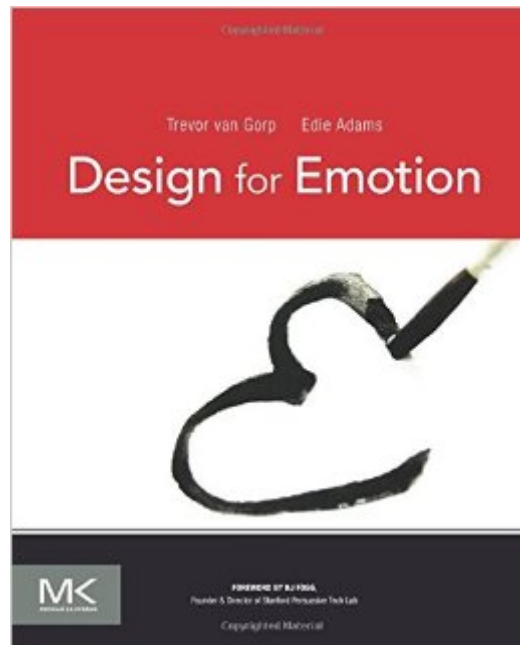# The book was found

Design For Emotion

Synopsis

"Emotion is the heart and soul of every product we encounter. Van Gorp and Adams have written an essential guide to product design success that places emotion squarely in the middle of design practice where it belongs. Starting from well-grounded evidence, they distill emotional design into a set of fundamentals any designer would be wise to adopt. Whether you are a business leader, practitioner, or consumer, this book will change how you think about design." - Ken Fry, Design Director, Artefact - Creative professionals who design consumer products, entertainment, software, websites, marketing, and communications are beginning to appreciate the importance of evoking emotions and personality to capture viewers' attention and create satisfying experiences. Design for Emotion addresses the basic questions around designing emotional experiences; why, what, when, where and how do we design for emotion? With extensive real-world examples to help illustrate how emotion and personality are communicated through design, Design for Emotion isn't just another book on design theory - it's an imminently practical guide to applying and eliciting emotion in design. Design for Emotion: explains the relationship between emotions and product personalities details the most important dimensions of a product's personality examines models for understanding users' relationships with products explores how to intentionally design product personalities provides extensive examples from the worlds of product, web and application design includes a simple and effective model for creating more emotional designs The book features interviews with Stephen P. Anderson, Aarron Walter, Marco van Hout, Patrick W. Jordan and Trish Miner, and case studies from Moni Wolf, Matt Pattison, Shayal Chhibber, Chris Fryer and Damian Smith. Harness the power of emotional design to enhance products, websites and applications while improving user experience and increasing customer satisfaction. Design for Emotion will help you do a better job of communicating the emotions and personality that fit your client's message and brand values. Foreword by BJ Fogg, Founder & Director, Stanford Persuasive Technology Lab

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Customer Reviews

Are you a creative professional who designs consumer products, entertainment, software, websites, marketing and communications? If you are, then this book is for you! Authors Trevor van Gorp and Edie Adams, have done an outstanding job of writing a book that appreciates the importance of evoking emotions and communicating personalities to capture viewers' attention and create satisfying experiences.Authors van Gorp and Adams, begin by discussing the goals of designing for emotion and providing reasons why you should be considering emotional responses as part of the design process. In addition, the authors help you understand the basic dimensions of emotion and to predict how your design decisions will affect users' emotions. They then explain why some products become meaningful to users. The authors then, examine how design communicates emotion and personality to your users. Next, they introduce the A.C.T. model, which is a framework for addressing the users' emotional needs. Finally, the authors feature interviews and case studies from industry leaders researching and applying emotion to design.This most excellent book was written to help you create designs that do a better job of communicating emotion and personality to fulfill users' need. Perhaps more importantly, the authors explore how to practically apply these unconscious associations to express emotion and personality through design.

A great synthesis of a lot of psych research, brought into focus by articulating principles that can be deployed by designers.Each chapter integrates a lot of the literature, and shows how those findings are realized in concrete examples. The instances aren't full-blown designs, but rather snippets of visual phenomena. For example, there's a table showing different patterns of lines, with a brief guide to how those feel intuitively.Also of great value is Aaron Walter's concise, brilliant book, Designing for Emotion. His book exemplifies its message, and is extremely well written. If you need an excellent demonstration of how to go all the way toward a complete interaction design, Walter's book is the best I've found. It's a very detailed case study (focused on the charming service, MailChimp).The van Gorp book is more theoretical, and provides a wide-ranging review of the

literature.

I came to the content of Design for Emotion with over 30 years committed to studying and teaching visual art, and 20 years working in art museums. While that makes me attuned to visual culture, this book opened my eyes to a universe of design principals, practices, and possibilities that I never imagined.The book draws upon the research of a broad range of experts, including renowned neuroscientist Antonio Damasio--who wrote Descartes' Error: Emotion, Reason, and the Human Brain. I didn't expect to find him in this book. Nor did I expect to find such a broad range of references to illustrate key points: including biker culture as evidence of the mammalian brain--which I now know is involved in our emotional responses to social interactions.I never knew there was such a thing as "Eustress" a positive form of stress that is good for performance. And it never occurred to me that when I'm working on my Mac, there's a reason why the power button is recessed, up in the right hand corner: so that I won't trigger it unintentionally.And one of my favorite examples of effective messaging was a refrigerator post-it that reads, "Don't Kill the Fish", which is intended as a reminder for daily feeding. Indeed, there were several aha moments in reading this book. My copy is dog-eared, with notes in the back.I know I will revisit Design for Emotion often. And true to its title, it is designed to bring out that emotion...to increase the likelihood that I will use this product. With concise sidebars, amusing anecdotes, great graphs and visuals, a summary conclusion to each chapter, and a wealth of references for further reading, this is a handbook for designing with emotion. I'll never think about product design, or look at the world the same way again.

Emotion Efficacy Therapy: A Brief, Exposure-Based Treatment for Emotion Regulation Integrating ACT and DBT Design for Emotion Introduction to EEG- and Speech-Based Emotion Recognition Craniosacral Chi Kung: Integrating Body and Emotion in the Cosmic Flow The Emotion Code The Feeling of What Happens: Body and Emotion in the Making of Consciousness Living Buddhism: Mind, Self, and Emotion in a Thai Community The Political Brain: The Role of Emotion in Deciding the Fate of the Nation Emotion and Culture: Empirical Studies of Mutual Influence Romance, Emotion, and Erotica Writers' Phrase Book: Essential Reference and Thesaurus for Authors of All Romantic Fiction, including Contemporary, Historical, ... and Suspense (Writers' Phrase Books Book 7) Emotion in Therapy: From Science to Practice Understanding Motivation and Emotion The Dialectical Behavior Therapy Skills Workbook for Anger: Using DBT Mindfulness and Emotion Regulation Skills to Manage Anger (New Harbinger Self-Help Workbooks) Anger: Handling a

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