

# Emotional Design:

Designing products  
that **excite** users.

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Geoff Tsai (heff@mit.edu)

Why emotional design?

What is emotional design?

How can it be applied?

# Why?

how can you make a product  
work better? products that make  
people feel good, work better.

# But first, an activity

(please)

read & sign the forms

you'll get a sheet with instructions,  
and once everyone is ready you'll  
have about **10 minutes**

# Why this activity?

products that **surprise & delight**

how people design and  
conceptualize product ideas

**but,**

how we design products, not just in  
2.009

# A product

think about a product you  
**really** like

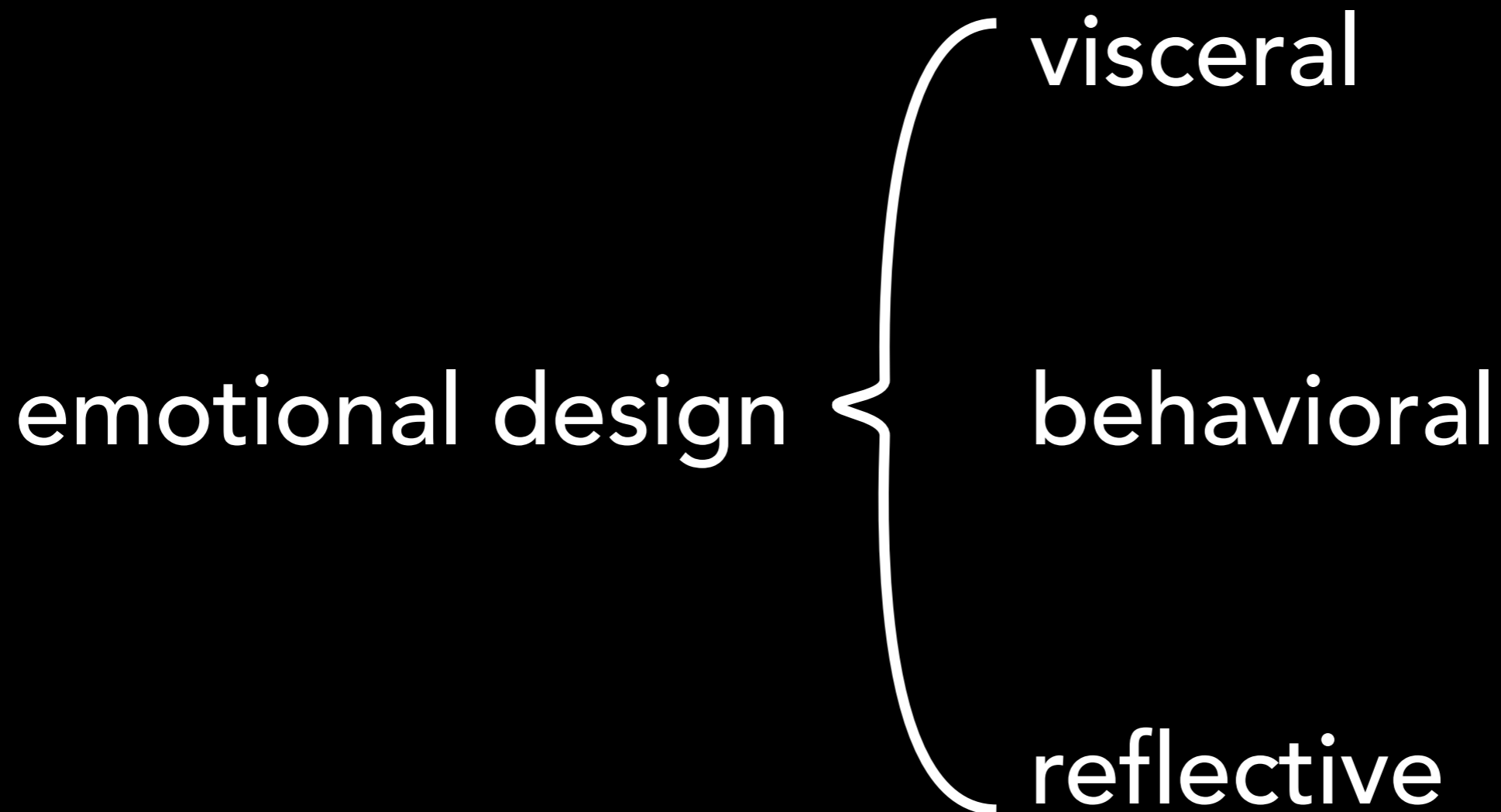
it could be something new or old,  
expensive or cheap

**keep thinking** about it, and we'll  
come back to that later

# What is it?

## emotional design framework

(according to Donald Norman)



# Visceral

how things look, feel, sound  
sensory input

often this is the first impression



# Visceral



# Behavioral

how things function & usability  
pleasure & effectiveness of use

part of what you're doing in 2.009

is the sequence of tasks well  
supported by the design?

# Behavioral



building 66

# Reflective

self-image, personal satisfaction, and memories. **meaning of things**

influenced by knowledge, learning, and culture

**dependent** on the individual

# Reflective

## Betty Crocker Cake Mix

Can you answer these important questions?

**"THE RIGHT ANSWERS"**  
says Betty Crocker.  
**"WILL HELP YOU BE A BETTER HOMEMAKER"**

**IS THERE A CORRECT WAY TO CUT A CAKE?**  
 Yes  No  
You'll have pieces of cake in middle of cake. Keep point down, slice with up and down motion. You'll have big, even slices with Betty Crocker Party Cake Mix and Chocolate Devils Food Cake Mix. Each box 1 1/2 lbs. of fine ingredients!

**FINE CAKES NEED GOOD FRESH EGGS**  
 Yes  No  
True! That's why Betty Crocker Cake Mixes call for fresh eggs, added by you. Fresh eggs give your cakes extra volume and taste. And although some other cake mixes contain some kind of dried eggs, Betty Crocker Cake Mixes do not!

**SHOULD CONFECTIONERS' SUGAR BE SIFTED BEFORE MEASURING?**  
 Yes  No  
Yes. Confectioners' sugar packs tight, but before measuring the fine in Brown Betty King recipe on Devils Food package? Today's new cake ingredients are already sifter—contains premium aluminum. Soften! Cake Flour.

UNLIKE  
dried egg whites  
No dried egg yolks  
No dried eggs of any kind in

**Betty Crocker**  
**CAKE MIXES**  
You add the eggs—you know they're fresh!

THE MOST CAKE MIXES,  
THERE ARE

No dried egg whites  
No dried egg yolks  
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**Betty Crocker**  
**CAKE MIXES**  
You add the eggs—you know they're fresh!

# Trust & Design

products that perform precisely  
according to expectation

trust comes from **experience**

lack of trust can come from

lack of **understanding**

lack of **control**

# A product

think about a product you  
**really** like

what is it?

**and**

why do you like it?

# Relationship

between

Visceral, Behavioral, Reflective

products that send **conflicting**  
messages across these perspectives



# Lastly,

**Visceral** — sensory input

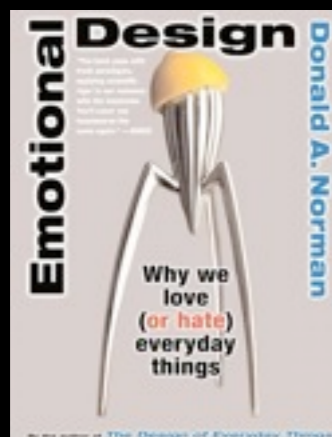
I want it. What's it do? What's it cost?

**Behavioral** — use & usability

Are the necessary tasks well supported?

**Reflective** — meaning

Does it mean something to the user?



further reading:

*Emotional Design*

by

Donald Norman

# sources:

wine bottles: <http://blog.typeandimage.org>

betty crocker ad: <http://postcardy.blogspot.com/2009/10/vtt-betty-crocker-postcard-magazine-ads.html>

emotional design book: <http://amazon.com>