

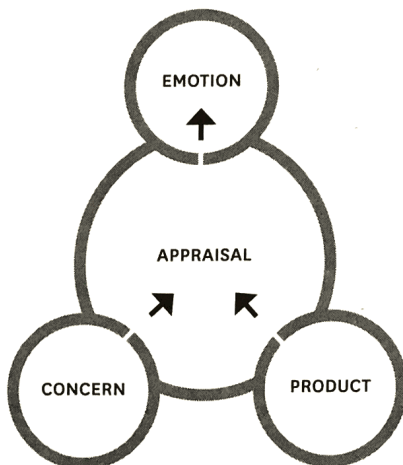
DESIGN FOR EMOTION

What is the purpose of the approach?

Design for Emotion is a systematic approach to designing products with predefined emotional intentions. The approach can be used to:

- Define an appropriate emotional effect.
- Gather relevant user information so that this emotional effect can be achieved.
- Envision concepts that evoke the intended effect.
- Measure to what extent the design concept evokes the intended emotion.

The approach is based on a basic model of emotion in design, which distinguishes different layers of emotion that should be taken into consideration in design processes. The key variables in the model are Stimulus and Concern. Products can act as emotional stimuli in three different ways: object, activity and identity. Three types of user concerns are relevant: goals, standards and attitudes. These two variables combine to form a matrix of nine sources of product emotion (left).



After Desmet, 2008

Design for Emotion is an approach that enables you to take the intended emotional impact as the leading principle in the design process.

Process description

STEP 1

Determine the underlying concerns of the user. You should ask three questions.

- What are their goals (for example, things they want to accomplish or see happen)?
- What are their standards (expectations and beliefs about how they, others and objects should behave or act)?
- What are their attitudes (dispositional likings or dislikings for qualities of objects, people or activities)?

These concerns should be formulated not only in relation to objects – the product to be designed – but also in relation to the activity that is enabled or supported by using the product and in relation to the people (including the user) involved in the context of use.

STEP 2

Observe current emotional responses in the context of use. This can help you determine user concerns. These existing emotions are used as entry points in interviews to understand underlying concerns.

STEP 3

Formulate possible conflicts between user concerns. These conflicts are then used to formulate new design solution spaces. The emotional impact of concepts can be tested with the use of PrEmo (Product Emotion Measurement Instrument).

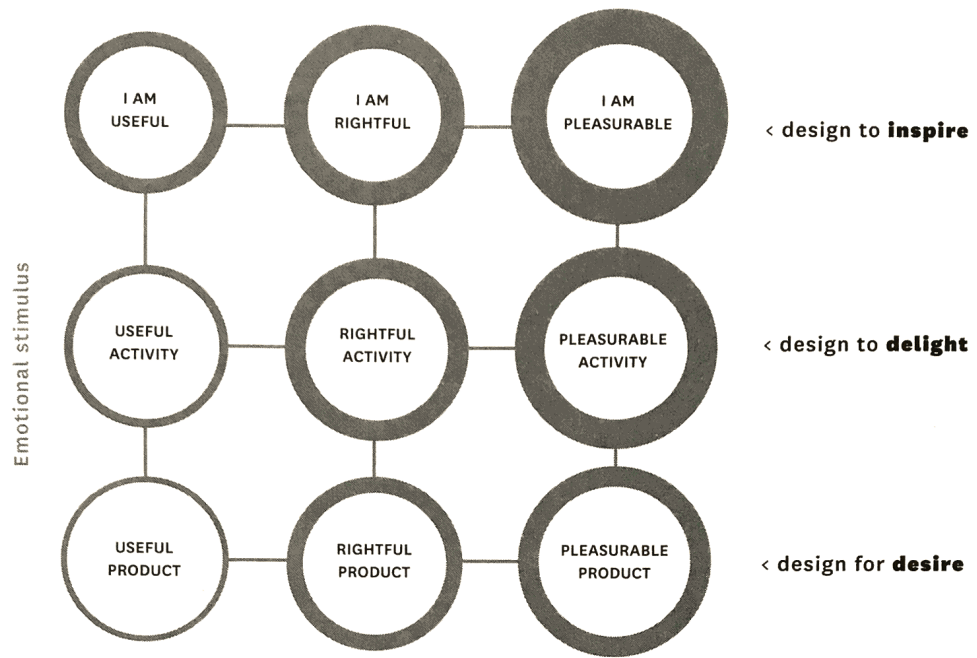
Tips & Concerns

- Concerns should be formulated as: ‘I want ...’, ‘I, someone, a product should ...’ or ‘I like ...’. The formulation should be concrete, and concern sets should include not only goals but also standards and attitudes.
- At least 25 different positive emotions can be experienced in human-product interaction. In the design process, the intended emotions should be defined because different emotions require different designs.
- Design for Emotion is design for concerns; and therefore this approach always requires a research stage in which user concerns are determined.

Limitations of the model

- Design for Emotion focuses on emotional effects of design but does not necessarily take other relevant aspects and/or requirements into consideration. The approach should therefore be incorporated into regular design approaches rather than used in isolation.
- Although the basic concepts in the approach are easy to understand, using them in design processes does require some experience.

REFERENCES & FURTHER READING: Desmet, P.M.A.*, 2012. Faces of Product Pleasure; **25 Positive Emotions in Human-Product Interactions**. International Journal of Design, August, 6(2), pp. 1-29. / Desmet, P.M.A. and Schifferstein, N.J.H.*, 2012. **Emotion research as input for product design**. In J. Beckley, D. Paredes, & K. Lopetcharat (Eds.), Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research (pp. 149-175). Hoboken, NJ: John Wiley & Sons. / Desmet, P.M.A.*, 2002. **Designing Emotions** (doctoral thesis). Delft, NL: Delft University of Technology. / Desmet, P.M.A.*, 2008. **Product Emotion**. In: P.P.M. Hekkert, & H.N.J. Schifferstein (Eds.), Product Experience (pp. 379-397). Amsterdam: Elsevier.



After Desmet, 2002

