Beautiful Things

- If designers followed Norman, the objects they designed would be usable but ugly.
Effects of Emotions

- Biological processes inside our bodies
- Neurotransmitters change the way we function and act

Three Processing Levels

- Visceral
- Behavioral
- Reflective
Sensory  Brain  Motor

Reflective  Behavioral  Visceral

Level Interplay
Visceral Design

- Initial reactions
- Look, feel and sound

Behavioral Design

- Usability and Performance
Reflective Design

- Cleverness
- Social Status
- Personal Satisfaction
Games

- Appeal on the visceral level
- Satisfy the reflective level

DnD (Dungeons and Dragons)

Fun and Pleasure
Personalization

- Personal touch on mass production products
- Adding emotional values to products
- Customization
- We are all designers

Recap

- Three processing levels
- Interplay

- “If you want a successful product, test and revise. If you want a great product, one that can change the world, let it be driven by someone with a clear vision.” - Don Norman

- “Let’s not forget that the little emotions are the great captains of our lives and we obey them without realizing it” - Vincent van Gogh