Emotional Design:
Designing products that excite users.

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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.
The burning house

if your house was burning, what would you take with you?

think about what’s the first thing, then the second, third, etc.

keep thinking about it, and we’ll come back to that later
What is emotional design?

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
Behavioral

how things function & usability
pleasure & effectiveness of use

is the sequence of tasks well supported by the design?

part of what you’re doing in 2.009
building 66
Trust & Design

products that perform precisely according to expectation

trust comes from experience

lack of trust can come from
  lack of control
  lack of understanding
Reflective

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

influenced by knowledge, learning, and culture

dependent on the individual
Betty Crocker Cake Mix

Can you answer these important questions?

Is there a correct way to cut a cake?

Yes, there are:
1. Use a sharp knife.
2. Cut the cake parallel to the layers.
3. Use a guide to ensure even cuts.
4. Use a cake board to help with even cuts.

Should confectioners' sugar be sifted before measuring?

No, it is already sifted in the mix.

Fine cakes need good fresh eggs.

True, use fresh eggs for best results.

There are no dried egg whites.

False, Betty Crocker cake mixes contain all fresh ingredients.

No dried egg yolks.

True, no dried egg yolks are used in Betty Crocker cake mixes.

No dried eggs of any kind in.

True, all eggs used are fresh.

Betty Crocker Cake Mixes

You add the eggs—You know they're fresh!
Relationship between Visceral, Behavioral, Reflective products that send conflicting messages across these modes
Multi-Modal Design
The burning house

if your house was burning, what
would you take with you?

what is it?

&

why would you save it from the fire?
if your house was burning, what would you take with you?

“it’s a conflict between what’s practical, valuable, and sentimental”
It’s about story

products that come with a story

&

products that create a story

2.009, crowdfunding

&

magic
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
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Geoff Tsai / gtt@mit.edu