Emotional Design:
Designing products that excite users.

MIT Ideation Lab / October 29, 2010
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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)

emotional design

visceral
behavioral
reflective
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
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


emotional design book: http://amazon.com