

# EMOTIONAL INTERFACES FOR BETTER UX

## EMOTIONAL INTERACTION

Related to 'feel' and 'reaction' when using technologies.

### Emotional design model

Better emotional design → Attention + feel good about product

Emotions and behaviours are determined by three levels of brain.

1. Visceral level - Immediate communication as responses for changes
2. Behavioural level - Regulate everyday behaviour
3. Reflective level - Process, anticipate signals from behavioural

### When designing

- Visceral design - Make products look, feel, sound good
- Behavioural design - Usability values
- Reflective design - Meaning and value of product.

## AFFECTIVE COMPUTING AND EMOTIONAL AI

Concerned with using computers to recognize and express emotions as humans do.

Sensing tech. to measure expressions, gestures etc.

Goal - Predict user's emotions and behavioural aspects.

### Classifying emotions

- Sadness
- Anger
- Disgust
- Contempt
- Fear
- Joy

## Anthropomorphism

Related to attributing to human-like qualities to objects.

Attributing anthropomorphic qualities to objects can be found in art, literature, and film.

Film & book examples

In Harry Potter, how does Harry's mother's memory of her son and his wife's relationship affect the audience's perception of Harry?

The plot of Star Wars and Lord of the Rings are dominated by the search for the original source of all knowledge or power - the Force. In Star Wars, the Force is described as "the life energy of the universe" and "the source of all power". In Lord of the Rings, it is described as "the power of the One" and "the power of the Ring". Both stories revolve around the struggle between good and evil, light and dark, and the search for the source of all power.

For example, in Star Wars, Luke Skywalker's quest for the Force leads him to the Jedi Temple, where he learns about the Force and its power.

Similarly, in Lord of the Rings, Frodo Baggins' quest for the One Ring leads him to the Shire, where he learns about the power of the Ring and its influence on the world.

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