

Skyler Booth

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Mitchell

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## **Mini Project 2: Emotional Design Analysis**



### ***Overview:***

In this project I am going to briefly explain the process behind Norman's Emotional Design framework and then apply his concept to my object, then to conclude I am going to explain what I learned by evaluating the emotional design framework.

## ***Background:***

Norman's Emotional Design framework consists of three types of responses: Visceral, Behavioral, and Reflective. The text book, *User Experience Design: Creating Designs Users Really Love*, explains the three types in depth. **Visceral**, according to Donald Norman, is called the "gut reaction" response. This response deals with personal instincts and the subconscious. The second response, **Behavioral**, is usually when the actions are being taken place. After the actions it then brings out the feelings and this ties in with the object's performance. The last response, **Reflective**, which is the ending response. In this stage, the brain starts evaluating certain actions and experiences dealing with a person's personal values (Allanwood).



## ***Case Study:***

In my life there are a variety of items that are important to me, however for this assignment I decided to choose someone who was important to me. I looked up to this person my whole life and he was special to me in more ways than one, my grandfather. If I could choose something I love more than any of my objects I would have to choose the necklace he gave me.

For the Visceral response, when I wake up in the morning, the last thing I do before I leave for the day is fasten the clasp on my necklace. After this is done I have a calm sensation run through my body, and with that brings the feelings of my grandfather. My grandfather was half Cherokee Indian and he passed this necklace on to me as well as his heritage. The pendant on the necklace is a tribal meaning for good luck. It brings good luck to the giver and the receiver. When I put it on I am reminded the message that this necklace means and it makes me feel safe and ready to start my day.

Looking at the behavioral response, I run into some negative aspects of this object. Even though the colors are quite simple and can easily match any outfit I choose to wear for the day, the pendant itself it completely made of metal which is heavy on my neck. When I wear this necklace the pendant is large and brings strain to my back and neck as the day progresses. One of the positives of the object is that it adds value to my outfit which brings me a sense of stylish elegance. The length of the necklace is eighteen inches. This is perfect for me because my neck is about sixteen inches which makes the pendant lay high enough on my chest that when I wear any shirt, you can still see pendant. Another design issue is the leather necklace doesn't have much friction. This sounds like it would be a good thing but it actually causes the locking

mechanism on the necklace to move freely and it usually ends up in front, making it visually unpleasing.



When talking about the reflective response, the main reason I wear it is to remember my grandfather and our heritage. When I wear this necklace I am showing off my pride of my Native American heritage and that provides me a sense of remembrance from where I am from. Because of my relationship with my grandfather it brings value to the object that I treasure. When my grandfather gave me this necklace I had a sense of pressure to wear it every day and make him happy, I was not overly fond of the largeness of the pendant. Now when I look at the necklace I feel no pressure to wear it and I am wearing it because of my love for my grandfather and to keep his presence alive in my heart. Hopefully, someday I will be able to share my experiences and heritage with my own family and keep the object alive.



### ***Conclusion:***

Looking into the concept and responses behind Norman's Emotional Design framework I was able to open my eyes up to the different responses and how they tie into real world objects. I was able to understand the different meanings of the responses as well. This project also created another aspect of importance in my life and combining my memories of my grandfather and being able to incorporate him in my everyday life today. Whenever I put it on in the morning I am reminded of his presence and the man he was. Throughout this project I focused on the proper affordance and constraints that go hand in hand with the emotional design framework.

## Works Cited

Allanwood, Gavin, and Peter Beare. User Experience Design: Creating Designs Users Really

Love. N.p.: Bloomsbury, 2014. Print