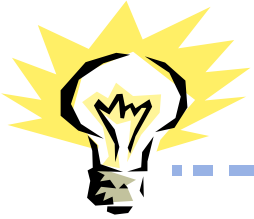


# Emotional and Affective Design

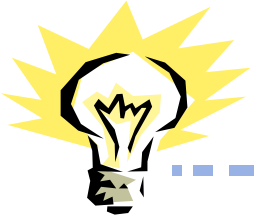
Can you dig it?



# Agenda

---

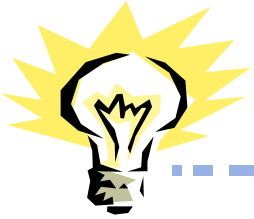
- Overview
- Themes
- Challenges/issues



# Attractive Things

---

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



## Three Levels

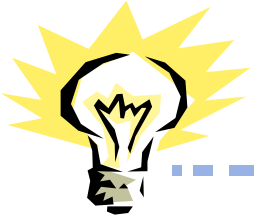
### ➤ Three levels of processing?

(Norman)

- ❖ Visceral
  - Reflexive, fast
- ❖ Behavioral
  - Common, interacts with the world
- ❖ Reflective
  - Cerebral, emotive



### ➤ So, then...affective design's impact on usability??

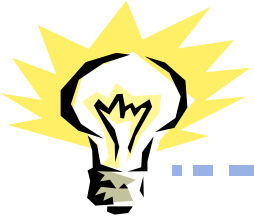


## Working (with) the 3 Levels

---

|                   |                                   |
|-------------------|-----------------------------------|
| Visceral design   | Appearance                        |
| Behavioral design | Pleasure,<br>effectiveness of use |
| Reflective design | Self esteem, status               |

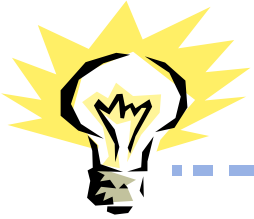
(Norman)



# Appearance(s)

➤ Symmetry = Beauty = Usability ???

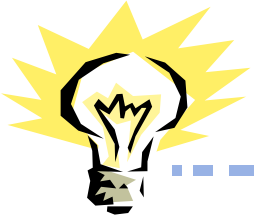




# Appearance(s)

➤ Asymmetry = usable ==> beautiful ???



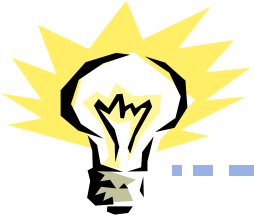


More...

➤ Asymmetry, usability, attractive?







# Behavior ?

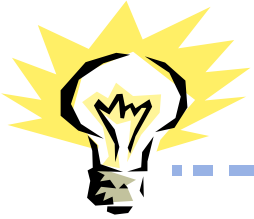
➤ Feel => Function ??



Fall 2019



PSYCH / CS 6755



# Reflective Design

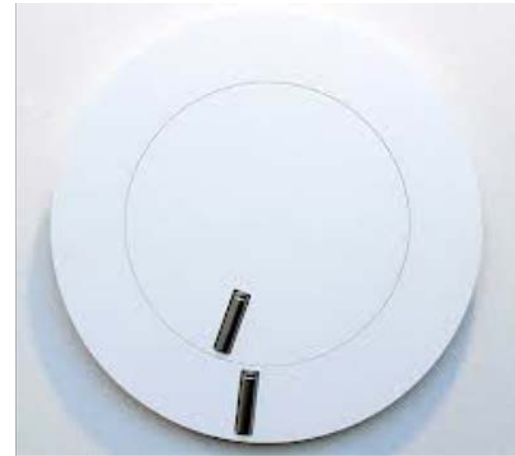
➤ Clever, clean

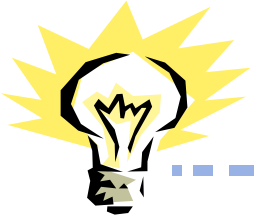


Fall 2019



PSYCH / CS 6755





# Reflective

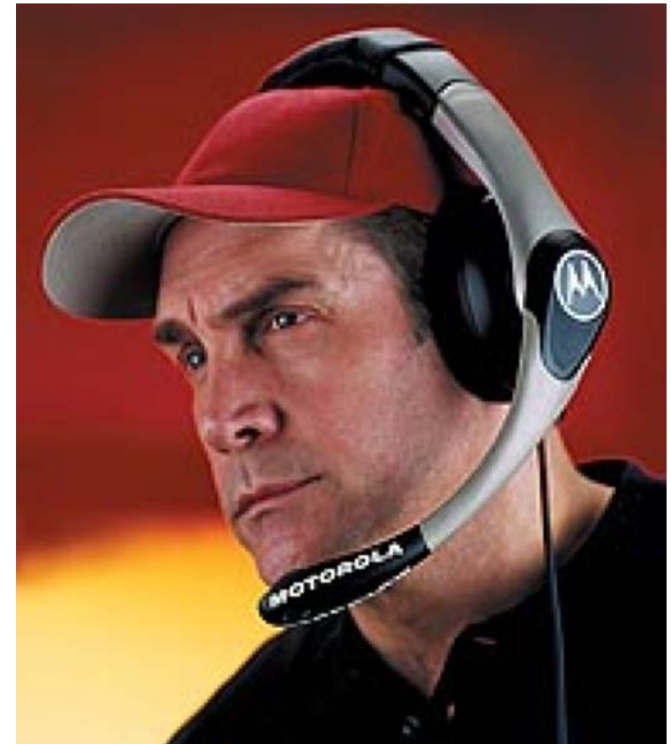
➤ Status, image



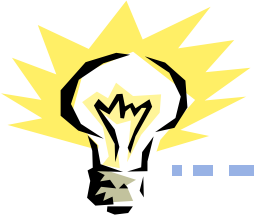
Fall 2019



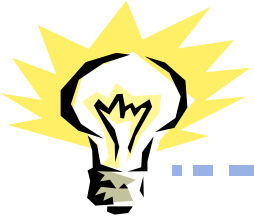
F51G1 / G3 0733



11



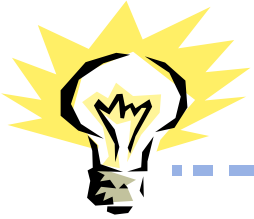




# Compelling User Experiences

---

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

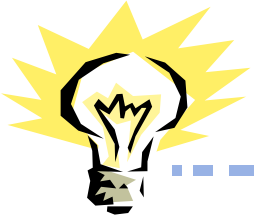


# Compelling User Experiences

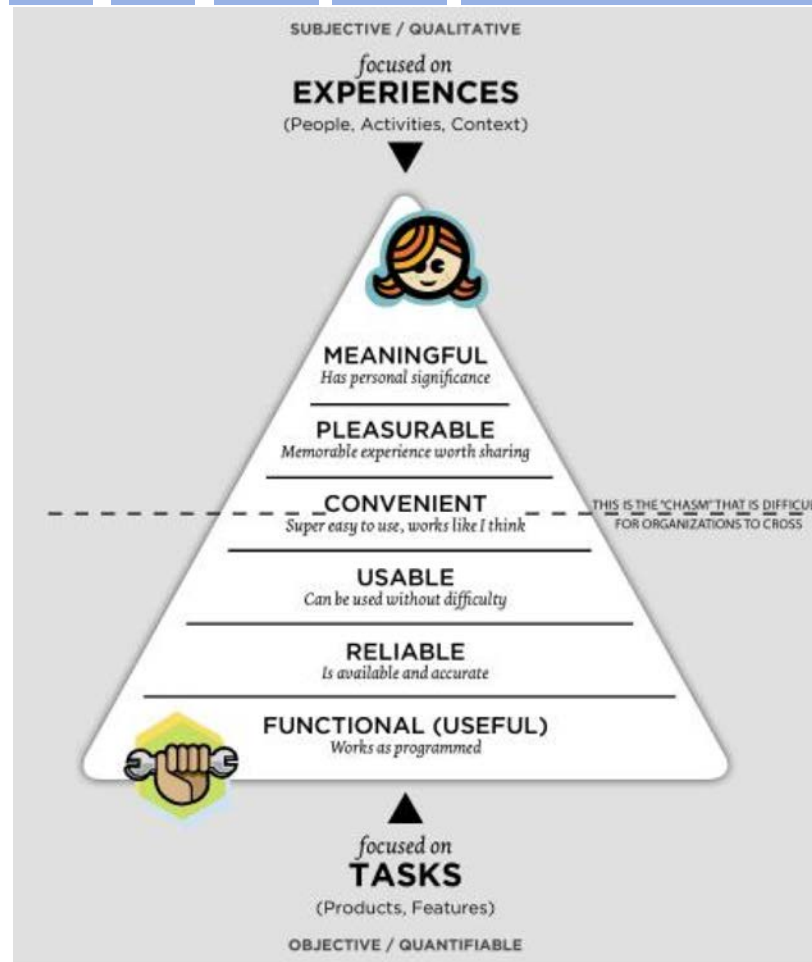
- Beyond usability to psychology of rewards, of “feel good”
  - ❖ Challenges / competition
  - ❖ Achieve status
    - Google news badges
    - Samsung...
  - ❖ Recognize achievements

From Anderson, *Seductive Interaction Design*



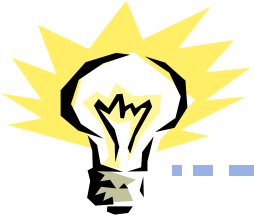


# Taking Off from Maslow

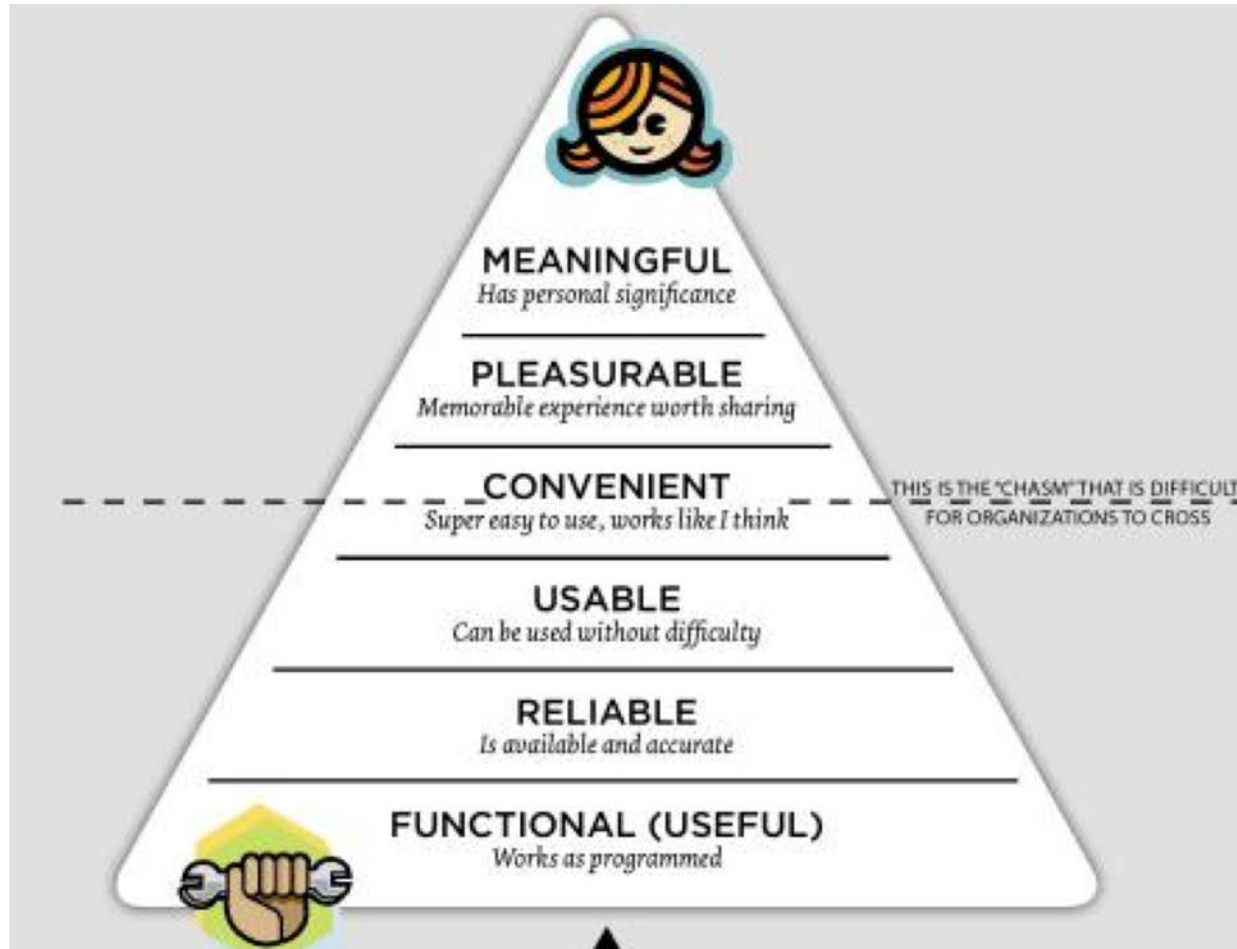


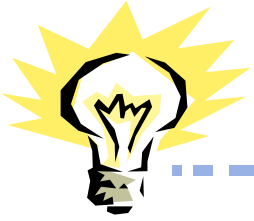
From Anderson, *Seductive Interaction Design*





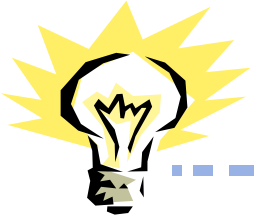
# Taking Off from Maslow





# 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)

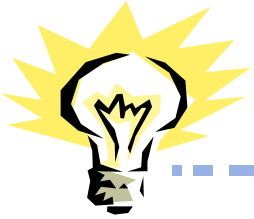


Grandparent's Day (Poland)



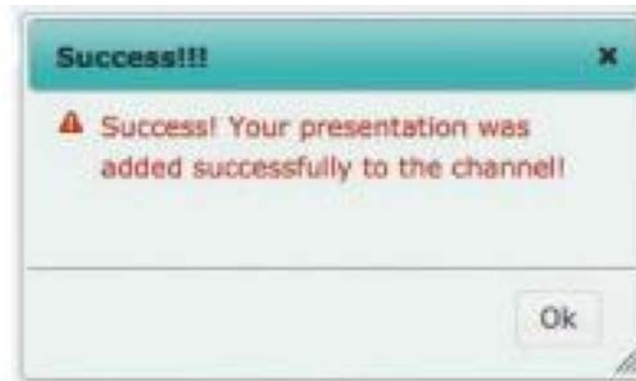
Dragon Boat Festival (China, Taiwan)





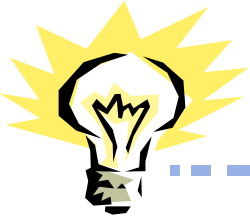
## Simple (Negative) Example

- Conveying success in red ☹️



- More joyful ways to do it?

From Anderson, *Seductive Interaction Design*



# Exclusivity 😊 Snobbery ☹️

Another kind of emotion .....

Invite a friend to Gmail!

**Invite a friend to Gmail!**  
You have 48 invitations left

We hope you've liked using Gmail. We've definitely been working hard to make it better. Meanwhile, the Gmail family has been growing largely through invitations--sent by users who want to share Gmail with the people they care about. We hope you'll want to as well. Just fill in this form below and we'll send your friends and family invitations to open their own shiny Gmail accounts.

**Send Invite to:**

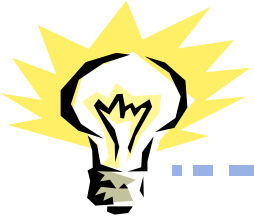
First Name:

Last Name:

Email:

**Add a note to the invitation (optional) :**

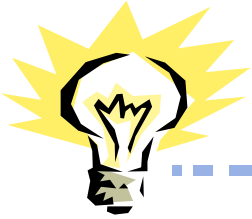
[preview invite text](#)



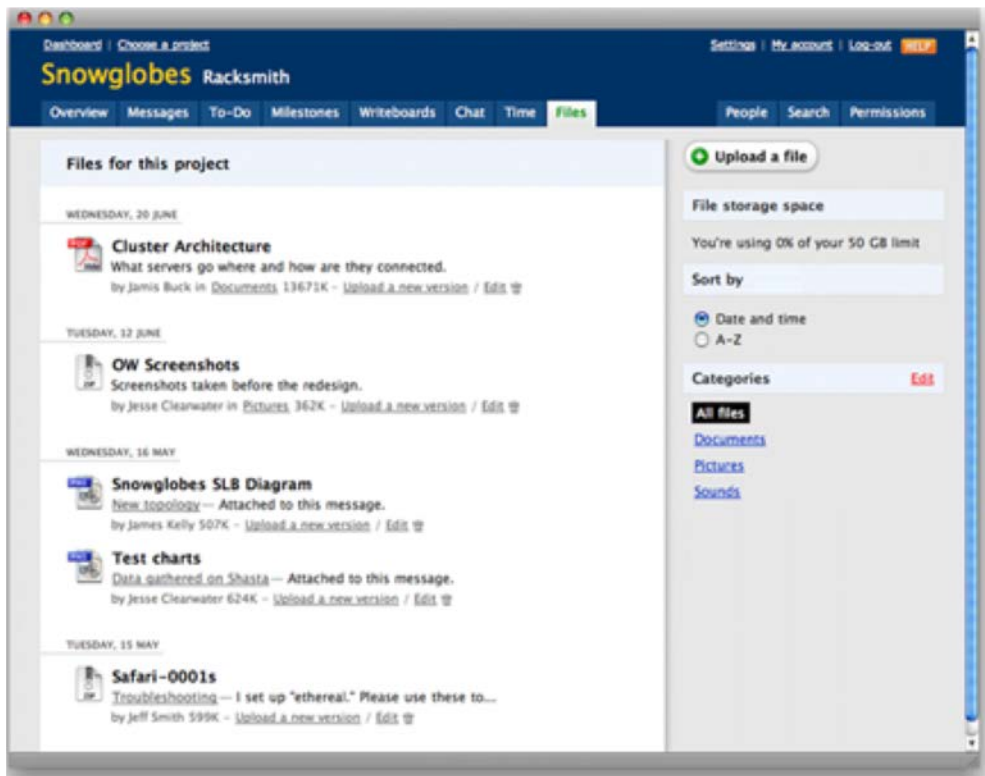
# Establishing Trust

- 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

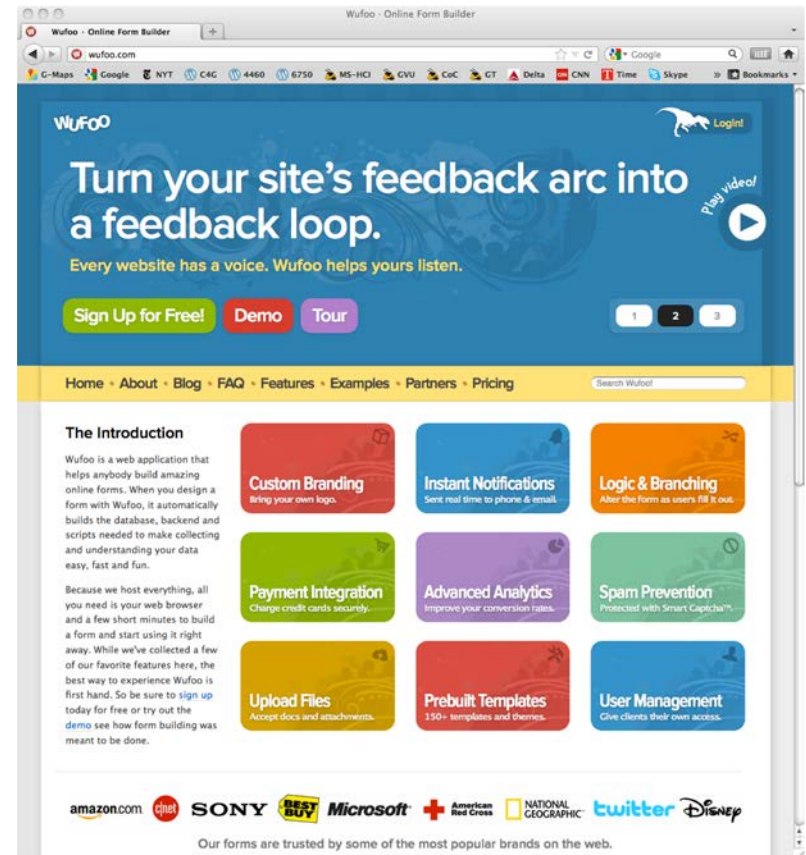




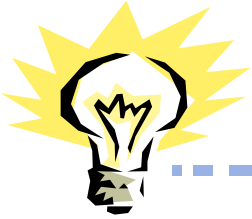
# Utilitarian vs. Attractive



Fall 2019



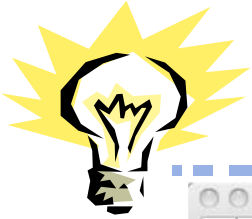
PSYCH / CS 6755



# Utilitarian vs. Attractive







# Balance of Messages (?)


CONAPRED




http://www.conapred.org.mx/ PRIVATE Google

GTMail S&P Book S&P CNN MacWeek DiggNews MobileBurn Globe&Mail NHC JAES AssistTech HCI HuffPost News Google Maps Aquarium eBay goog Amazon


INICIO | CONTACTO | DECLARACIÓN DE ACCESIBILIDAD | MAPA DEL SITIO | SITIO MOVIL


Teléfono en DF 52 62 14 90 Resto del país: 01 800 543 0033

 **CONAPRED** 9º ANIVERSARIO  
Consejo Nacional para Prevenir la Discriminación

CONAPRED EN:   

¿ QUIÉNES SOMOS ? | GRUPOS EN SITUACIÓN DE DISCRIMINACIÓN | SALA DE PRENSA | ORIENTACIÓN, QUEJAS Y RECLAMACIONES

¿ QUÉ ES LA DISCRIMINACIÓN ? | TRÁMITES Y SERVICIOS | ÓRGANO INTERNO DE CONTROL - OIC |  **Buscador Interno Accesible**

CENTRO DE DOCUMENTACIÓN Y PUBLICACIONES | MARCO LEGAL CONTRA LA DISCRIMINACIÓN |  

ENTRADA AL BUSCADOR INTELIGENTE QUE LOCALIZA LOS CONTENIDOS ESPECIALIZADOS DEL SITIO, DE FORMA ACCESIBLE.

INICIO » APLICACIONES MOVILES » ANDROID

APLICACIONES MOVILES

ANDROID  
APPLE: IPAD - IPHONE

## Aplicaciones móviles (Apps) para plataformas APPLE y ANDROID

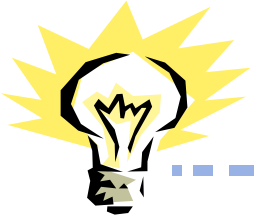
Accede a la información más relevante sobre discriminación en México y el Mundo.

El Consejo Nacional para Prevenir la Discriminación le ofrece su aplicación para dispositivos móviles: APP Conapred V.1.0, la única APP contra la discriminación en México, que ahora se presenta en las plataformas ANDROID y APPLE.



# Balance of Messages (?)

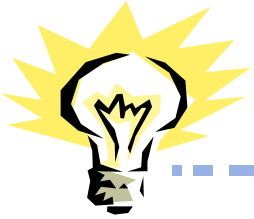




## Questions

---

- 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?



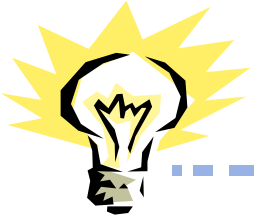
# Feathers Twitter App is Fun!

## 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.**

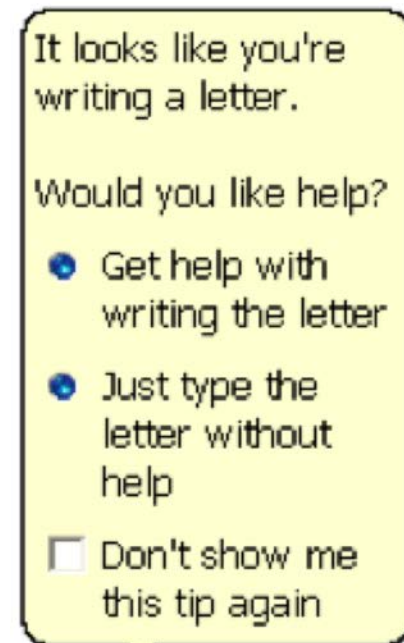


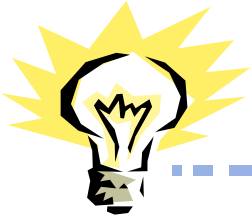
<http://feathersapp.com/>



# 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)

What did you do as Professor at College of Computing, Georgia Tech?

Describe your position

Save Skip

**Jim Foley**  
Professor at College of Computing, Georgia Tech and Computer Software

- To Do:
- Update your experience
  - Add more details
  - Add languages
- Showcase your 1-3 top accomplishments

Updates to list are animated

Profile Completeness 40%

Adding another position will bring you to 60%

Profile Completeness 80%

Adding a summary will bring you to 85%

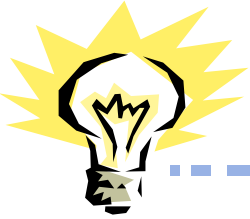
Profile Completeness 85%

Adding education will bring you to 100%

Profile Completeness 90%

Adding another recommendation will bring you to 95%

Profile Completeness 100%



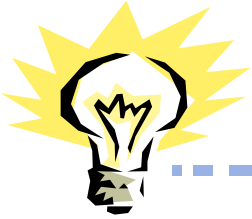
# Back to the Psychology

## 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.html](http://headrush.typepad.com/creating_passionate_users/2006/04/cognitive_sedu.html)



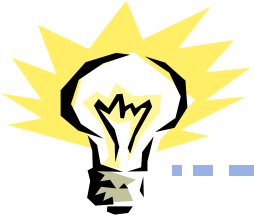
# Kansei Engineering

---

“**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