

Assignment visual prototyping

3 Levels of Emotional Processing



Visceral

Attractiveness
Pre-consciousness
Initial impression
Feelings



Behavioral

Usability
Product function
Performance
Effectiveness of use



Reflective

Meaning of product
Impact of thought
Sharing the experience
Cultural meaning

Products you own

Visceral



The PlayStation 5 is visceral because it has a special and distinctive look. You get an initial alien sci fi impression which draws your curiosity.



Apple MacBook pro 2020. The product has a clean attractive look. The ports on the laptop are all USB-c making for a clean look and further highlighting the use of the best available. The initial impression is care for design. Clean and simple to use. It eyes Professional because of the clean look and lightweight design.



A simple old school clock with analog time. Its attractiveness comes from the size of the clock and it is standing out with the font type used and the world map in the middle of it. The clock draws attention and brings cool detail into a room.



This table lamp is a table decoration which can display a wide range of colors and slowly fade into all colors or can even be used as a disco lamp. The fading of colors when in a dark room at night can be mesmerizing and gives a good vibe when being used.



This Japanese handmade blade has a birch handle engraved with a steel logo. The blade itself has a beautiful pattern that is achieved by making the blade Damascus (pressing sheets of metal together onto the middle blade). The knife will get people intrigued and impress them with its sharpness.

Behavioral



The PlayStation 5 also has parts of behavioral design on the console itself. A multitude of ports and buttons are located on the front part. They are subtle but have indicators above them showing what the button does. Another part of the behavioral design is the led that the PlayStation shows when starting up and when it's in rest mode. It has different colors for different modes the PlayStation is in.



The MacBook is designed with the user in mind. And tries to make the user experience as good as it can get. The sound of the keyboard and feel of the keys has been taken into account during development. The only thing that can be said about is the form factor not being perfect for the hardware since it provides little to no cooling to the internal components.



Because the lamp is so big and almost the whole surface is used as a lamp cover the light can light up a room extremely well. And because its round the light is equally spread around the lamp surface.



Miyabi santoku Chef's knife the knife blade is made out of an extremely strong metal and has been made in Damascus using more than 100 layers of soft steel pressed together onto the hard middle part of the blade. It's has undergone an extreme hardening process including warming it up to extreme heat and cooling it to freezing temperatures. The blade is a 67 rockwell blade meaning it is extremely hard. The hardness makes it keep its sharpness longer. But has

the disadvantage of being difficult to easily sharp up again and requires sharpening stones or diamond dust sharpening sticks. The knife is designed to be light in hand and is thin to make very precise cuts. The front of the blade is sloping down wards (Santoku) for it's form factor and functionality.

Reflective



The PlayStation 5 visceral aspect comes in the shape and color of the product. It is a unique product and immediately recognizable it is designed in a way people that visit will instantly recognize you as an owner of the PlayStation 5. It's a piece of hardware you can own and be proud of and show to friends and family.



The MacBook is instantly recognizable as well with the apple logo on the back and its usage of space grey aluminum.



Japanese blades are known for their sharpness and lightness in hand. This blade is no different. It provides the user with an incredible cutting experience.

Pictures from the internet.



Reflective, experience pregnancy with technology.



Visceral, it is a bold design and makes a statement. For the time it was a revolution of computers. Instead of hiding them away it was made to show off you have one.



Behavioral, A perfect example of design based on functionality. Everything is made to be easily storable and reachable.