



## **Emotional Design**

**September 13, 2007**

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Dependency between the cognitive system (interprets and thinks through things) and the affective system, the part of us that makes often subconscious judgements, and whose judgements we consciously experienced as emotions. Emotions drive everything we do and defines our experience of life.



Teapots are a physical manifestation of the 3 levels of the cognitive and emotional system: Visceral, Behavioral & Reflective.



Don Norman loves all of his teapots for different reasons, but uses none on a daily basis. He displays these teapots on his window sill.

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Visceral processing is Skin-deep.



What detects cliffs – why we're afraid of heights.



We like sweet but not bitter tastes. In plants, poison tends to be bitter, fruits sweet so that animals will eat them and carry and spread their seeds.



Like symmetry. Asymmetry suggests malformation, bad health.

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Behavioral is what we do.



Peels well, good grip.

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- **Reflective**
  - **self-image and meaning**

Reflective is how we interpret something.



Provokes conversation.



Sexy and bold.



Fashion and Vehicles always say something about us.



Mini cooper.

This car has many flaws. Buy it  
anyway – it's so much fun to drive.

- new york times reviewer







Old-fashioned toggle switches that are fun to flip.



Sony Aibo. Designed to be like a puppy to make it more endearing despite its rough capabilities.



Weight of the door to convey quality, feel sealed.



What does this restaurant and sushi say to you?



What about this one?



What kind of sushi would you get here?



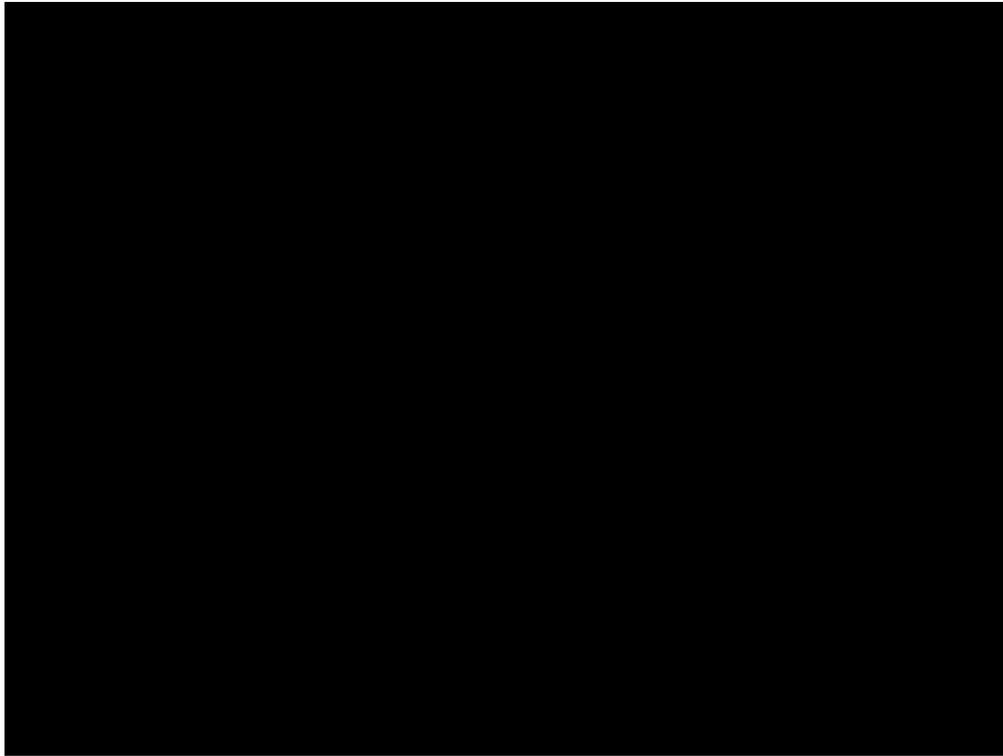
Louis Cheskin worked on margarine which wasn't popular in the 1940's. It was white & came in tubs back then. He made it yellow (like butter) and wrapped in foil (sign of quality) and put a crown on it. People liked it just as much as butter. Margarine's been popular ever since.



7-up made their bottles 30% more yellow. People thought they could taste more lemon and were upset and demanded that they change it back to original 7-up.

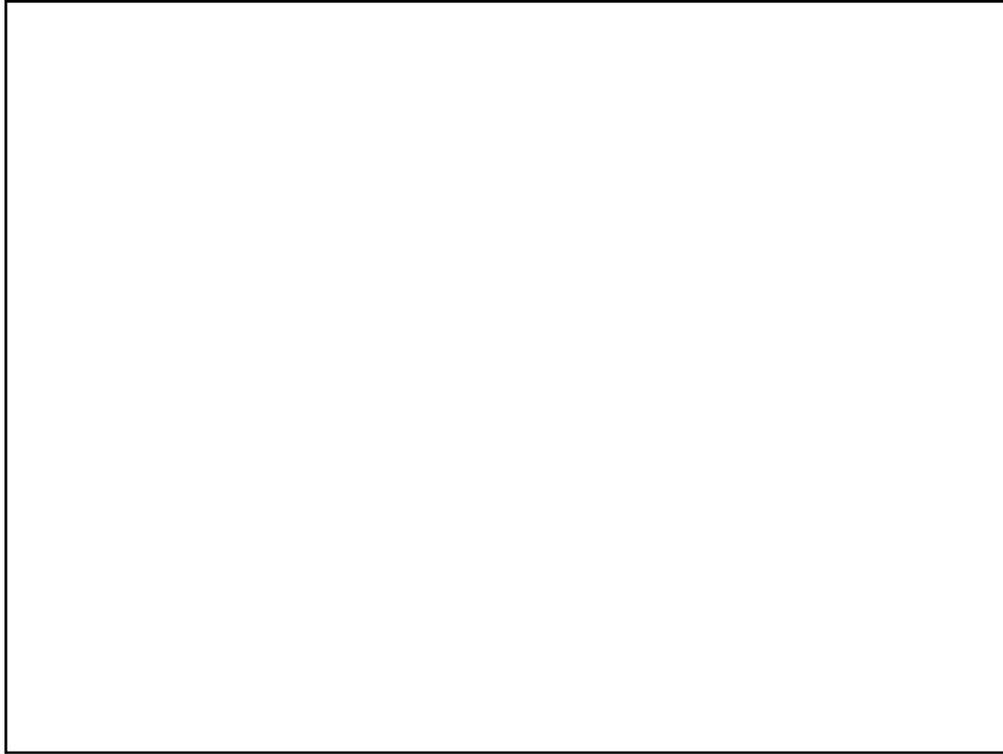


People willing to pay 5-10 cents more for ice cream in cylindrical tubs instead of rectangular.



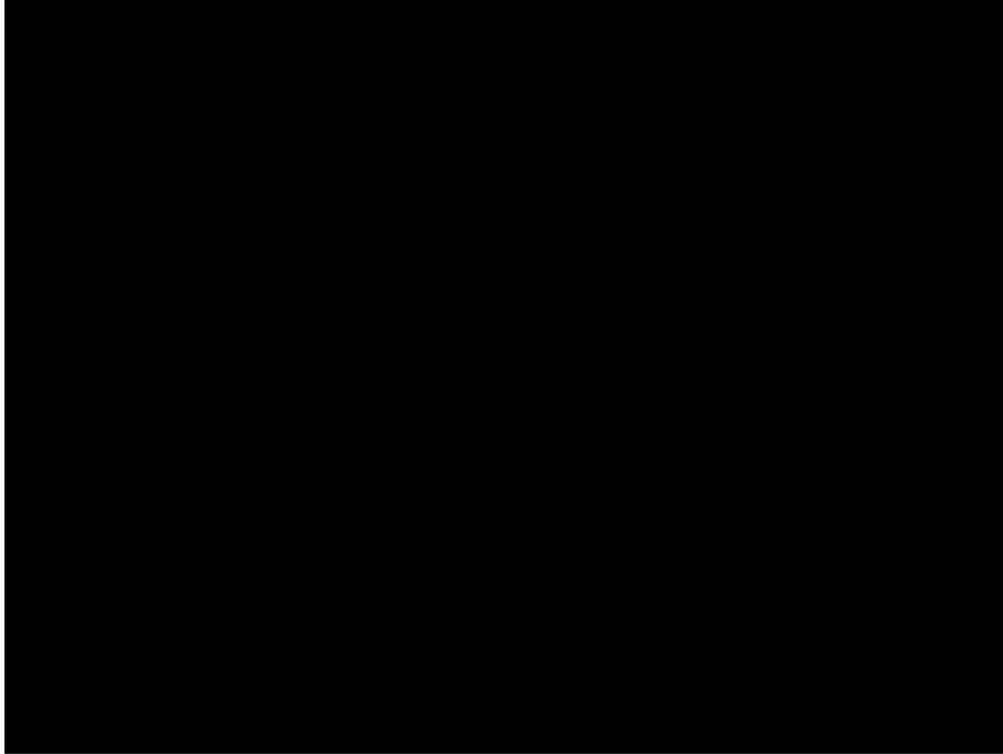
Attractiveness bias:

People who listened on the radio declared Nixon the clear winner.  
People who watched on tv thought Kennedy was.



Baby-face bias: They are perceived as more naïve, helpless, honest, innocent. Less baby-face translates to knowledge, authority.

300% higher rate of abuse for premature babies (who usually have less baby-face features) and they are rated as less desirable to care for by adults.



Classical Conditioning: Drunk-driving campaign that is trying to associate a negative stimulus (image of the girl) with an activity (drunk driving).



Herman Miller's Aeron chair designed in 1994 by Don Chadwick and Bill Stumpf. It was leaps and bounds ahead of other chairs in its behavioral design. In tests, high comfort score & low aesthetic score. Launched it anyway.

Won design of the year in silicon valley – matched their industrial look. Took off once people realized how comfortable it was. One of the most popular selling chairs, tons of companies emulating it.

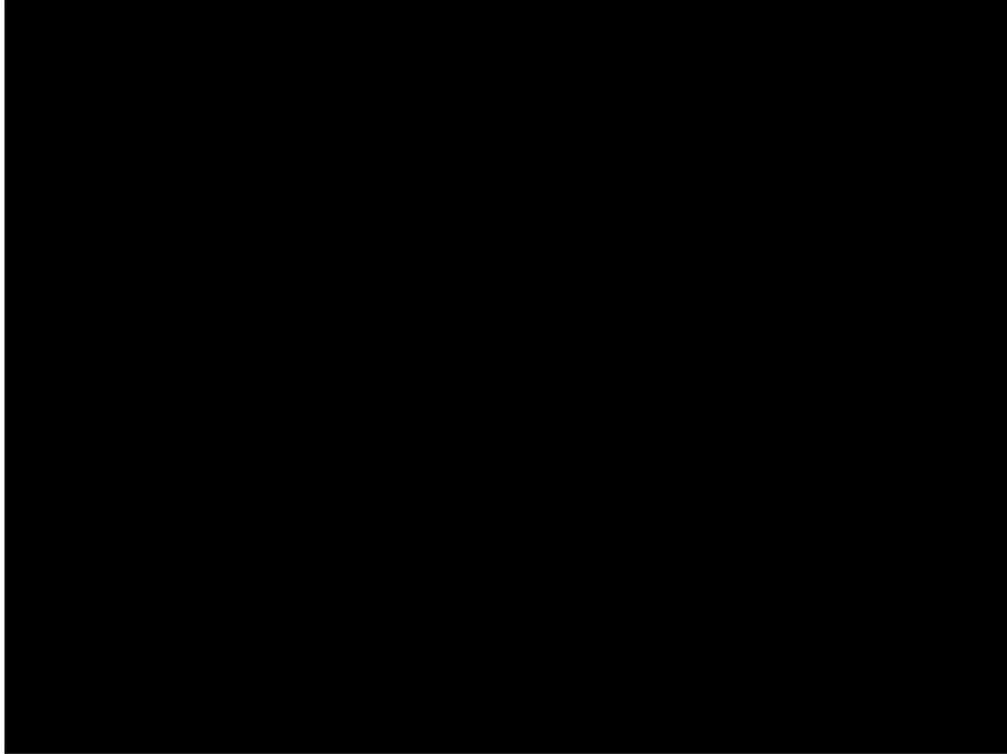
New standard for attractiveness.



Coke – blind sip tests, people preferred pepsi hands down. They made coke more like pepsi. Their customers revolted. Why? Experience of coke over time is much different from experience in an instant.



Design every aspect of the product experience (Apple store to itunes to ipod).



They even design the experience of buying.



iPhone emotional design video clip & discussion.

<http://www.podtech.net/scobleshaw/technology/1572/talking-emotional-software-design-in-games-and-iphone>

**References for this presentation:**

Don Norman, Emotional Design: Why We Love (Or Hate) Everyday Things  
Malcolm Gladwell, Blink: The Power of Thinking Without Thinking  
William Lidwell, Kritina Holden, Jill Butler: Universal Principles of Design