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BA COMPUTER GAMES DESIGN

# USER EXPERIENCE DESIGN

Emotions



### Emotions

#### Lecture Contents

- ① Overview
- ② Emotional Responses
- ③ Examples of Emotional Responses
- ④ Applying Emotional Design



# USER EXPERIENCE DESIGN

Emotions



## Emotions Overview



# USER EXPERIENCE DESIGN

## Emotions

### OVERVIEW

Emotions are how humans **make sense of the reality around them**.

Instinctively, we tend to **repeat positive experiences**, because they make us feel good, and avoid negative ones.

Our brains are **wired to learn from negative experiences** to keep us from repeating our mistakes. [1]





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## OVERVIEW

Emotional response in user experience design refers to **feelings, reactions and experiences** users have when they **interact with a product or service**.

Designers create interfaces and interactions that **evoke specific emotions** to make more engaging and meaningful user experiences that consider users' **emotional needs and desires**. [2]





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## OVERVIEW

Emotional design is how a certain digital product **makes users feel**. It can drastically impact the success of an app or a website. [1]

Users may **express feelings** when interacting or engaging with a product, website, application or other experience.

What a user feels is the **emotional impact** of the system.





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## OVERVIEW

Remember that the **emotions a user experiences** while engaging with a system are normally **REACTIONS**, not **GOALS**.

Motivations (e.g. Achievements in games) are **goals**.

Emotions are a form of **feedback**.





# Emotion and Usabili



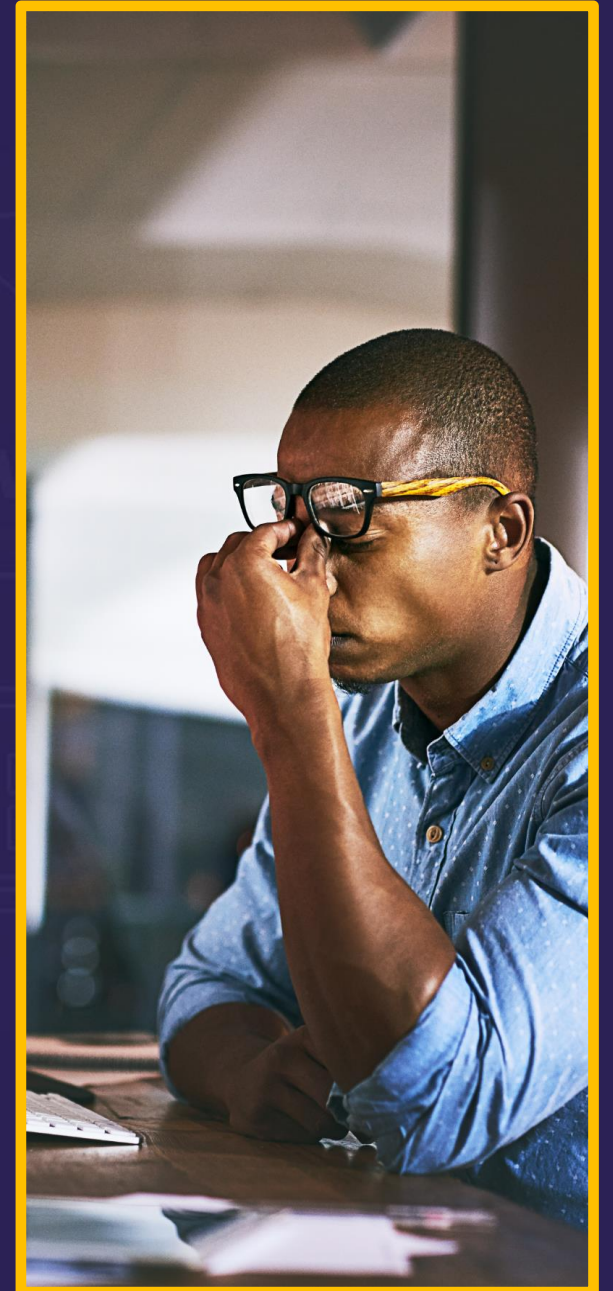
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## OVERVIEW

**Time** as a factor can make emotions complicated.

Having to use **a poorly-designed interface may be a minor annoyance** if you have to use it only once or twice, but if you have to use it **regularly** annoyance may turn to **anger or hatred**.





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## OVERVIEW

Users normally feel **happy** when they know they are making progress towards their **goals**.

Give users **feedback** to show this progression – in this sense, UX is very similar to **game development and design**.



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## Emotions Emotional Responses



### EMOTIONAL RESPONSES

**Don Norman**, a contemporary design visionary, breaks down people's **emotional responses** into three stages in his book *Emotional Design: Why We Love (Or Hate) Everyday Things* [2]:

- ① **Visceral**
- ② **Behavioral**
- ③ **Reflective**



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## Emotions

### EMOTIONAL RESPONSES

#### ① Visceral

This is the most basic level of emotional response, what you would call "**first impressions**."

Good UX design is one that **makes users feel good or excited** right off the bat. [2]



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## EMOTIONAL RESPONSES

### ② Behavioral

At the behavioral level, users **evaluate the functionality** of your product. They subconsciously gauge **how easy it is to find solutions** they are looking for.

In visual design, that could mean **how cluttered or uncluttered your interface looks**. Ease of use translates to **positive emotions**. [2]



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## EMOTIONAL RESPONSES

### ③ Reflective

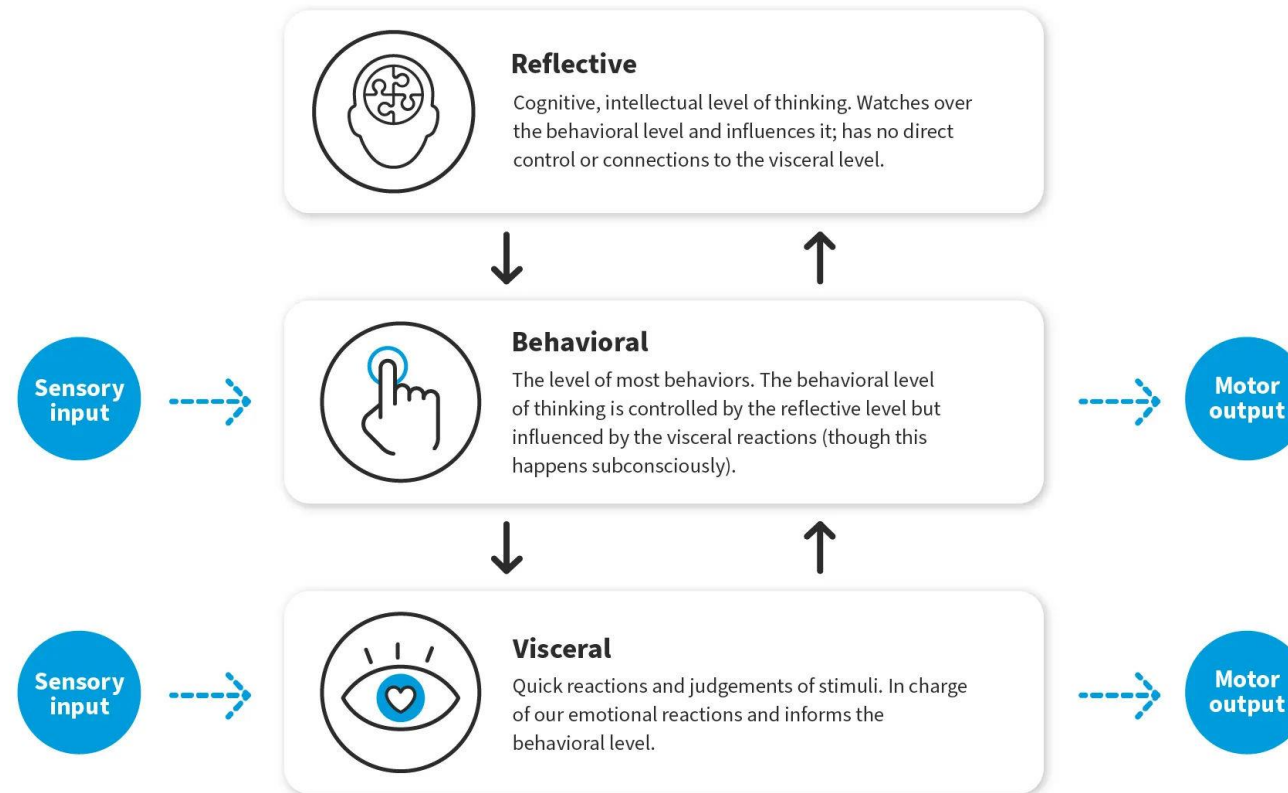
This is the highest cognitive level, where users **consciously weigh the pros and cons** of a product.

It is at the reflective level that **we form the overall impression of a design**. [2]



### Don Norman's 3 Levels of Design

Source: *Emotional Design: Why We Love (or Hate) Everyday Things* by Don Norman



Interaction Design Foundation  
[interaction-design.org](https://www.interaction-design.org)



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### EMOTIONAL RESPONSES

No level is more important than the other. In fact, very often, **the reflective level can undermine the initial reaction** to an app or a website.

As a UX designer, **you need to satisfy all three cognitive levels** in order to form an emotional, long-lasting **bond with your audience**.



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## Emotions

### Examples of Emotional Responses



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### EXAMPLES OF EMOTIONAL RESPONSES

Beyond the personal quirks, preferences and peeves of individuals, the types of emotional responses users are likely to have can **vary depending on the context** and the **specific product or service**.

They also show how **emotional design can significantly impact perception and overall experience** with a product or service. [2]



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### EXAMPLES OF EMOTIONAL RESPONSES

These are **typical emotional responses** that users experience [2]:

- Joy and delight
- Trust and confidence
- Motivation and empowerment
- Frustration and disappointment



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## Emotions

### EXAMPLES OF EMOTIONAL RESPONSES

These are **typical emotional responses** that users experience [2]:

- Joy and delight

#### EXAMPLE:

A well-designed mobile game that brings joy and excitement through **engaging gameplay, vibrant visuals** and **rewarding achievements**.



# USER EXPERIENCE DESIGN

## Emotions

### EXAMPLES OF EMOTIONAL RESPONSES

These are **typical emotional responses** that users experience [2]:

- **Trust and confidence**

#### EXAMPLE:

A banking app that instills **trust and confidence**.

It does this through **secure login processes**, **clear and transparent communication** of financial information, and **reliable customer support**.



# USER EXPERIENCE DESIGN

## Emotions

### EXAMPLES OF EMOTIONAL RESPONSES

These are **typical emotional responses** that users experience [2]:

- **Motivation and empowerment**

#### EXAMPLE:

A fitness app that **motivates and empowers** users to achieve their **health and fitness goals**.

It does so through **personalized workout plans, progress tracking** and **positive reinforcement**.



# USER EXPERIENCE DESIGN

## Emotions

### EXAMPLES OF EMOTIONAL RESPONSES

These are **typical emotional responses** that users experience [2]:

- **Frustration and disappointment**

#### EXAMPLE:

A poorly designed e-commerce website that frustrates users with **confusing navigation, slow loading times and unclear product descriptions**.

These lead to a **disappointing shopping experience and abandoned carts**.



# USER EXPERIENCE DESIGN

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## Emotions

### Applying Emotional Design



# USER EXPERIENCE DESIGN

## Emotions

### APPLYING EMOTIONAL DESIGN

Here are some other ways to apply emotional design to your website or a mobile app [1]:

- **Use microgestures to establish a connection**

Apple's **screen shake for incorrect passwords** is one of the best examples of micro-gestures that help establish a connection with users. **It mimics humans' shake of the head to refuse something.**

The **use of emojis and sounds** is another way to make your app more personable. Facebook Messenger does it with sounds for certain emoticons.



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### APPLYING EMOTIONAL DESIGN

Here are some other ways to apply emotional design to your website or a mobile app [1]:

- **Use microgestures to establish a connection**

A **sliding meter for user feedback with animated emoticons** is another example of including micro-gestures in your UX.

Calm, a breathing app, is another example that incorporates microgestures to mimic humans. The brand's UI has **a balloon that inflates and deflates** to guide users' breathing rates.



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### APPLYING EMOTIONAL DESIGN

Here are some other ways to apply emotional design to your website or a mobile app [1]:

- **Make bad experiences more tolerable**

Google Chrome has **the dinosaur game** to keep users engaged when their internet connection is interrupted. It is an example of **creating a positive experience out of a negative one**.





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### APPLYING EMOTIONAL DESIGN

Here are some other ways to apply emotional design to your website or a mobile app [1]:

- **Make bad experiences more tolerable**

**Offering your users small rewards on 404 pages** is another way to alleviate negative experiences. The reward could be as simple as **a free e-book on a topic of your domain expertise.**





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### APPLYING EMOTIONAL DESIGN

Here are some other ways to apply emotional design to your website or a mobile app [1]:

- **Use microcopy to be more relatable**

Mailchimp is one of the best examples of brands that **use microcopy to engage users**. Your welcome screens, contact forms, search bars and even 404 error messages are all **opportunities to infuse some personality in your brand** with microcopy.

**Grammarly, Airbnb, and Dollar Shave Club** are some brands you can look to for inspiration on **contextual, relatable microcopy**.



Come, Watson, come! The game is afoot.

You've stumbled upon a missing page, but the evidence is elementary. We're on the case.



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### APPLYING EMOTIONAL DESIGN

Here are some other ways to apply emotional design to your website or a mobile app [1]:

- **Personalize the experience**

Take a cue from the **mindfulness app MyLife** by Stop, Breathe & Think. The mobile app's welcome screen **checks with the user on how they are feeling**. Based on the user's response, it delivers **personalized, guided meditations**.

You can apply the same principle to your website, showing users content **based on their browsing behaviour and past engagement patterns**. Some of the biggest brands, such as Netflix and Amazon, use personalization to create **positive, memorable experiences** for users.



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