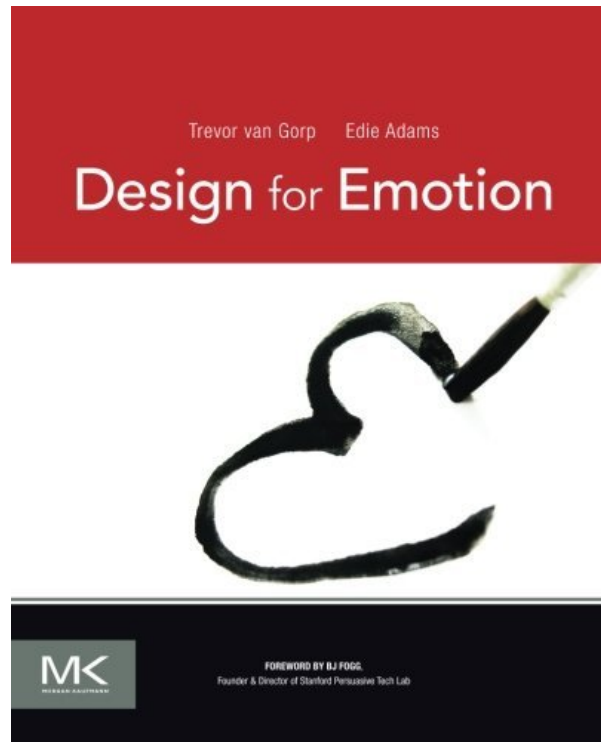


DESIGN FOR EMOTION BY TREVOR VAN GORP, EDIE ADAMS



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Trevor van Gorp Edie Adams

Design for Emotion



MK
MORGAN KAUFMANN

FOREWORD BY BJ FOGG,
Founder & Director of Stanford Persuasive Tech Lab

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Review

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This book will help you improve the design of products, interfaces and applications while enhancing learning and understanding. We introduce the A.C.T. Model (Attract/Converse/Transact), a framework for creating designs that intentionally trigger emotional responses. Design for Emotion will help your designs attract more attention and communicate your message more powerfully, to more people.

- Learn why designing for emotion improves users' relationships with your product.
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About the Author

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Trevor has been working in design and visual communication since 1994, and in emotional design and user experience since 2003. He has lead the design of enterprise level websites and applications, and created information architecture, performed interaction design and conducted user research and usability evaluations for clients like the City of Edmonton, Comcast, Ancestry.com, DDB Canada and the Government of Alberta. Trevor has given presentations on the topic of designing for emotion at conferences in North America and Sweden. He holds a Bachelor of Fine Art in Graphic Design and a Master of Environmental Design in Industrial Design.

Eddie Adams:

Eddie has made a career out of evoking emotion through design. Trained in occupational ergonomics, product design and design research, her innovations have been recognized with more than 40 U.S. patents. For more than 20 years, Eddie has worked with product teams, innovation groups, and business leadership to develop an understanding of the physical, cognitive and emotional interactions between people and design that drive product success.

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"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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Most helpful customer reviews

4 of 4 people found the following review helpful.

DESIGN BY EXAMPLE!!

By COSMIC TRAVELER

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.

3 of 3 people found the following review helpful.

A must read for visual people

By Avid Reader

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.

2 of 2 people found the following review helpful.

A great read for learning about Emotional design

By Callisto

The authors split up the book into the following chapters:

1. Why design for emotion?
2. What is emotion?
3. When do we design for emotion?
4. Where do we design for emotion?
5. How do we design for emotion?
6. Interviews & Case Studies

The text is one of the better books on emotional design, and is generally very solid while other books I've read are lacking. Visuals and tables help support the author's points and make it feel that reading is not a slog at all. At some points, the text kind of dragged, but it was never so long that I had to skip entire sections. The general progression of the book logically made sense, I would recommend this book. If you are looking for an even quicker read about emotional design, look into Designing for Emotion by Aaron Walter. After reading this book, I felt more comfortable about applying the principles learned to my own work. If you are interested in direct application, I would not recommend Norman's Emotional design book as it's very theory based. I also feel that Norman's book went off track about halfway through when he starts to talk about robots through the end of the book.

The bottom line: A good introduction with adequate examples and application to emotional design, those looking for a quicker read should look into Walter's Designing for Emotion.

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