

DAIDP

Emotional Design 101

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Buckle up — we've got a lot to show you today



Imagine you walk into your favorite coffee shop...

What makes it your favorite?

Satisfaction
Emotion



Trust

We make choices based on all three, not just one. And emotions often matter MORE than satisfaction alone.

Understanding the three pillars

①

Satisfaction

A judgment by the consumer that a product or service feature provides a pleasurable level of consumption-related fulfillment, including levels of under- or-over fulfillment (Oliver, 1997).

②

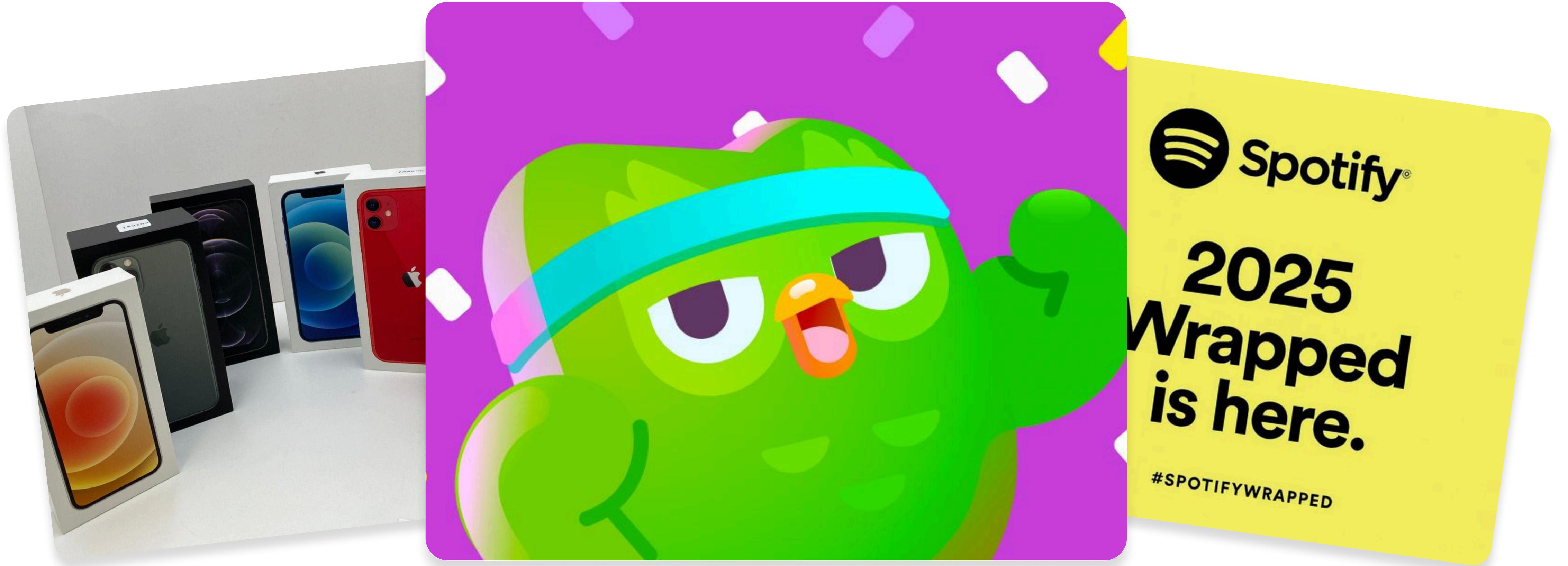
Emotion

Adaptive mental, and physiological feeling states that direct consumer attention & guide behavior. Positive emotion is an energized and alert state of mind; negative emotion is a state of distress or aversive mood (Watson & Clark, 1997).

③

Trust

A three-dimensional construct composed of competence, integrity, and benevolence and provides the trustor with the confidence that the trustee will behave capably, ethically, and fairly (Pavlou & Fygenson, 2006)

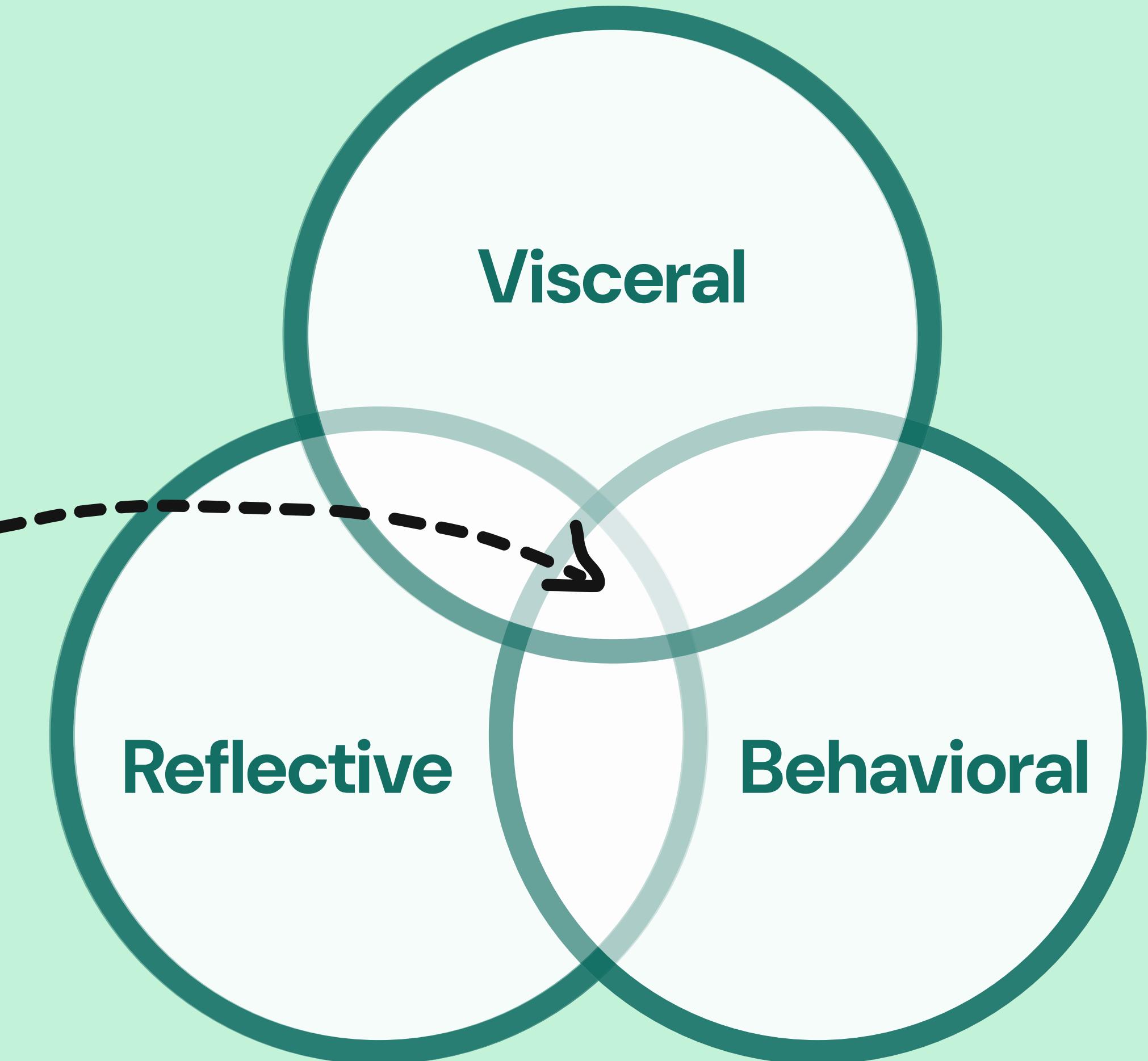


Good products work. Great products feel right.
The evolution of emotional design

The three levels of Emotional Design

These distinct layers shape user experiences, focusing on the emotional journey, user engagement and lasting connections.

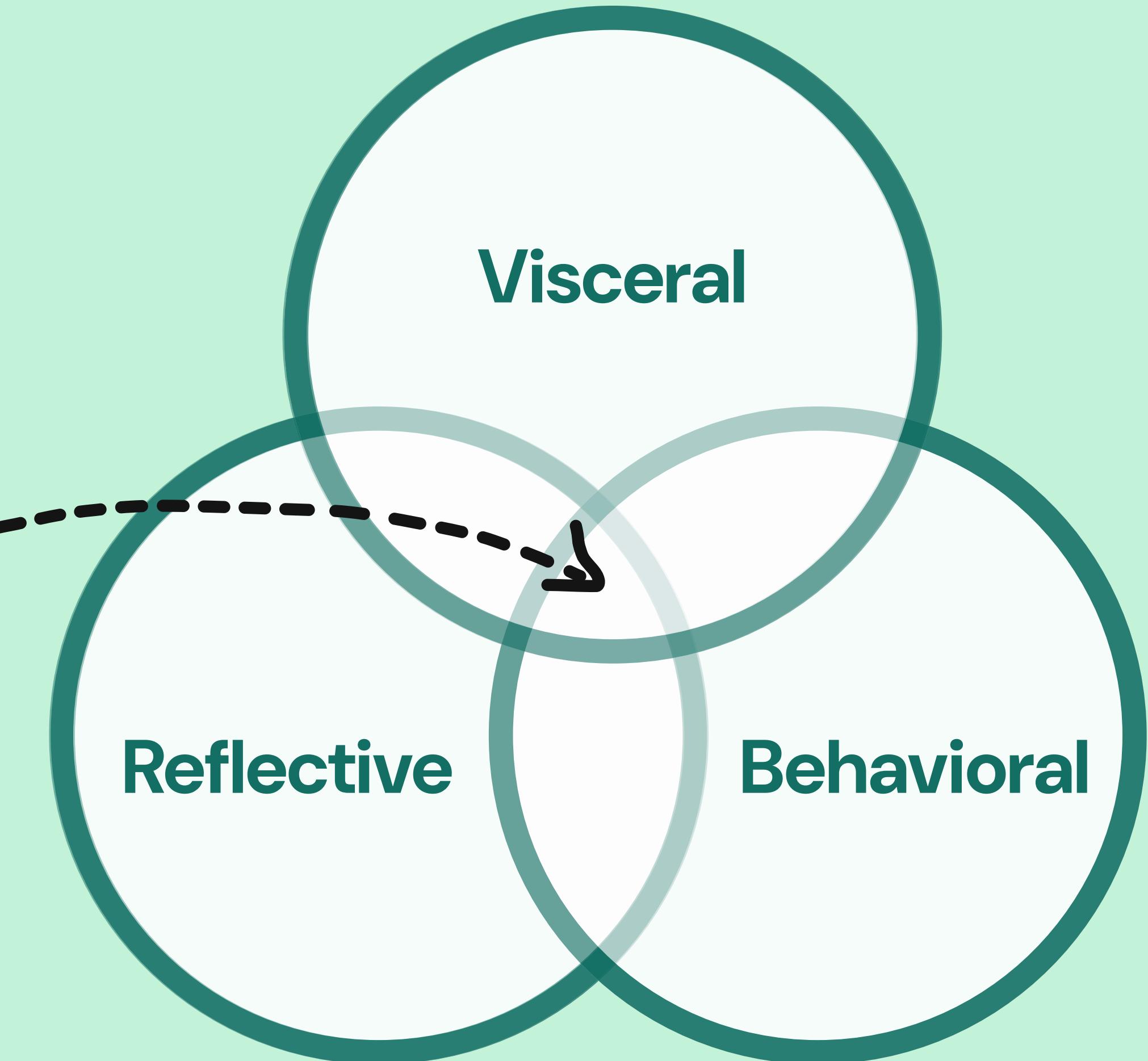
**What about
this meeting point?**



That intersection
refers to the
Enduring Pleasure.

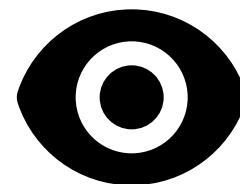
In other words: People-First Design Approach

DELIGHT!



Visceral Design is love at first sight

Beyond functionality, this layer emphasizes aesthetics; choosing visuals to evoke emotions.

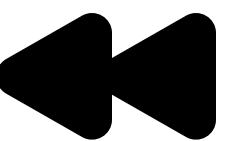


Behavioral Design is joy in interaction

Design meets user needs efficiently. The product should be intuitive and easy to navigate, forming a solid usability foundation.

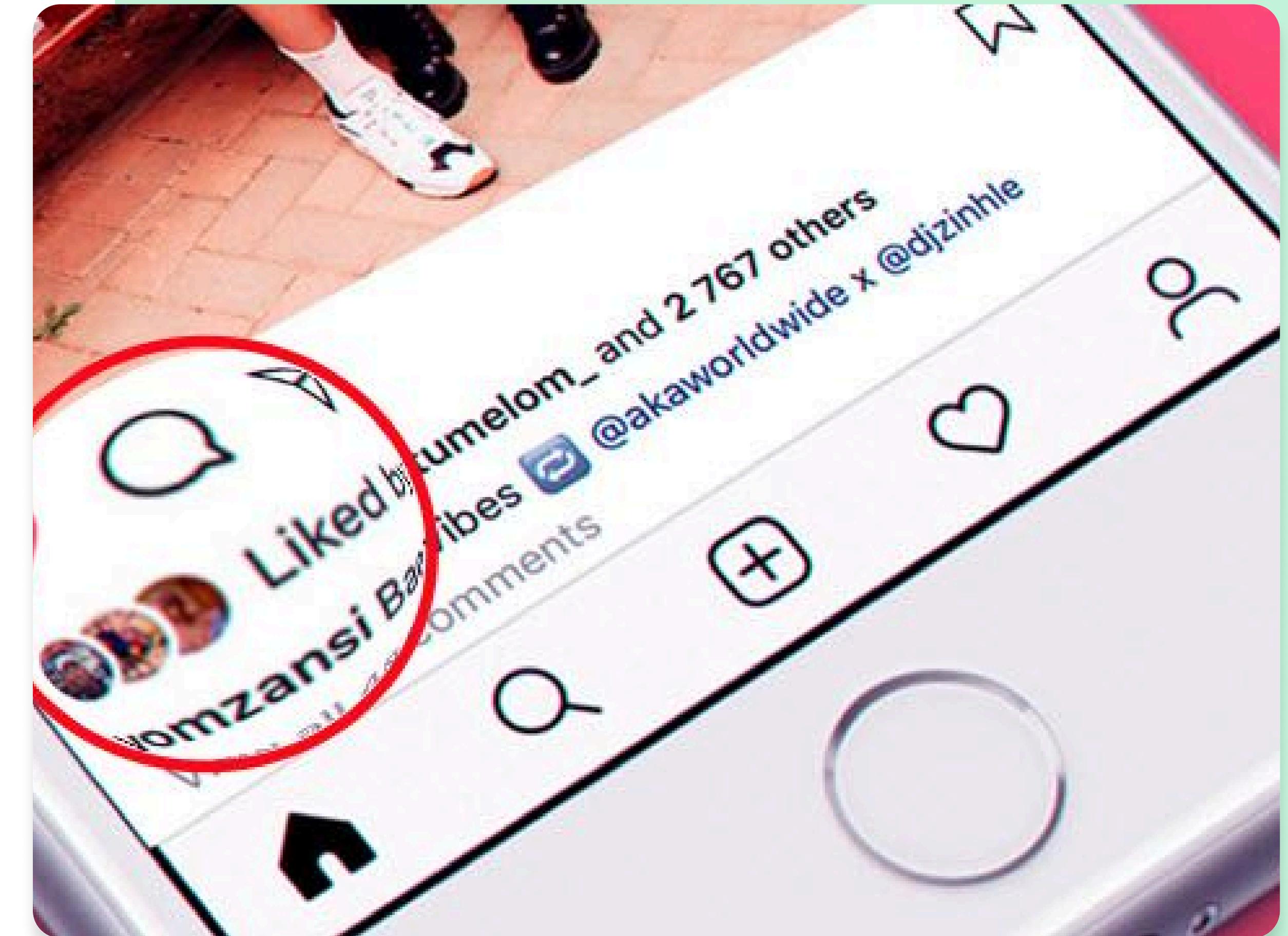
Reflective Design to remember the experience

This level creates deep emotional connections through relatable experiences and meaningful interactions.



Emotional design isn't just about adding "delight".

Do you trust that Instagram is
designed for YOUR wellbeing?



Teen anxiety spiked after 2012; when phones replaced play.
— Jonathan Haidt, NYU

“We are emotional beings, and our emotions guide how we behave, what we trust, and what we remember. Good design understands this and works with it; not against it.”

Don Norman

CLASS EXERCISE : Redesign This Interaction Disaster

①

Student: “Can you help me with this essay?”

AI: “I’ll write it for you!”

②

Aggressive AI marketing emails: “Why haven’t you bought yet?”

What's emotionally broken? Identify the negative emotion it creates, which trust dimension fails (Competence/Integrity/Benevolence), and the root cause (tone, timing, manipulation, privacy violation, etc.).

Fix the emotional failure while keeping functionality.

Justify the trade-off. What business metric might decrease (clicks, engagement, conversions)? What improves instead (trust, loyalty, retention, reputation)?