

# Get Emotional!

Understanding, researching  
and integrating emotion in  
the design process



**Brand New!**

interaction

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# About me

Marco van Hout

*M.Sc / communication*

Monito Design & Internet:

*Co-founder & Managing Partner*

Design & Emotion Society:

*Ambassador*

Weblog Design & Emotion:

*[www.design-emotion.com](http://www.design-emotion.com)*

Contact me:

*[marco@design-emotion.com](mailto:marco@design-emotion.com)*

**Get Emotional!**

# Designing Experiences

Towards creating more **engaging**,  
**richer** and **meaningful** experiences



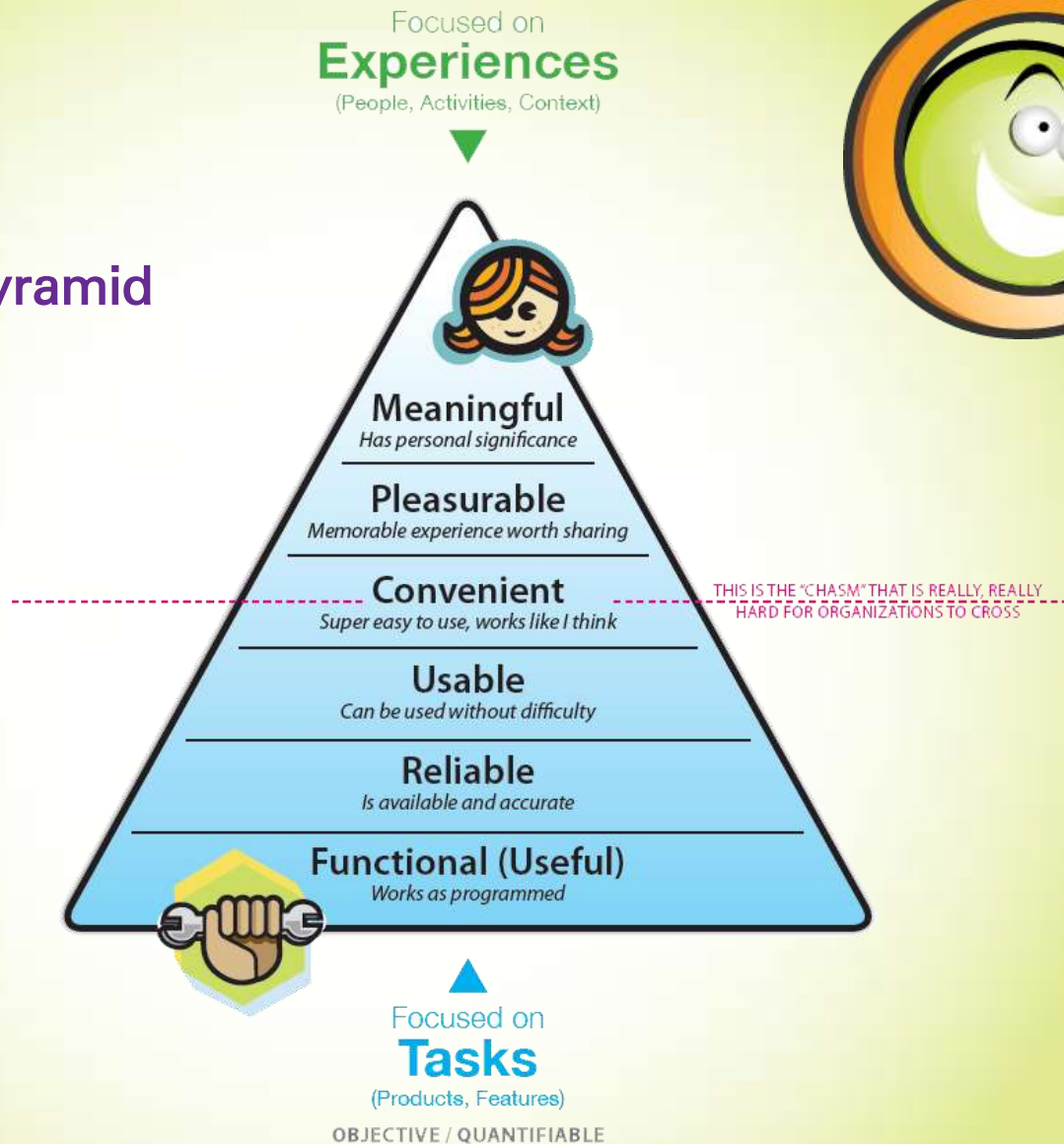
From tasks to experiences

**Get Emotional!**

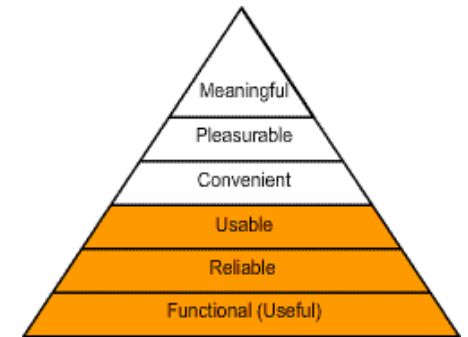
# Customer Needs Pyramid

Stephen P. Anderson

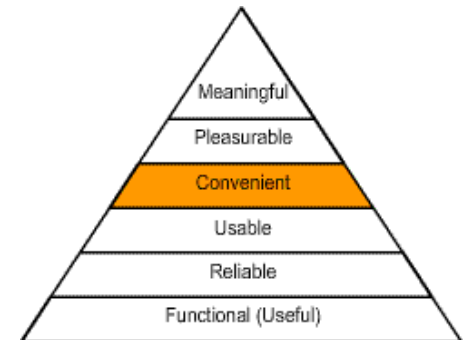
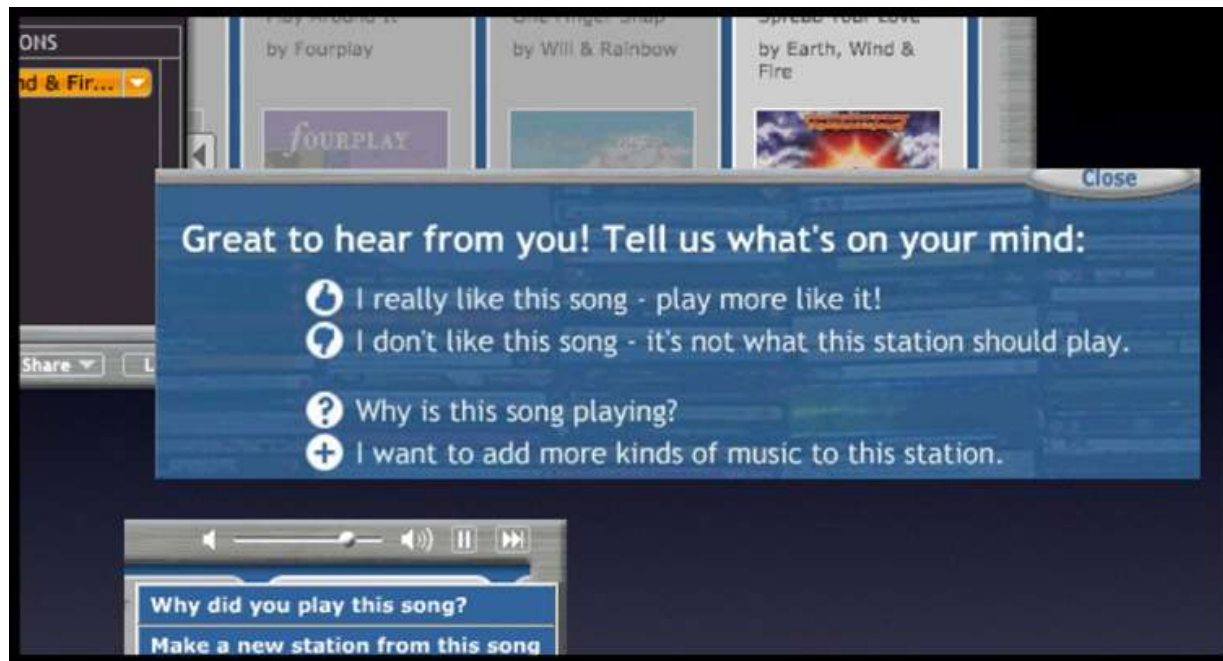
IA Summit 2007

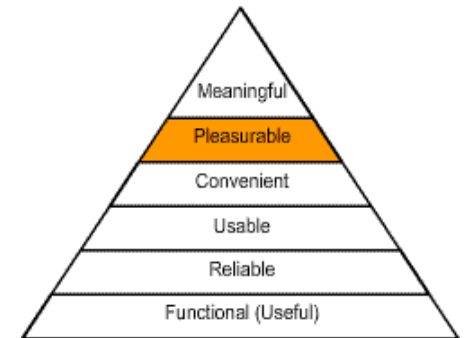


**Get Emotional!**

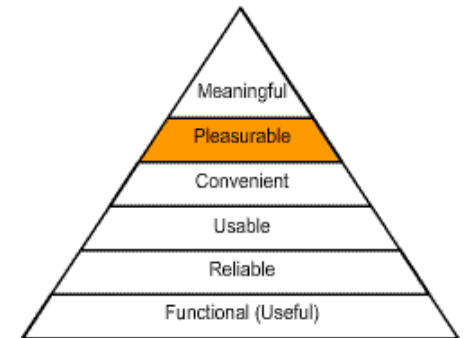










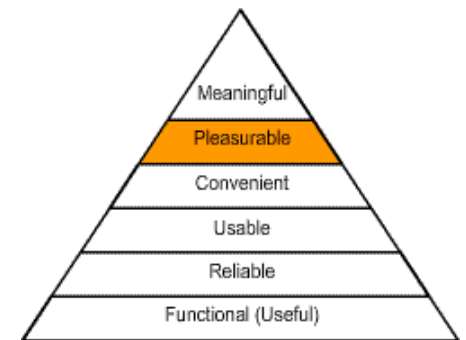


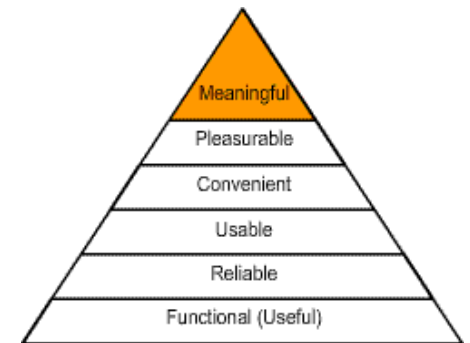
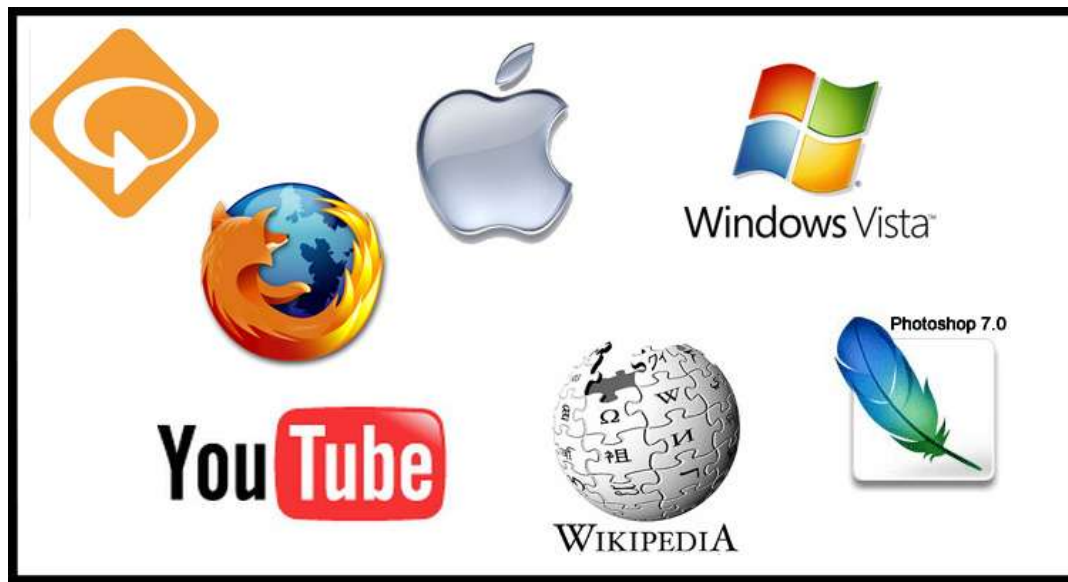
Flickr is having a massage.

That was the wrong power switch, we'll be back  
shortly!

Please visit the [Flickr Blog](#)  
if you'd like to look at some photos.









From designing products  
to designing experiences?

**Get Emotional!**

A close-up photograph of a hand holding a glowing incandescent light bulb. The bulb is held by its base, with the thumb and index finger visible. The bulb's glass is clear, and the internal filament is visible, glowing with a bright white light. The background is a solid, vibrant blue. The word "Product" is written in white, sans-serif font on the right side of the image.

Product



# Experience



# for Designing Experiences

Every product is an experience

We can design the product,  
but we can ***not*** design  
the experience itself

Get Emotional!

# for Designing Experiences

The **experience economy** and desperate, superficial, intuitive, clever, and over-the-top attempts to add 'experiential flavour' to products



© 2008 Apple Inc. All rights reserved.



THE BLACK BOX

# That stinks!



"What's that smell!???"

*"Oh, that's my  
mother-in-law  
calling"*

Mobile phone manufacturer Motorola wants to make using your phone a more **fragrant experience**. It was recently granted a patent for a way of making a handset release scents by heating a special cartridge. It was inspired by the way plug-in air fresheners work.





**Define the desired experience  
before the product is designed:  
a design task in itself**



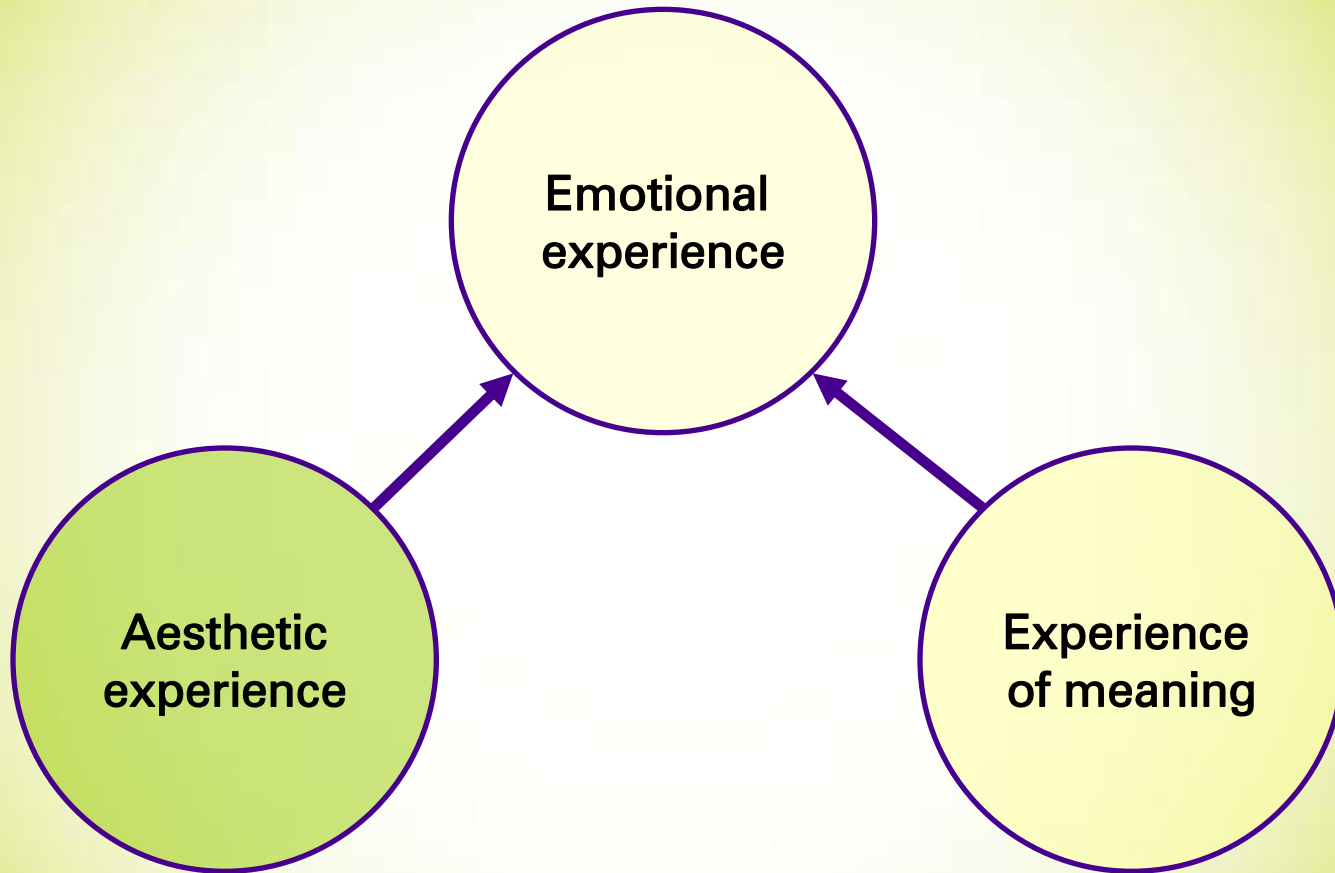
## Product Experience

The entire **set of affects** that is elicited by the interaction between a user and a product, including the degree to which all our senses are gratified (**aesthetic experience**), the meanings we attach to the product (**experience of meaning**) and the feelings and emotions that are elicited (**emotional experience**)

(Desmet & Hekkert, 2007)

**Get Emotional!**

# Product Experience



(Desmet & Hekkert, 2007)

**Get Emotional!**

# 1

## Aesthetic experience





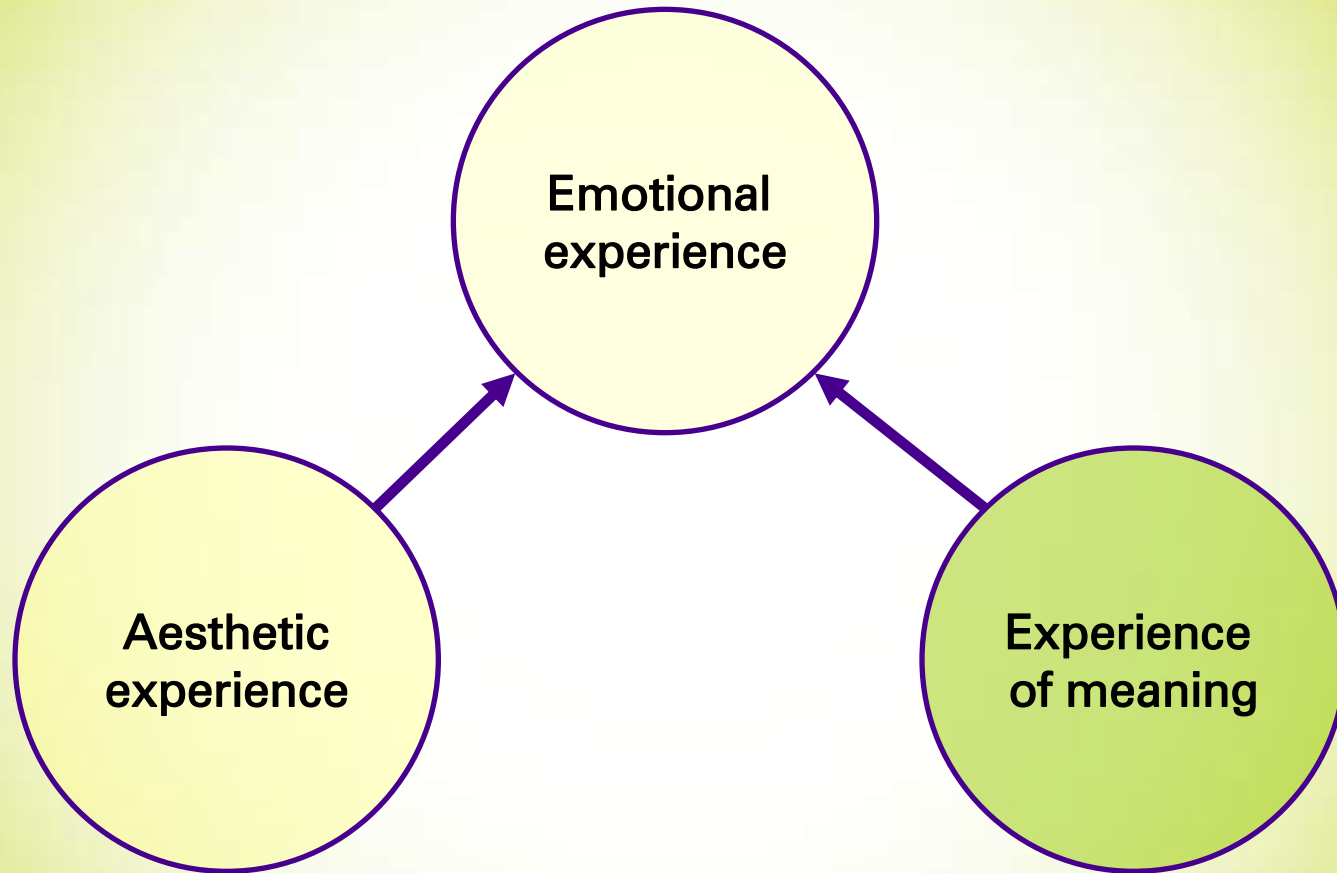








# Product Experience



(Desmet & Hekkert, 2007)

**Get Emotional!**

# 2

## Experience of meaning

**Get Emotional!**



# Meaning

- Utilitarian meaning
- Cultural meaning
- Meaning of personification
- Meaning of activity
- Meaning of expression and identity
- Symbolic meaning
- Physical properties related meaning
- Financial related meaning

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“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole”

- Theodore Levitt



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Mededelingen

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### Antiek, Kunst en Sieraden

(260.891)

|   |            |
|---|------------|
| EMPIRE SECRETAIRE (anno 1820)                   | € 5.500,00 |
| antieke boerenkapstok                           | € 100,00   |
| ant. eikenhoutenspiegelmast                     | € 200,00   |
| Gezocht: Kunstwedstrijd Hoeksche Waard - verlen | € 0,00     |
| Antiek grenen buffet kastje van 1910            | T.e.a.b.   |

### Audio, Tv en Video

(173.285)

|   |            |
|---|------------|
| Canal Digitaal SECA 2 smartcard             | € 62,50    |
| Alle dvd films gratis bezorging             | N.o.t.k.   |
| De GOEDKOOPSTE LCD Televisies van Nederland | € 289,00   |
| B&O, Yamaha, Quadral en Bose                | € 2.750,00 |
| DVD films gratis bezorging                  | N.o.t.k.   |

### Auto's

(109.026)

|   |             |
|---|-------------|
| Nissan Primera 1.6 E E2                           | € 1.750,00  |
| Polo Electriche ramen                             | € 2.450,00  |
| Volkswagen Golf IV 2.0 Master Edition Sport okt 1 | € 10.750,00 |
| Opel Astra StationWagon 1.6i Bj:94                | € 1.450,00  |
| Audi A4 1.9 TDI Avant zwart                       | € 7.500,00  |

### Auto diversen

(179.085)

|   |             |
|---|-------------|
| Dikke breyton spirit + brede banden voor o.s. bmw | € 2.400,00  |
| Perfect navigeren met de RNS300 (passat 3c) inc   | € 450,00    |
| Garage te koop in Breda (Ginneken)                | € 23.000,00 |
| tomtom  | Zie omschr  |
| Nieuwe originele armsteun Golf 4 - zwart stof GRA | € 89,00     |

### Banen

(4.646)

|  |  |
|--|--|
| gezocht volleerd glazenwasser of leerling        |  |
| Interviewers gezocht (gem. 12 euro p/u) in omgev |  |
| Bouwkundigen opgelet: meer dan 1700 vacature     |  |
| Orderpickers gezocht                             |  |
| gezocht huishoudster voor huis in frankrijk      |  |

### GSMweb.nl

|   |        |
|---|--------|
| laatste kans: 200 minuten mobiel bellen voor        | €4,50  |
| alleen hier samenbellen 500 minuten voor            | €2,50  |
| 300 minuten mobiel bellen tijdelijk                 | €9,95  |
| Samsung D900 bij 1-jarig abonnement                 | Gratis |
| PDA + Navigatie                                     | Gratis |
| Samsung e900, Nokia 7370, Motorola D&G              | Gratis |
| <b>NEW GSMWEB.NL Telfort. de beste aanbiedingen</b> |        |

### Hobby en Vrije tijd

(235.417)

|   |            |
|---|------------|
| strass stenen! vanaf € 5,59                   | Zie omschr |
| perfecte zitplaatsen marco borsato kaartjes   | Bieden     |
| marco borsato                                 | Bieden     |
| Symphonica in rosso (1 nov)                   | T.e.a.b.   |
| Nieuwe lockmachine aangeboden, nooit gebruikt | N.o.t.k.   |

### Huis en Inrichting

(395.931)

|   |             |
|---|-------------|
| Grijze SERVIESKAST                                | € 490,00    |
| PK20 Poul Kjaerholm E Kold Christensen            | Op aanvraag |
| Chesterfield 2+3 zitter (of los) voor mooie prijs | € 400,00    |
| Complete éénpersoons licht beuken slaapkamer      | € 200,00    |
| Mooie hoekbank, 1 jaar oud                        | € 650,00    |

### Kinderen en Baby's

(759.273)

|   |            |
|---|------------|
| BETAALBARE KINDERKLEDING?????? alles NI       | N.v.t.     |
| Loopfiets koe Of duwkar koe                   | € 64,50    |
| Ragazzi en UK AANBIEDING nieuwe collectie!!!! | N.v.t.     |
| Opruiming tot 50% korting                     | N.o.t.k.   |
| Nieuw Nederlands streetwear merk MAV          | Zie omschr |

### Kleding en Schoenen

(527.300)

|                                  |          |
|----------------------------------|----------|
| Opruiming tot 50% korting        | N.o.t.k. |
| Opruiming tot 50% korting        | N.o.t.k. |
| Veiligheidsschoenen categorie S3 | € 30,00  |

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- Financial related meaning





More cultural meaning later in this presentation

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### Latest Hot Games



### Featured Game



#### Swords And Sandals 2

At last, the sequel to the popular gladiator game is here. All ne...

### Advertisement

#### Online Games Beltoon

Online Games Beltoon Download 100%  
Gratis!

Ads by Google

### Advertisement

#### Click and Create!

#### Get Zwinky!



### Action Games



Ghoul School



Maxis's Day Out



Make Your Style



Michael Picture  
Descript..



2D Knock-Out



Monster Pool  
Side Sumo

### Dress Up Games



A Sweet Couple

Make Me Over

Dress Up 4 Dating

Happy Lover

A Vivacious Look

[View All Dress Up Games](#)

### Fighting Games



Ad Tick Fighter

Battlefield General

Chainsaw The Children

Bush vs Kerry

[View All Fighting Games](#)

### Game Search

### Latest Games

1. Covert Front 2 (Oct 22)
2. Wasteland (Oct 22)
3. Holo Holo Islan... (Oct 22)
4. Super Idiot Tet... (Oct 22)
5. The Handy Man (Oct 22)
6. Bongo Balls (Oct 15)
7. Spot the Differ... (Oct 15)
8. Golf Drive (Oct 15)
9. Substitute (Oct 15)
10. The Visitor (Oct 15)

### Top Players

1. l-smithy-5 (4040 points)

### Our Sponsor

#### Click and Create!

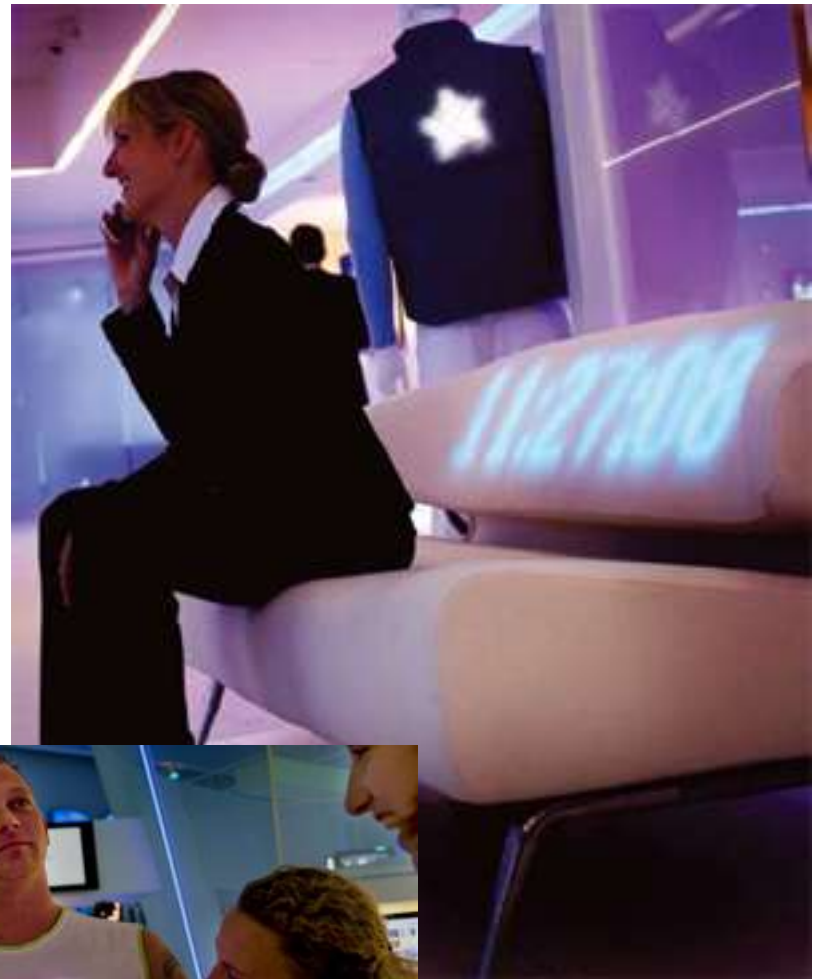
#### Get Zwinky!

**Zwinky**



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**Philips**





Hyves.nl

always in touch with your friends

Gebruikersnaam:

Wachtwoord (?)

☐ Onthoud mij



HOME

VRIENDEN

HYVES

MAASTRICHT

SCHOLEN

FOTO'S

VIDEO'S

MUZIEK

BLOGS

Je bent hier: Home

Zoeken:

NIEUW

IN DE MEDIA

Al **2614084** leden sinds 1 okt 2004!

### "Hyvequake dope shit!" 12/11

Het eerste Hyves feestje was waanzinnig! Thanx Hyvers die de rij trotseerden, en Erick, Roog en alle anderen, jullie waren top!! Bekijk hier het filmpje op Entertainment Live van Talpa en hier het filmpje van Nine...

28/11 Hyvequake: Feestje met Roog & Erick E in de Jimmy Woo!

23/10 Nieuw, Hyverkiezingen, met oa: JPB, Wouter Bos & Mark Rutte, en de crush van Femke



GRATIS AANMELDEN

IN DE SPOTLIGHT

Geef je hyves een **smirnoff skin** en maak kans op een **Nabaztag**



Wil jij ook zo'n coole Smirnoff skin?

Foto's -Uitgelicht- | Best bekeken | Meest gerespecteerd | Meest besproken



Don't ask



CRW\_8974.jpg



ClubPepper



Mexico



100\_3187.JPG



Video's -Uitgelicht- | Best bekeken | Meest gerespecteerd | Meest besproken



SCHOLEN



Scholen:

- ◇ Visser 't Hooft Lyceum - Leiden Kagerstraat(1077)
- ◇ Thorbecke Scholengemeenschap(1029)
- ◇ Stedelijk Gymnasium Nijmegen(922)



MBO/HBO/Universiteit:

- ◇ Rijksuniversiteit Groningen(6202)
- ◇ Erasmus Universiteit Rotterdam(5078)

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facebook

Facebook is a **social utility** that **connects you** with the people around you.

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[Find your friends >](#)or **Search** by name:[More Search Options >](#)



## Fáilte marcovanhout!

Now you know how to greet people in Irish!

- ♦ [Take the Flickr tour.](#)
- ♦ [Set up your Flickr basics.](#)
- ♦ Find out how to [print stuff.](#)

### Flickr News

08 Aug 07 - Here at Flickr, we want to make sure your photos arrive safely, efficiently, and with style. That why we've dumped our dusty old web... [read more news](#)

» [Flickr Blog](#) Great photos & latest news, daily!

### Do more with your photos!

Posters! Books! DVDs!

Now there's even [more you can do](#) with your photos:

- ♦ [Moo](#) Tiny, wonderful photo calling cards **NEW**
- ♦ [QOOP](#) Calendars, Posters & Books
- ♦ [Zazzle](#) U.S. postage stamps with your photos
- ♦ [Blurb](#) Bookstore quality books, by you
- ♦ [ImageKind](#) Frame your Flickr photos

Make your photos happy -- do something with them!

And don't forget to set your [printing preferences](#) so we can let you know when regular prints are available in your area.

» [Upload Photos](#) (Or, look at our uploading [tools...](#))

» [Your Photos](#) ( [Recent activity](#) / [Comments you've made](#) )



» [Photos from your Contacts](#)



From [larsrengersen](#)



From [gihsergio](#)



From [gihsergio](#)



From [gihsergio](#)

» [Everyone's Photos](#) ( [Hide](#) )



From [藍藍天](#)



From



From



From [Doug](#)



## What are you doing?

120

Gooooooooood Morning!

update

Archive

Replies

Recent



**ivanruiz** Buenos días 32 minutes ago from [twitterrific](#) ☆



**hectorarturo** Algunos juegos en King (<http://king.com>) permiten elegir al contendor, otros no. about 1 hour ago from im ☆



**hectorarturo** Crear juegos con fotos: <http://www.mygame.com/> about 2 hours ago from im ☆



**hectorarturo** Las previews de King parecen infinitas <http://www.king.com/> about 2 hours ago from im ☆



**hectorarturo** Creé un acceso directo para Word 2007 en la barra de inicio de Windows e mi PC principal. about 2 hours ago from im ☆

Hi, [your profile](#)



Marco van Hout



Discover more with  
[Twitter Tracking!](#)

### Currently

thinking of a new name for a new company... difficult

**Notifications** [add device](#)

Take Twitter with you! Set up your phone or IM!

### Stats

|                 |    |
|-----------------|----|
| Following       | 77 |
| Followers       | 84 |
| Favorites       | 0  |
| Direct Messages | 1  |
| Updates         | 11 |

**People** [invite more](#)

Find folks!

search

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A large, multi-story brick house with a grey shingled roof. The house features a combination of red brick and light-colored horizontal siding. There are several windows, including some with white frames and others with arched tops. A red sign with white text is prominently displayed in the foreground, partially obscuring the lower part of the house. The sign is mounted on a white wooden post.

**FOR SALE**

Did you mean that?

**Get Emotional!**



MITSUBISHI PAJERO





Fiat Croma









Auto's  
Banen  
Kleintjesmarkt  
Winkelplein

## NIEUWS

Binnenland  
Sportwereld  
Buitenland  
Economie  
Multimedia  
Cultuur en Show

## DICHTBIJ

Rotterdam  
Den Haag  
Utrecht  
Amsterdam  
Groene Hart

## LEZERSPLEIN

Uw mening  
Uw foto's

## FUN

Strips  
Profcoach  
Grandprix manager  
WK Sudoku

donderdag 19 oktober 2006

## Vrouwenmond-urinoirs verwijderd

WENEN - Na protesten van vrouwen worden in de Oostenrijkse hoofdstad Wenen urinoirs in de vorm van een vrouwenmond ...



Urinoirs ontworpen door Meike van Schijndel

...verwijderd.

De exploitant wil moeilijkheden met de autoriteiten vermijden, zei hij donderdag tegen een radiozender. De 'kunstwerken' zullen worden geveild op internet.

De omstreden pisbakken hangen al drie jaar in de buurt van het Weense operahuis in het centrum van de stad. De

urinoirs, die eruitzien als wijd opengesperde lippen, zijn een toeristische trekpleister. Maar vrouwelijke politici van verschillende politieke partijen in Wenen waren niet te spreken over deze „weezinwekkende, vrouwonvriendelijke smakeloosheid,” zoals een politica het uitdrukte.

De urinoirs zijn het werk van een Oostenrijkse kunstenaar. Zij lijken op de pisbakken met knalrode lippen van de Nederlandse Meike van Schijndel, die onder de naam Kisses! te koop zijn. Haar plasbak leidde ook tot verontwaardiging. Luchtvaartmaatschappij Virgin Atlantic schrapte daarom het plan om op de Newyorkse luchthaven John F. Kennedy twee van dergelijke plasbakken te hangen.



NIEUWS



Vr. 27 oktober 2006. Het laatste nieuws lees je het eerst op NU.nl



NIEUWS

Voorpagina

Algemeen

Economie

Internet

Sport

Achterklan

## McDonald's haalt omstreden urinoirs weg

Uitgegeven: 12 juli 2006 11:26

Laatst gewijzigd: 12 juli 2006 20:04

HEERLEN - De vestiging van McDonalds aan de Breukerweg in Heerlen verwijdt zijn urinoirs in de vorm van een geopende vrouwenmond. Dat gebeurt na klachten van een gechoqueerde Amerikaan bij de hoofddirectie van het fastfoodconcern over de urinoirs, die eruitzien als wijd opengesperde knalrode lippen.

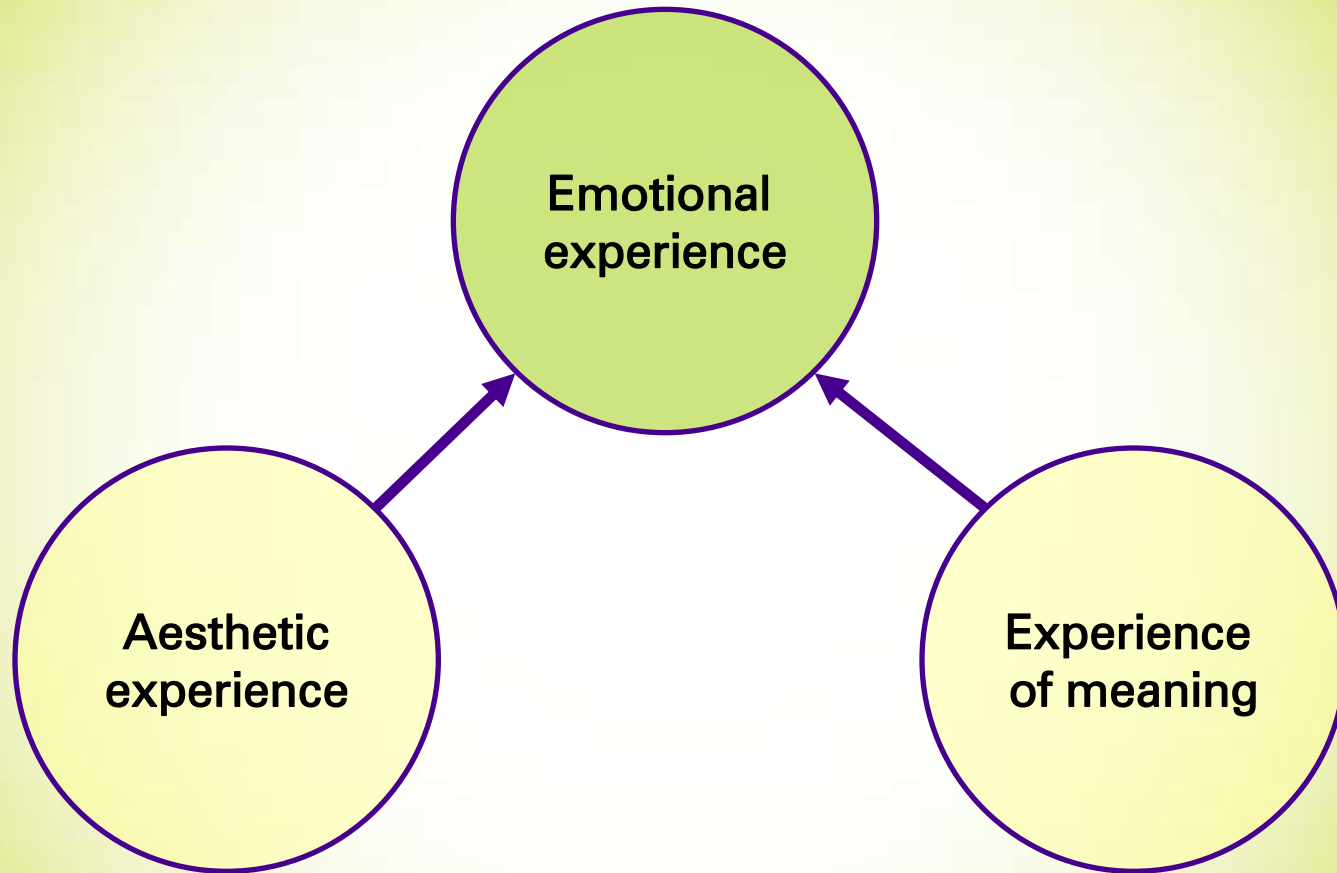
Bekijk video: [Modem/](#) [Breedband](#)







# Product Experience



(Desmet & Hekkert, 2007)

**Get Emotional!**

# 3

## Emotional experience

**Get Emotional!**

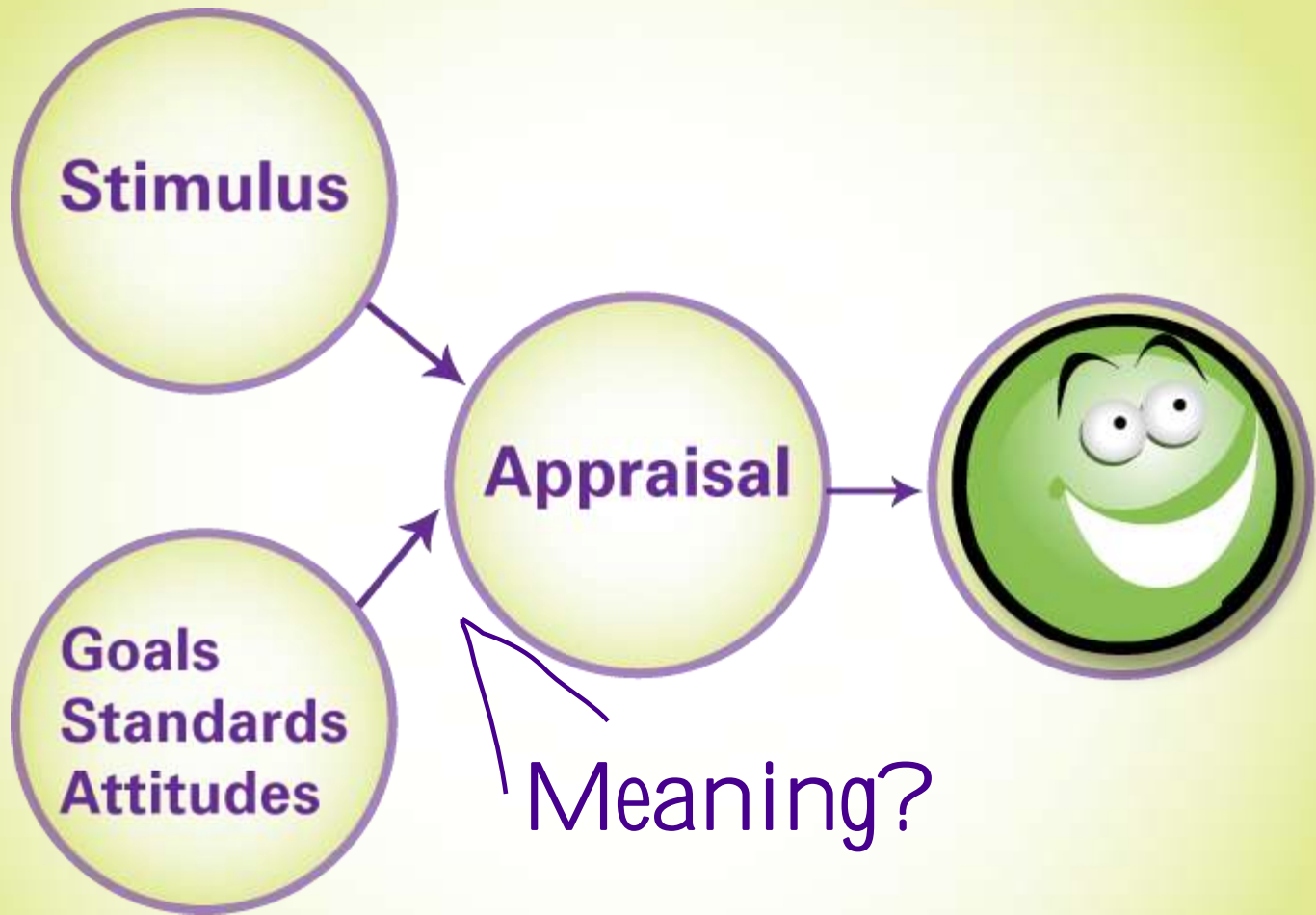
# Emotional experience of products and personal context

**Get Emotional!**

# Emotions *are* personal

There is no  
**direct relationship**  
between the emotion  
and stimulus





**Get Emotional!**



**Goal:** help the poor

**Attitude:** a phone with diamonds is a waste

**Standard:** only spend on the necessary things

**Goal:** attention

**Attitude:** a phone with diamonds is beautiful

**Standard:** it's ok to spend \$1 million on a phone



IQUE



# Emotional experience of products and cultural context

**Get Emotional!**

# Global Market, Global Emotion, Global Design?



People share the  
same basic emotional reactions  
and human needs



**Get Emotional!**

# But...

Do people from different cultures experience the same emotions with products?

# An example

**Get Emotional!**



SSCP

0 8 I D T

Industrial and Trade

ENSOUL

and Seminar

2007.07.03



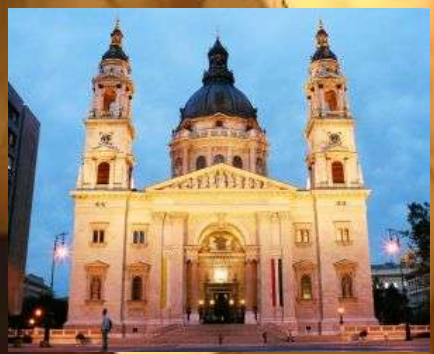
SSCP

Industrial and Trade

ENSOUL









1. **The Holy Quran.**  
The Complete Holy Quran text with English Translation, Aproved by Al-Azhar
2. **Qibla**  
Automatic Qibla direction from anywhere in the world
3. **Automatic Full Azan Voice**  
Azan of Mecca, Madina & Cairo Voice,from anywhere in the world,with prayer alarm before and after Azan
4. **Pray in Mosque**  
Automatic silence and switching to vibration mode for 40 minutes from Azan
5. **Ramadan Calender**  
Automatic alarm for Sohour, Imsak and Iftar
6. **Hijri Calender**  
Islamic calender and date conversion

Cultural context needs  
to be shared  
to evoke similar  
experiences





[www.durex.com/nl](http://www.durex.com/nl)

Klik hier en maak kans op een gratis Durex Play Vibrations.



[homepage](#)

[landen kiezer](#)

[durex het merk](#)

[producten](#)

[DUREX PLAY](#)

[durex e-store](#)

[betere seks](#)

[gezondheid /  
educatie](#)

[global sex survey](#)

[sociale activiteiten](#)

[ontspanning](#)

[zoeken](#)

[sex survey 2005](#)

[SWGS Findings](#)

## voor meer plezier met durex

### voor stimulatie

De nieuwe Durex Play  
glijmiddelen zorgen voor een  
sensueel gevoel en stimulatie



### Voor sensatie

Nieuw Durex Play Vibrations;  
een vibrerende ring voor hem  
en haar om nieuwe sensaties te  
ontdekken!



### voor vibratie

de smaakvolle en discrete Durex  
Play stimulators laten je op een  
fantastische manier optimaal  
genieten van je liefdesleven

Nieuwsgierig?

Klik nu hier...



dance@life

[bedrijfsinformatie](#) [persbureau](#) [links](#) [neem contact met ons op](#) [site info](#)

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## 杜蕾斯品牌



## 2007杜蕾斯全球性福指数调查



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## 更好性生活



## 试试新的超酷游戏





There are tools and  
methods to measure  
emotional experience

Tools & methods described:

# the Design & Emotion Society

[www.designandemotion.org](http://www.designandemotion.org)

the Design & Emotion society raises issues and facilitates dialogue among **practitioners**, **researchers**, and **industry**, in order to integrate salient themes of emotional experience into the design profession.

Get Emotional!





industry in order to integrate salient themes of emotional experience into the design profession.

Marco van Hout

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## Tools & Methods to design for emotion

Here you find practical tools and methods to design for emotion. Choose from the three search options below and find the tool that perfectly serves your purposes.

### List all tools

[View all tools](#)


### I will use the tool for:

|                     | Stage of the design process |                            |                          |                          |                          |
|---------------------|-----------------------------|----------------------------|--------------------------|--------------------------|--------------------------|
| Design strategy     | Understand user/market      | Explore ideas and concepts | Design specification     | Test and evaluate        | Market implementation    |
| Radical innovation  | <input type="checkbox"/>    | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Incremental changes | <input type="checkbox"/>    | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |




[Search](#)

### I am looking for a tool in the following category:

#### Generative tools & methods

-  [Collect information](#)
-  [Represent/ explore information](#)
-  [Define product characteristics](#)

#### Evaluative tools & methods

-  [Measure sensory characteristics](#)
-  [Measure expression/ meaning of products](#)
-  [Measure emotional reactions to products](#)

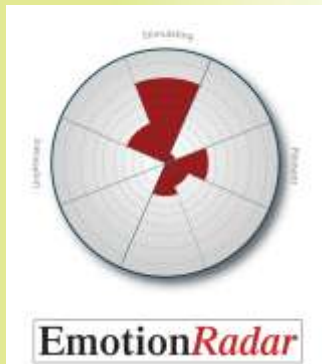
### Search tools & methods

[search](#)

[Upload your tool](#)

# LEMtool

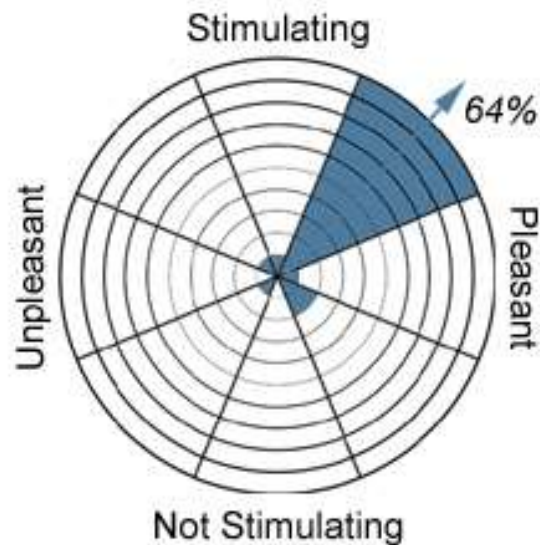
(Layered Emotion Measurement Tool)



**Get Emotional!**



Get Emotional!



| Emotion      | Score |
|--------------|-------|
| Curious      | 3,64  |
| Enthusiastic | 3,13  |
| Aroused      | 3,10  |
| Active       | 3,09  |
| Happy        | 3,08  |

| Emotion    | Score |
|------------|-------|
| Inspired   | 3,00  |
| Interested | 2,93  |
| Excited    | 2,84  |
| Pleased    | 2,84  |
| Convinced  | 2,74  |

N = 82, max score = 4,00

**Get Emotional!**





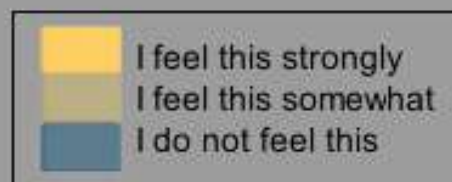
PrEmo8.0 - for demonstration purposes only



You can now rate each character by clicking on it. Please use the coloured scales to report to what degree the feelings expressed by the characters correspond with your own feelings.



Here any stimulus can be shown (e.g. picture or drawing of logo, advert, verbal concept, etcetera).



# Statement

**“Emotion is now widely recognised as an indisputable ingredient of the human product relationship. Nowadays, most of the conferences in the fields of ergonomics, human computer interaction, product design, and marketing, present an emotion track with design and emotion research papers. However, and at the same time, there is still an undeniable gap between those that study the phenomenon and those that actually work in design practice.”**

**“Getting Emotional With... Pieter Desmet”**

**Design-Emotion.com**

**Get Emotional!**

My question to you!



As practitioners. Are you  
aware of this gap...

...and, what to do about it??