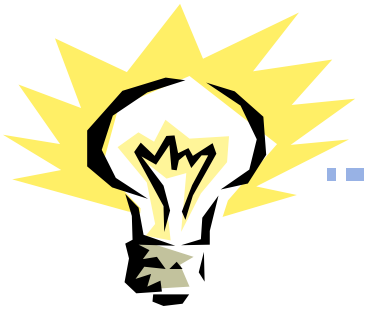
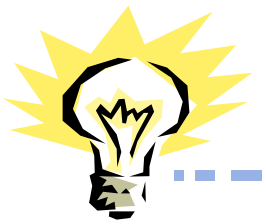


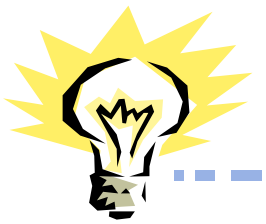
Emotional and Affective Design

Can you dig it?



Agenda

- Overview
- Themes
- Challenges/issues



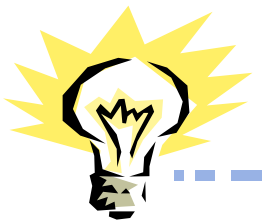
Attractive Things

- Attractive designs work better
  - Tractinsky, ATM designs
- But Why?
- And What is “attractive”?

Three Levels

- Three levels of processing?
  (Norman)
  - Visceral
    - Reflexive, fast
  - Behavioral
    - Common, interacts with the world
  - Reflective
    - Cerebral, emotive

- So, then…affective design's impact on usability??



Working (with) the 3 Levels

Visceral design	Appearance
Behavioral design	Pleasure, effectiveness of use
Reflective design	Self esteem, status

(Norman)

Appearance(s)

- Symmetry = Beauty = Usability ???

Appearance(s)

- Asymmetry = usable ==> beautiful ???

More…

- Asymmetry, usability, attractive?

Behavior ?

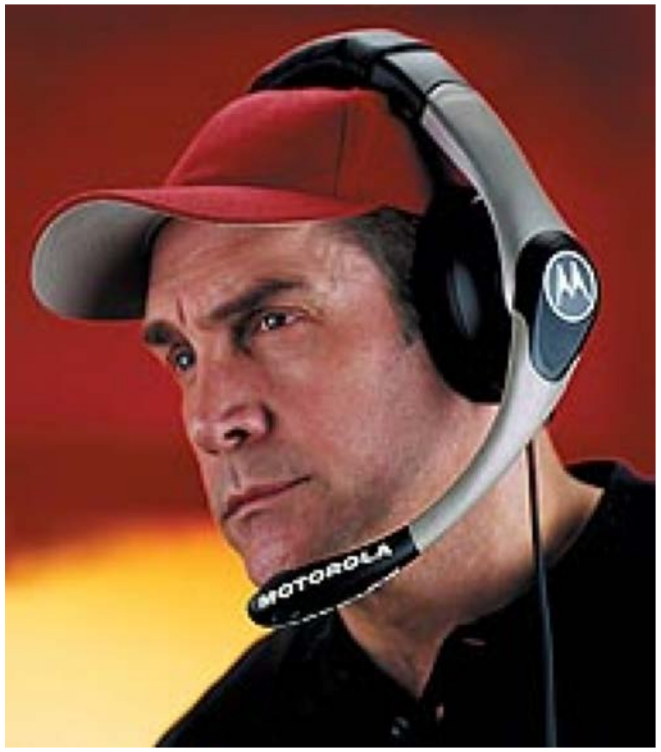
- Feel => Function ??

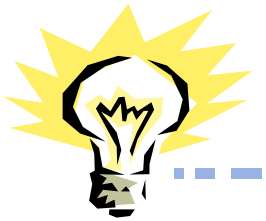
Reflective Design

- Clever, clean

Reflective

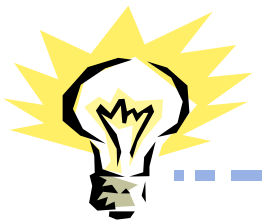
- Status, image





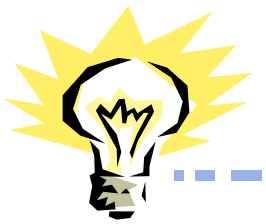
Remember This…?

Enjoyneering!



Compelling User Experiences

- How to know one when you see one?
- What are some means to that end?
- How to create a compelling experience?

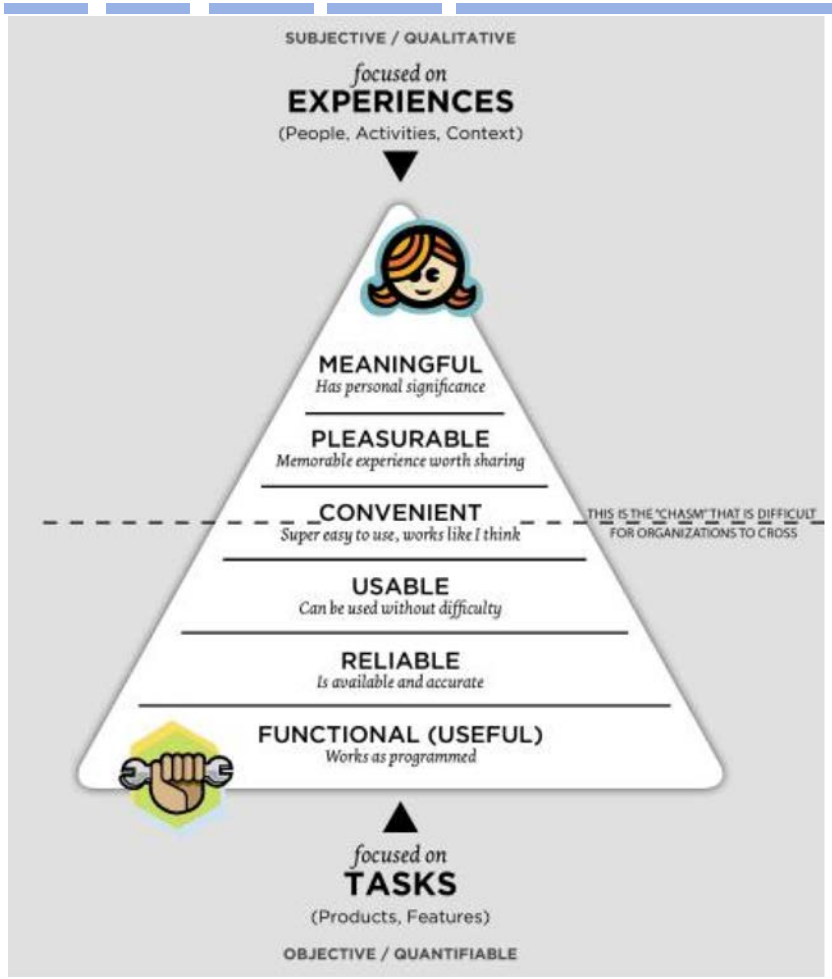


Compelling User Experiences

- Beyond usability to psychology of rewards, of "feel good"
  - Challenges / competition
  - Achieve status
    - Google news badges
    - Samsung…
  - Recognize achievements

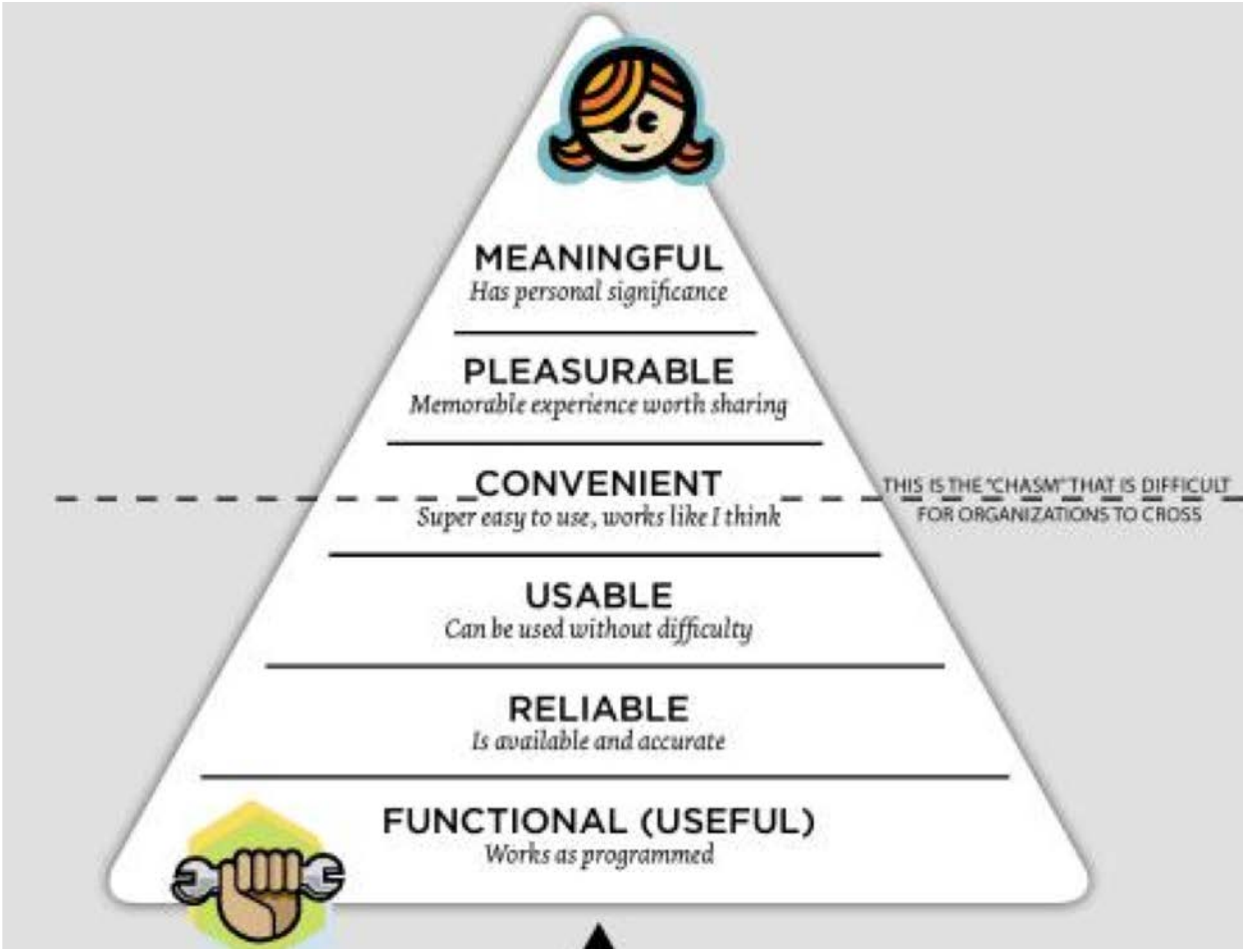
From Anderson, *Seductive Interaction Design*

Taking Off from Maslow



From Anderson, *Seductive Interaction Design*

Taking Off from Maslow



Emotional (but for whom?)

Simple (Positive) Example

Playful!!

Fun!!

Pleasurable!!

Thanksgiving Day (US)

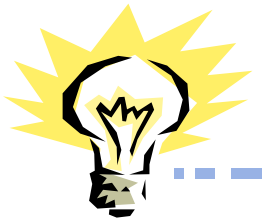
25th Anniversary of the opening of the Sydney Opera House (Australia)

Carnival (Brazil)

50th Anniversary of Deltawerken (Netherlands)

Grandparent's Day (Poland)

Dragon Boat Festival (China, Taiwan)

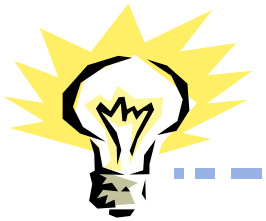


Simple (Negative) Example

- Conveying success in red ☹

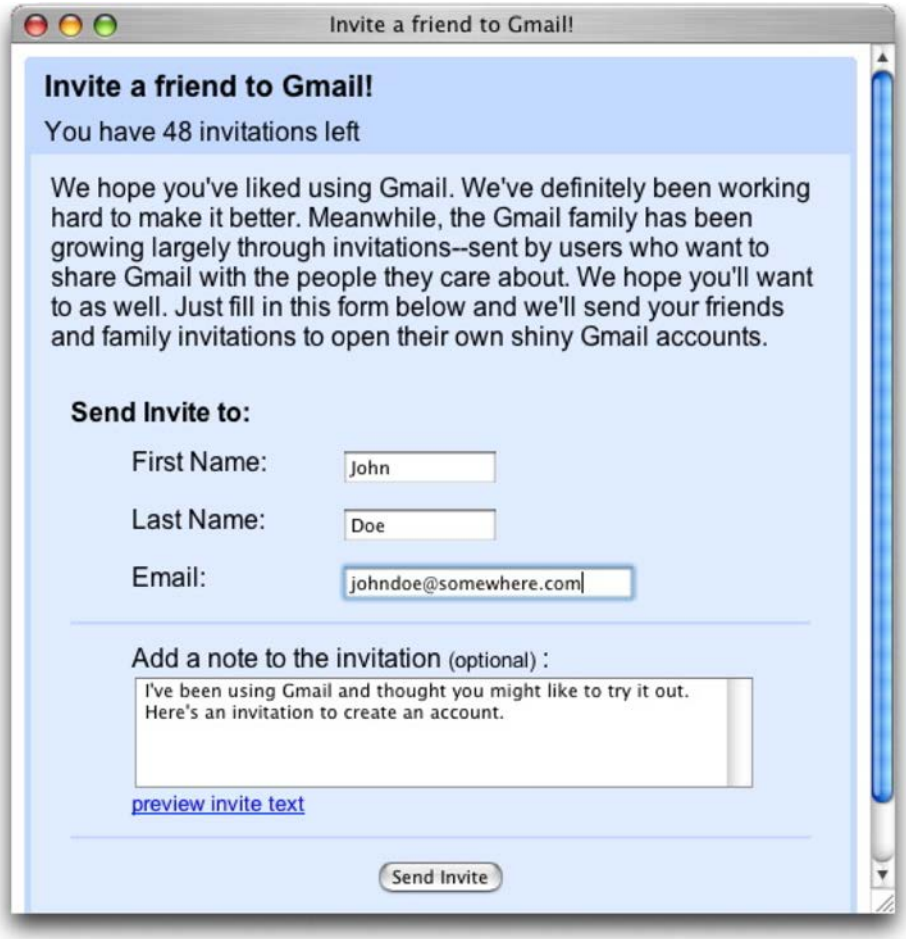
- More joyful ways to do it?

From Anderson, *Seductive Interaction Design*



Exclusivity ☺ Snobbery ☹

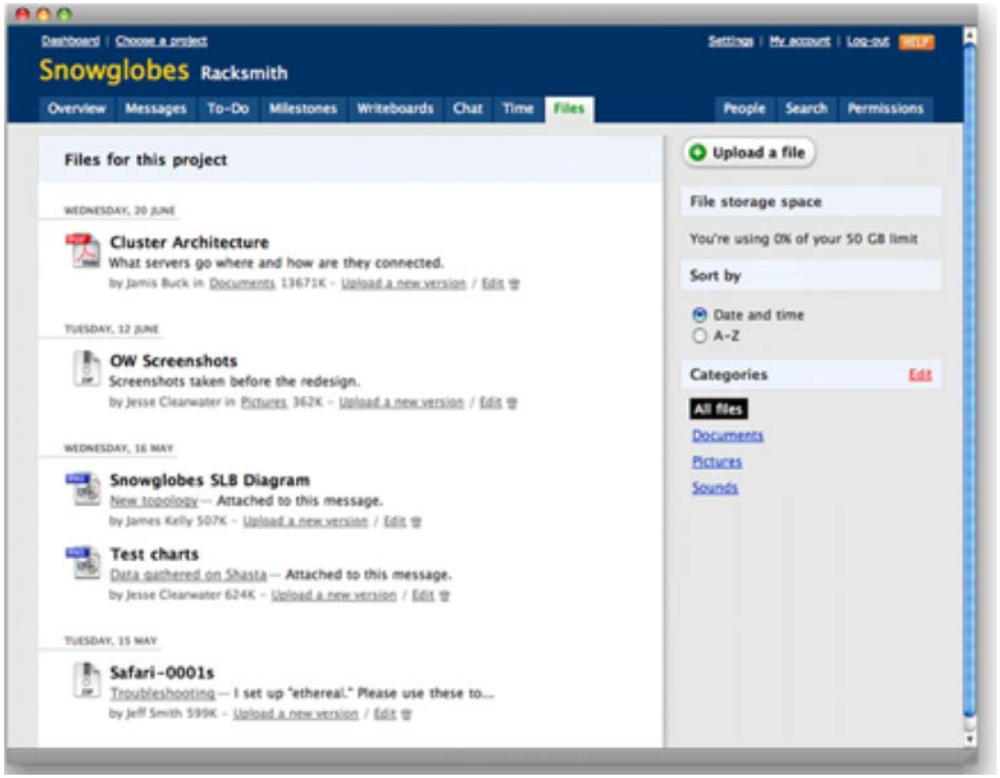
Another kind of emotion …..

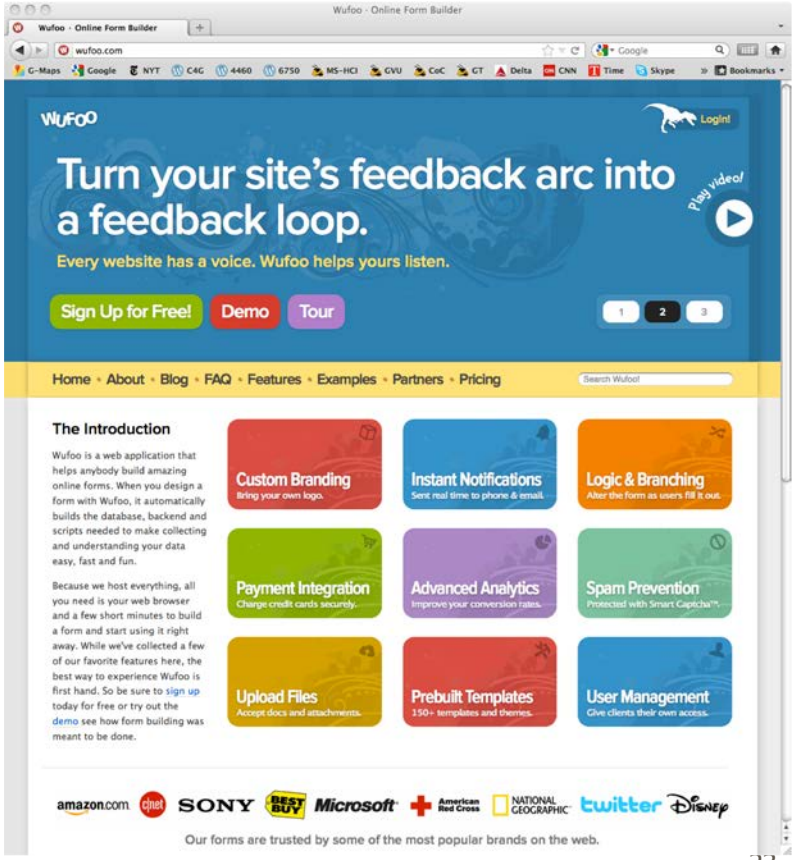


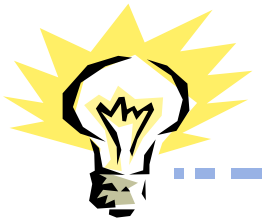
Establishing Trust

- Appearance of trust
  - Bank buildings
- Extra security measures
  - In some sense, the analog of old-style banks with their heavy stone walls, bars on windows

Utilitarian vs. Attractive





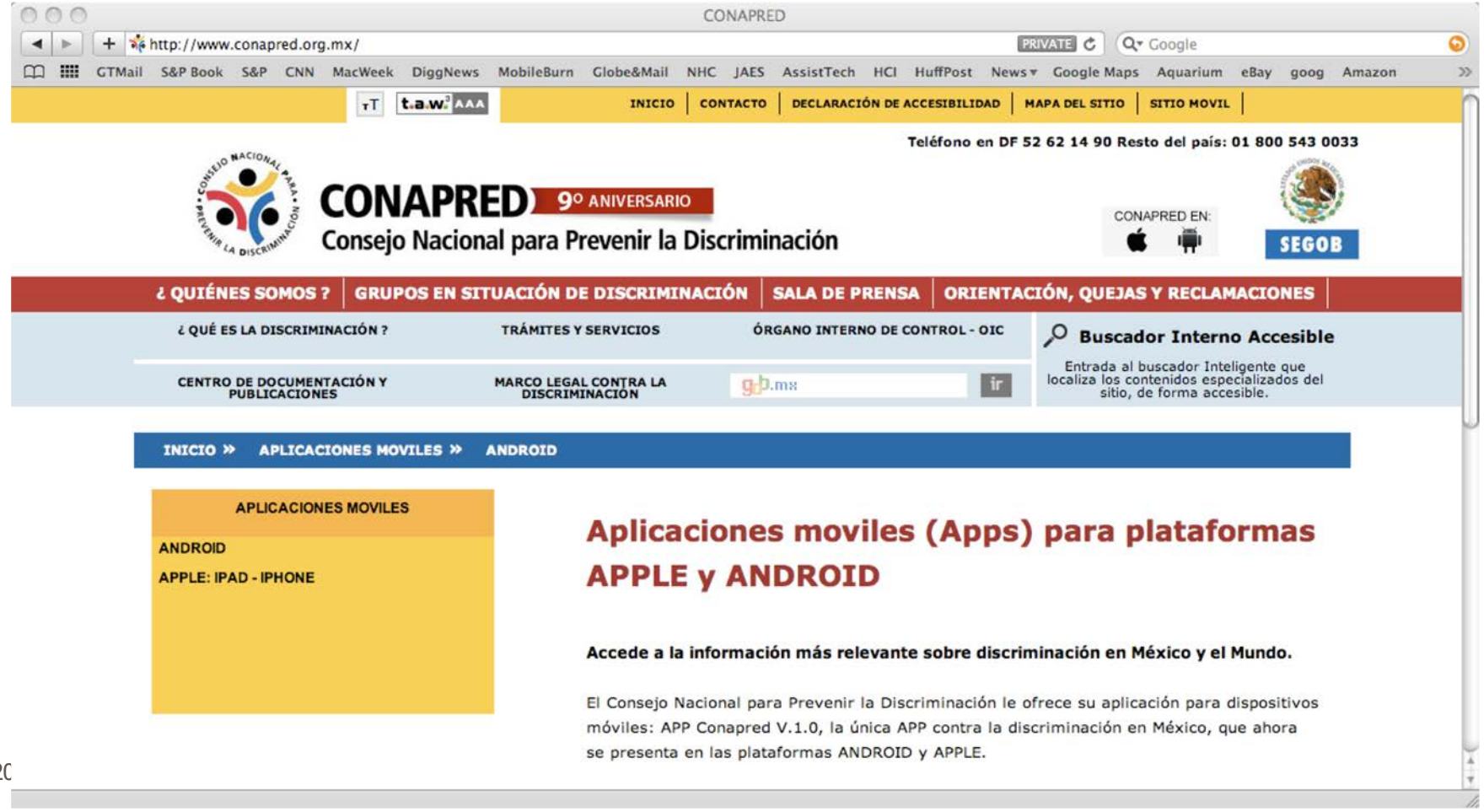


Utilitarian vs. Attractive

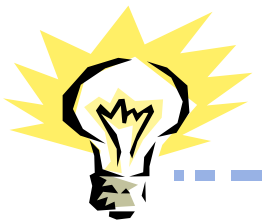
before

after

Balance of Messages (?)

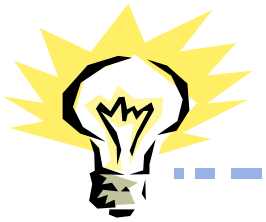


Balance of Messages (?)



Questions

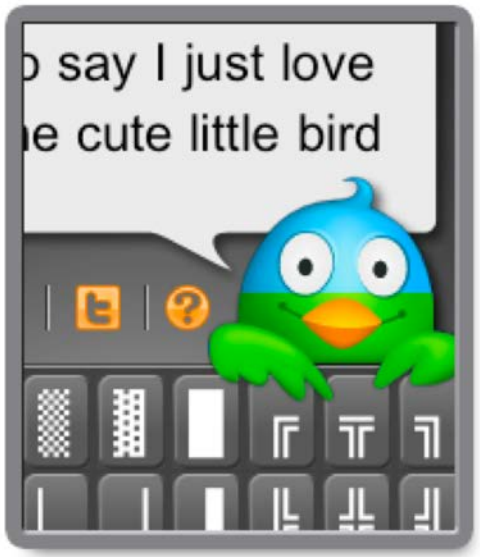
- Why is Facebook more fun than email?
- Why is Twitter so popular? (…errrr..)
- How is status conveyed in various social media? In multiplayer games?
- What is the power of customization?



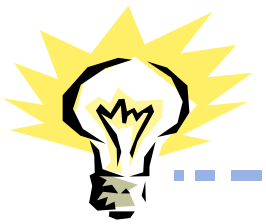
Feathers Twitter App is Fun!

Fun interface

The cute little Twitter bird turns green as you type and warns you when you near the 140 character limit. **Tap the birdie to tweet.**

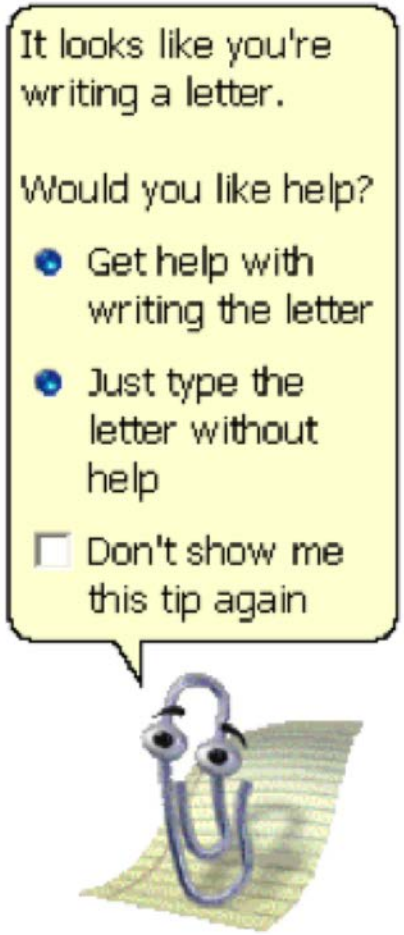


http://feathersapp.com/



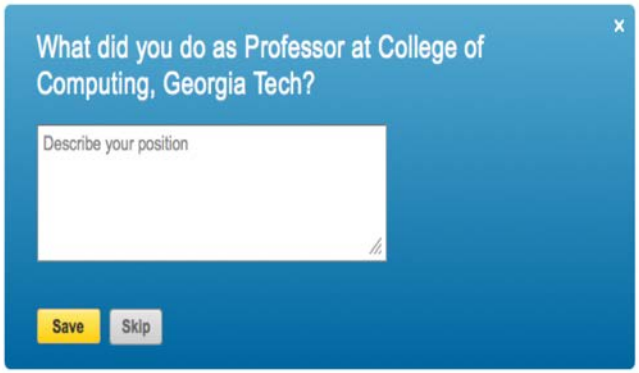
Why Did Clippit Fail?

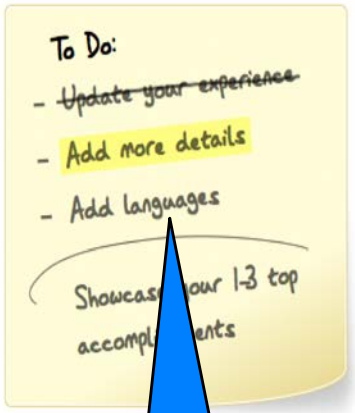
- Microsoft circa 1998-2004
- Pops up when thinks it knows what you are doing
- Uncanny valley
- Modern AI equivalents?



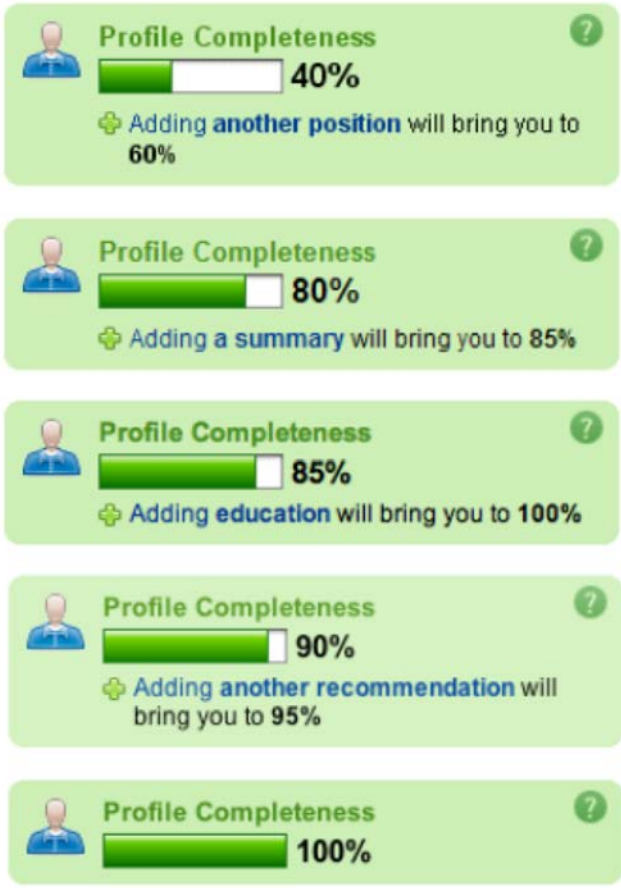
Linkedin – Updating Profile

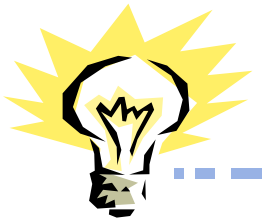
(Back in the "fun" era of LinkedIn)





Updates to list are animated





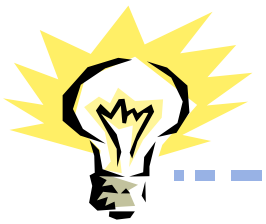
Back to the Psychology

Typology of Cognitive Pleasures (in no particular order)

Are there others – is this a complete taxonomy?

1. **Discovery** - *User experience as exploration of new territory*
2. **Challenge** - *User experience as obstacles to overcome, goals lying just beyond current skill and knowledge levels*
3. **Narrative** - *User experience as story arc (user on hero's journey) and character identification*
4. **Self-expression** - *User experience as self-discovery and creativity*
5. **Social framework** - *User experience as an opportunity for interaction/fellowship with others*
6. **Cognitive Arousal** - *User experience as brain teaser*
7. **Thrill** - *User experience as risk-taking with a safety net*
8. **Sensation** - *User experience as sensory stimulation*
9. **Triumph** - *User experience as opportunity to kick ass*
10. **Flow** - *User experience as opportunity for complete concentration, extreme focus, lack of self-awareness*
11. **Accomplishment** - *User experience as opportunity for productivity and success*
12. **Fantasy** - *User experience as alternate reality*
13. **Learning** - *User experience as opportunity for growth and improvement*

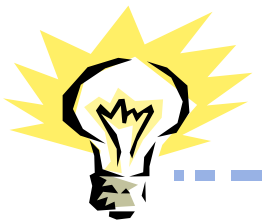
Kathy Sierra's *Creating Passionate Users* blog
http://headrush.typepad.com/creating_passionate_users/2006/04/cognitive_sedu
c.html



Kansei Engineering

“Kansei Engineering (Japanese: 感性工学 *kansei kougaku*, emotional / affective engineering) aims the development or improvement of products and services by translating customer's psychological feelings and needs into product's design domain (i.e. parameters).

It was founded by Mitsuo Nagamachi, Ph.D (Professor Emeritus of Hiroshima University & Former Dean of Hiroshima International University) and CEO of International Kansei Design. Kansei Engineering parametrically links customer's emotional responses (i.e. physical and psychological) to a product or service with their properties and characteristics. In consequence, products can be designed to bring forward the intended feeling.” (Wikipedia)



To Learn More

- Google
  - "emotional user interfaces"
  - "affective user interfaces"
- Books, blogs, papers

- Observe and feel and use and feel