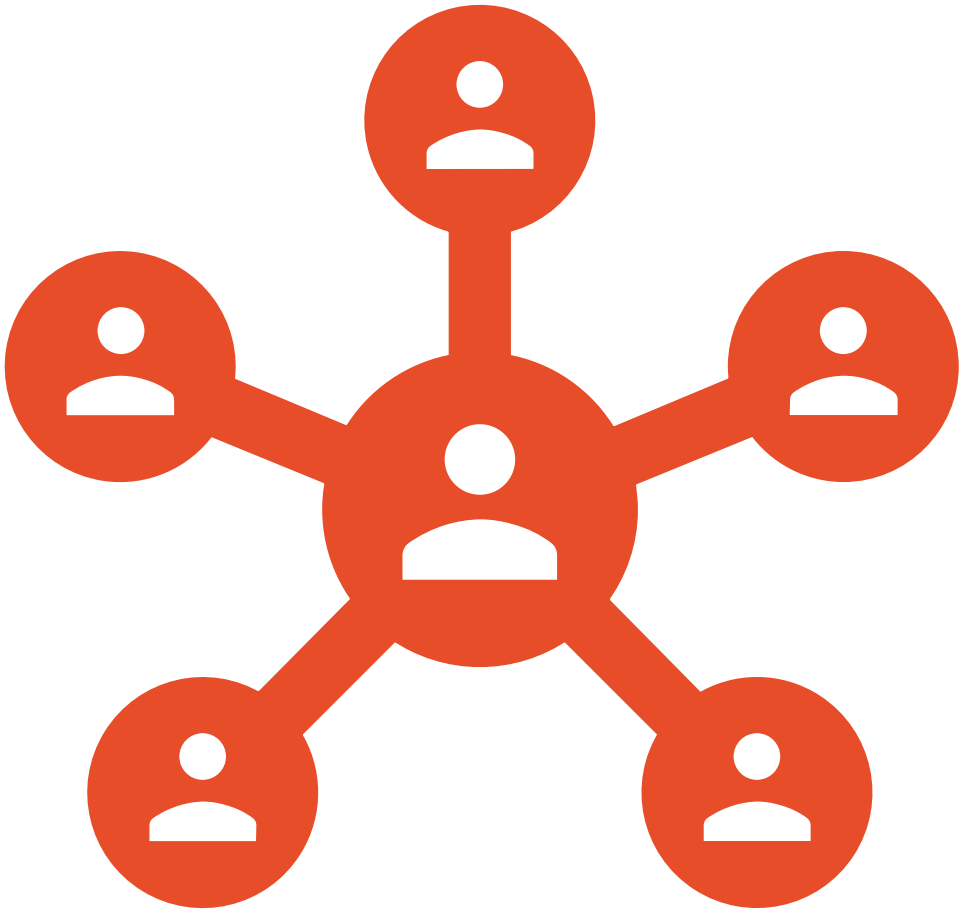


Jaguar Climate Control | Google Maps Gesturing



Powerful and positive behavioral reactions have the following benefits:

- They allow users to feel a sense of empowerment.
- They cultivate trust and reliability by creating a direct correlation between a user's actions and expected value.
- They encourage repeat reactions, as people are more inclined to want to experience that delight again.

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- Understanding things
- Cultural aspects of product
- Meaning of product
- Impact of product

Reflective Design

- This is the final level of emotional design, which is concerned with the human ability to predict the impact of a product on life **after using it.**
- At the reflective level of emotional design, users interpret and understand things, they reason about the world and reflect on themselves.
- At this level, designers will want to increase the users' aspiration to buy the product.
- The reflective design describes **the complete impression of a product because users reflect on various aspects of the product like cultural aspects, functions, features, the meaning of the product,** etc.

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Powerful and positive reflective reactions have the following benefits:

- They encourage users to share their experiences with others.
- They evoke a sense of pride and identity from using a product that extends beyond the product itself.

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3 Levels of Emotional Processing

Visceral	Behavioral	Reflective
Attractiveness	Usability	Meaning of product
Pre-consciousness	Product function	Impact of thought
Initial impression	Performance	Sharing the experience
Feelings	Effectiveness of use	Cultural meaning

When these three levels of emotional design are combined appropriately, a great design is created.

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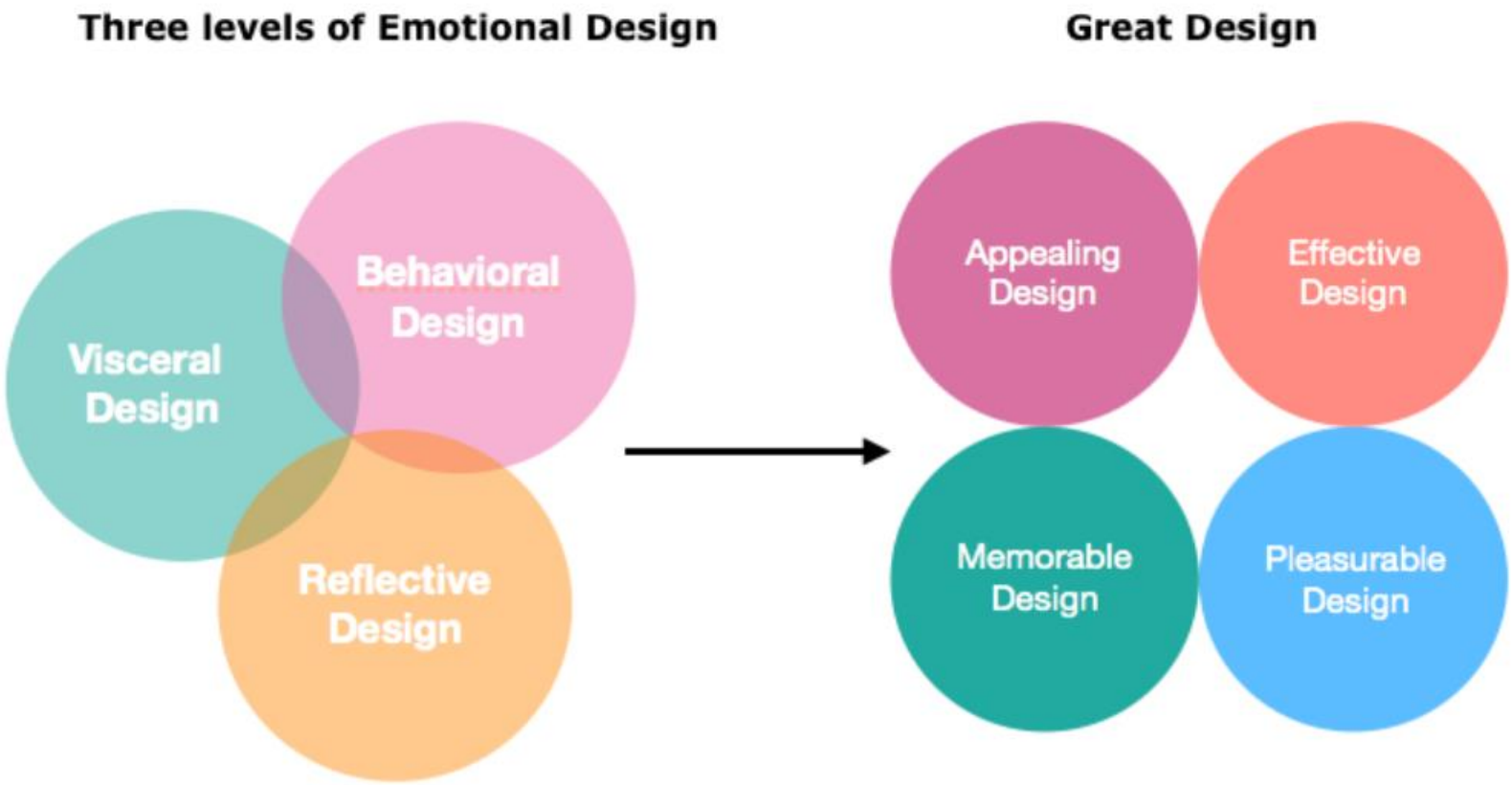

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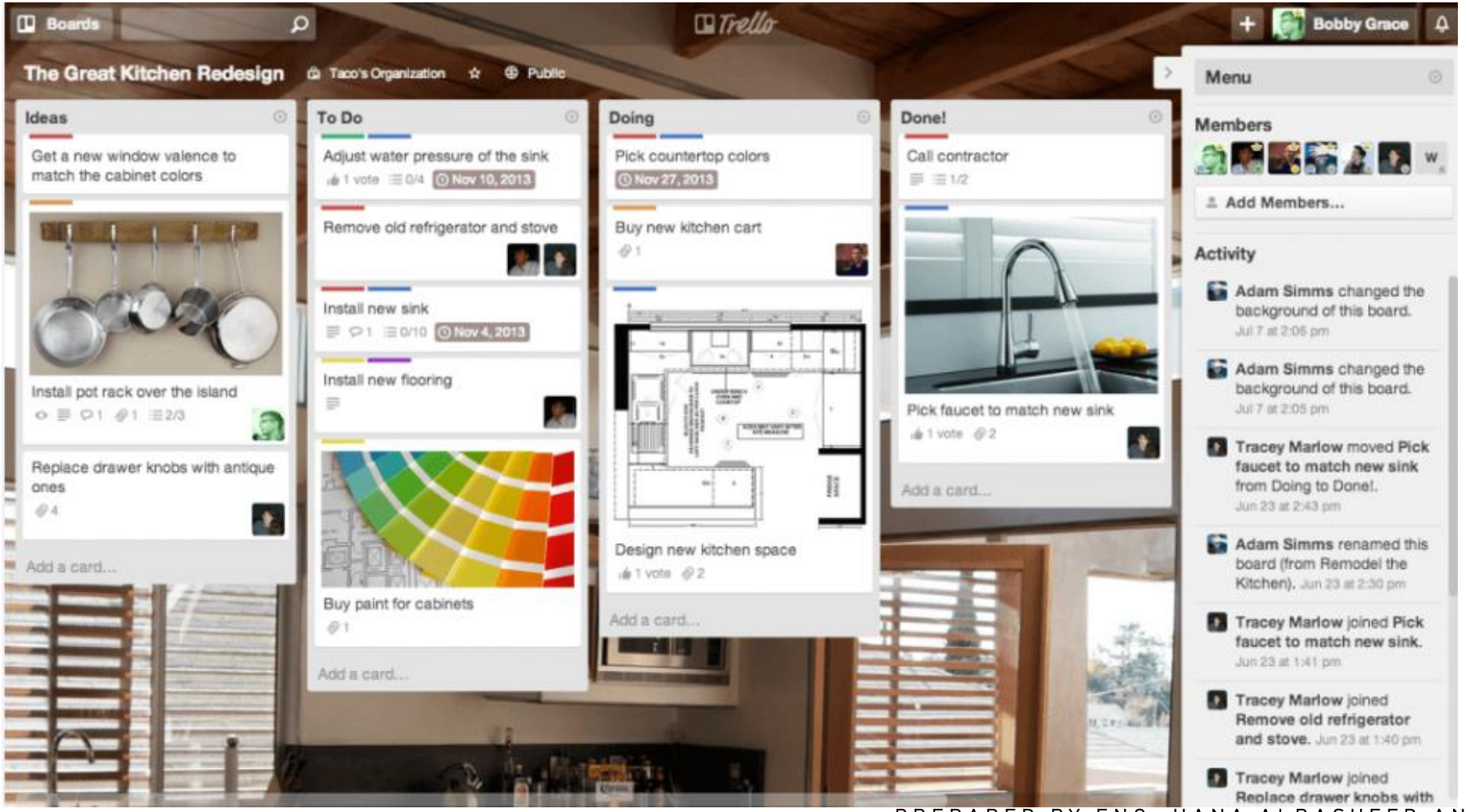

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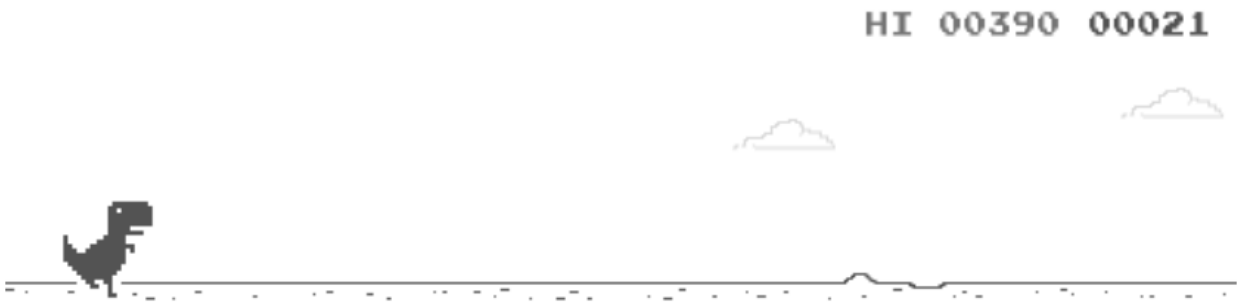

No internet

Try:

- Checking the network cables, modem, and router
- Reconnecting to Wi-Fi
- Running Windows Network Diagnostics

ERR_INTERNET_DISCONNECTED

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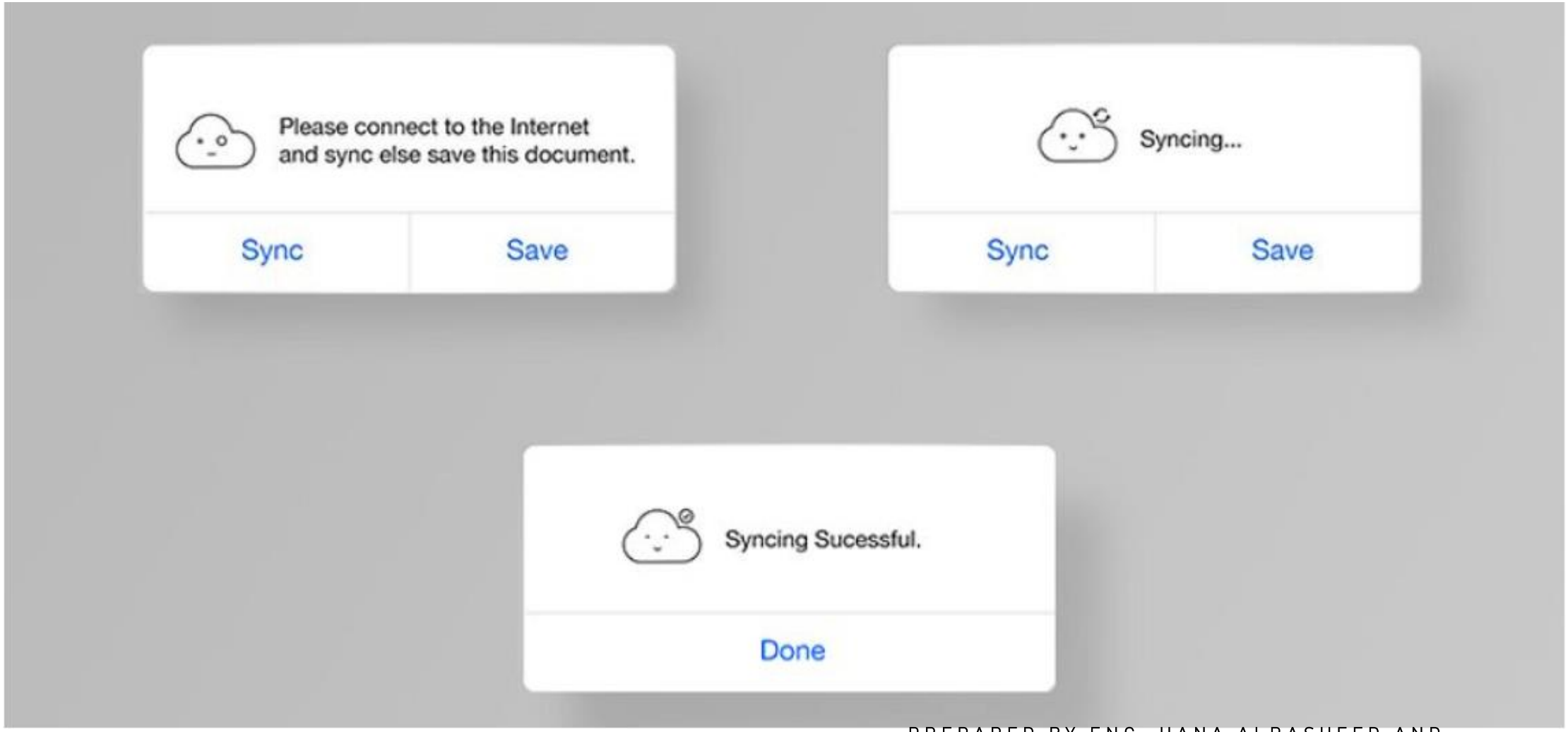
Oops!
This is awkward.
You're looking for something
that doesn't actually exist...
Try going to our homepage

404
Looks like Dory lost her way home
go to homepage



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There are some efficient emotional design principles that help to offer better user experience:

1. Use visual elements to stimulate user emotions.
2. Create smart interaction designs.
3. Use unique design style and theme
4. Use well-crafted content
5. Personalize the designs with creativity
6. Give details

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Use visual elements to stimulate user emotions.

Design Various Effective Visual Elements To Induce Emotions In Users.

Use The Right Colors In The Designs To Attract Users, Evoke Delightful Emotions And Provide Different Emotional Experiences.

Create Clear, Instinctive And Hierarchical Layouts Or Typography To Make Users Feel Convenient, Which Enhances User Experience.

In Short, Using Visual Elements Appropriately Helps In Creating An Emotional Connection With Your Digital Product.

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Create smart interaction designs.

Interaction designs improve **the functions of a product, satisfy users needs effectively and offer more delightful experiences to users**.

Effective interaction design of a website or application not only helps users to understand the tasks clearly but also enable them to smoothly finish an interaction and buy the product.

This plays a significant role in providing a more enjoyable experience for users.

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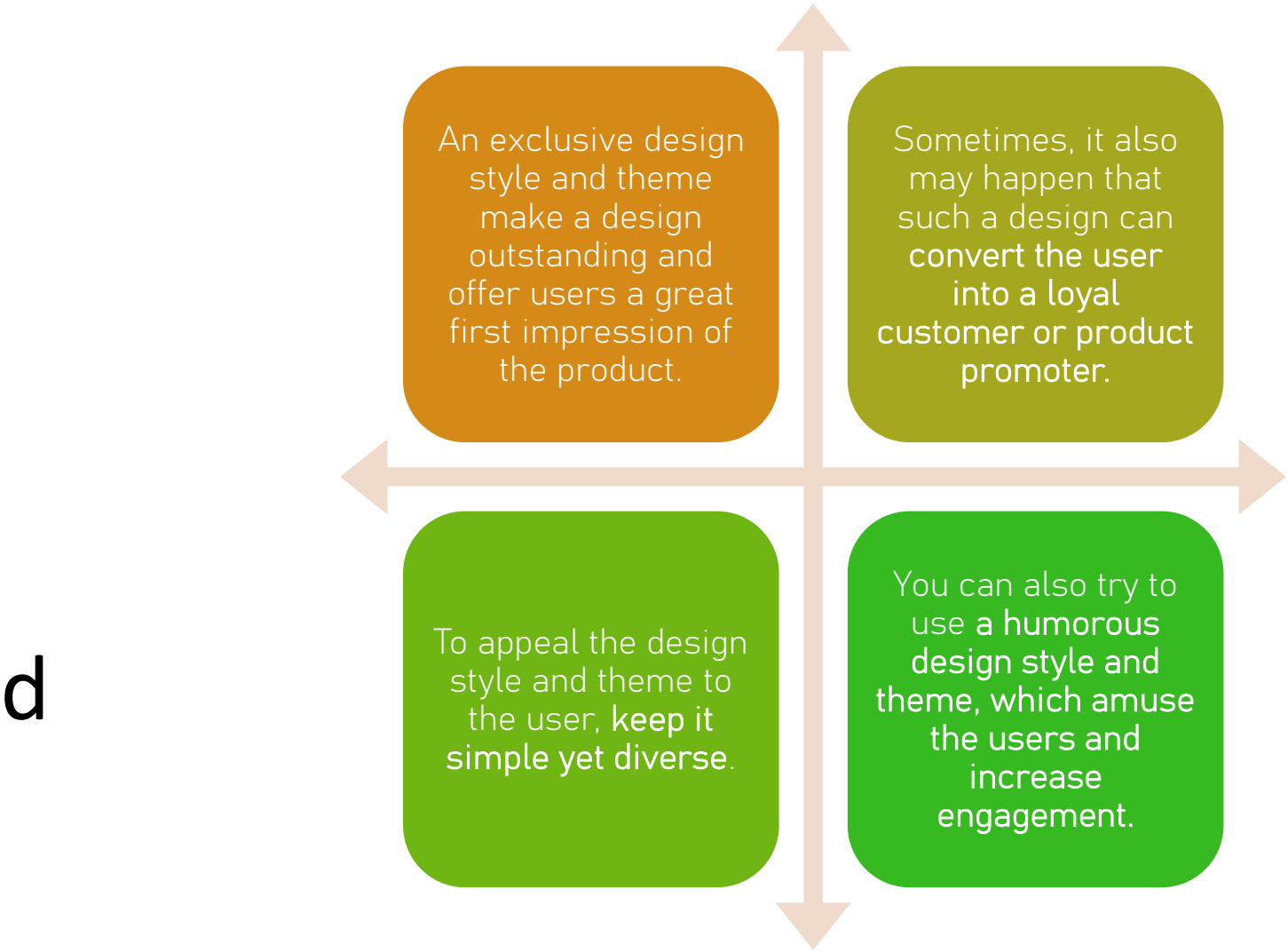
Use unique design style and theme



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Use well-crafted content

Using Appropriate Words In The Content Helps Users To Express Their Emotions.

Use Engaging Content And Words Full Of Emotions For Instructions, Messages, Notifications, Feedback, And Other Texts Because It Will Be More Convincing And Attractive For Users.

A Great Design With Emotive Words Create An Emotional Connection With Users And Give Them A Delightful Experience.

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Personalize the designs with creativity

A creative design idea leads to successful emotional design for a digital product.

Personalize the web/app designs with creative ideas and make them exclusive and emotional.

Such personalized designs offer great user experience and increase the conversion ratio.

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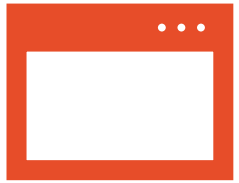
Give details

Giving details on the web/app make it outstanding and successful.



Details guide users to browse through the product thereby offering a better user experience.

So, consider every detail of the product and fill the design with emotions.

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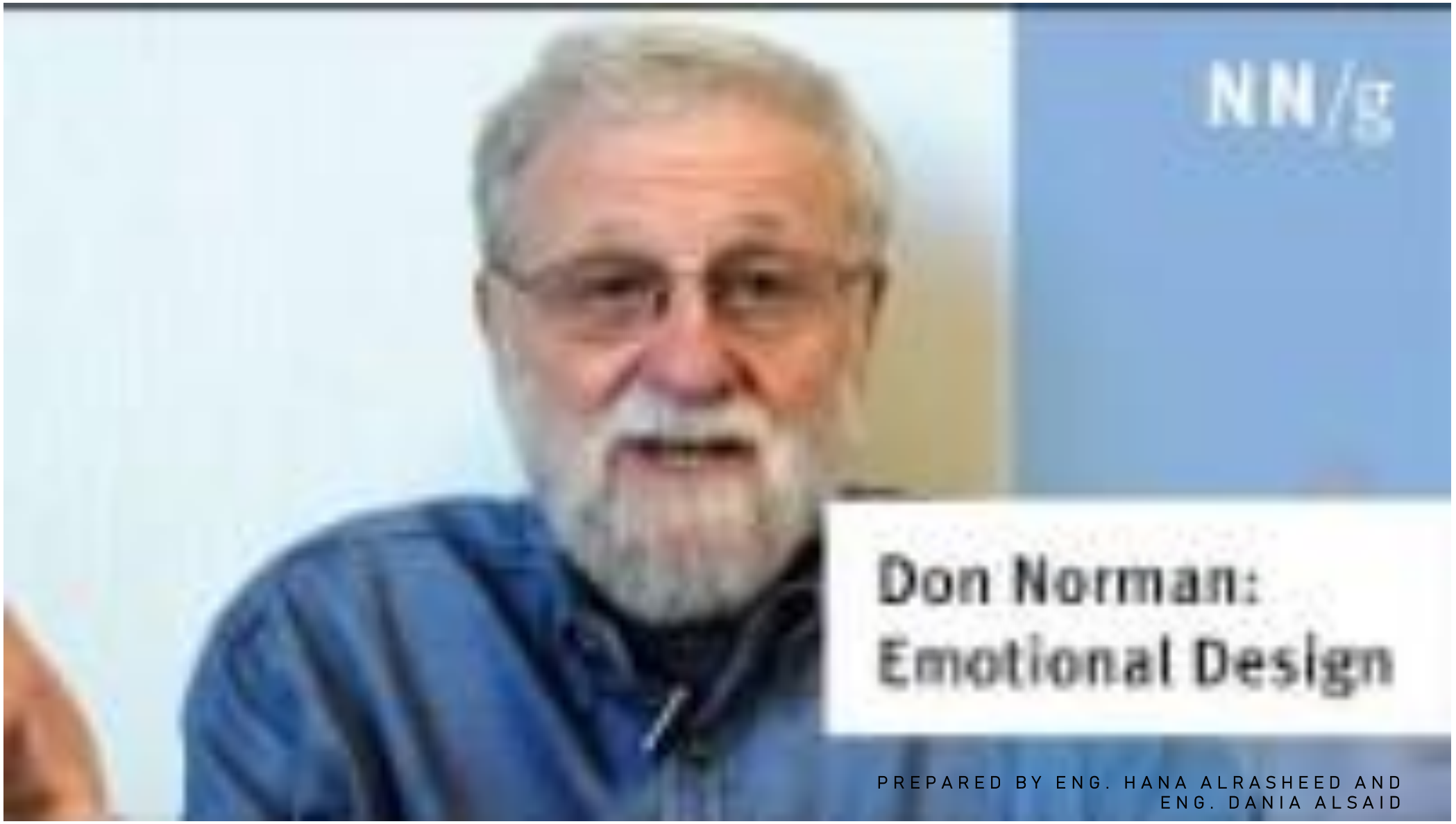

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