projektowanie dla ludzi

emotional design w praktyce.
w tej prezentacji nie ma ani linijki kodu.
usability, głupcze.
“Design is how it works”

Steve Jobs
ludzie lubią ładne rzeczy*
ludzie lubią ładne rzeczy*
*nawet jeśli czasem są bezużyteczne
ludzie lubią ładne rzeczy*

*szczególnie kiedy są użyteczne i działają
Design is how it feels
usable \equiv edible
mózg
koszty vs korzyści
visceral
behavioral
reflective
PIRAMIDA POTRZEB WEDŁUG ABRAHAMA MASLOWA

POTRZEBY FIZJOLÓGICZNE
jedzenie, woda, ten, potrzeby seksualne, brak napięcia, sen

POTRZEBY BEZPIECZEŃSTWA
zależność, opieka i poparcie, protekcja, wygoda, społeczna wolność, od strachu

POTRZEBY MIŁOŚCI I PRZYNALEŻNOŚCI
więź, afilacja, miłość, być kojarzonym

POTRZEBY SZACUNKU I UZNANIA
zaufanie do siebie, poczucie własnej wartości, kompetencja, poważanie

POTRZEBY SAMOREALIZACJI
posiadanie cei, realizacja swojego potencjału, estetyczne poznawcze

Źródło: Wikipedia; J. Szacki „Historia myśli socjologicznej”
Antonio Damasio
University of Southern California
emotional design
usability, głupcze.
“Before your application can create an emotional relationship with the user, it must get the basics right.”

Aral Balkan (@aral)
“People will forget shortcomings, follow your lead and sing your praise if you reward them with positive emotion”

Aarron Walter (@aarron), MailChimp
“Emotional attachment to products can encourage people not to discard a product.”

Pieter Desmet, Delft Institute of Positive Design
“Personality invites empathy”  
Aarron Walter (@aarron), MailChimp
interakcja człowiek-człowiek
interakcja człowiek-komputer
The instruction at "0x10003e8d" referenced memory at "0x10003e8d". The memory could not be "read".
Click on OK to terminate the program
An unexpected error occurred, because it cannot be found.
uczłowieczanie maszyny
jak uczniowieczyć maszynę?
mów mi po imieniu
Welcome home, Mariusz

The staff posted “Staff Favorites: January 2013” to the blog. The latest Vimeo Video School lesson is “Weekend Challenge: Kid Director”.

WHAT’S NEW

Staff Favorites: January 2013
Posted in Vimeo Staff Blog
Yo Vimeo! January was an especially strong month for Vimeo Staff Picks, which is fitting since the month...

Weekend Challenge: Kid Director
Posted in Vimeo Video School
This week we’re challenging you to put a kid in the director’s seat to make a video where a child is the main creative force behind the production.

MY STATS

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<th>Plays</th>
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projektowanie gier
persona
interpersonal circumplex
projektowanie dialogu
storyboarding
ludzie lubią być fajni
Upgrade to Awesome!

Take your social sharing to the next level. It's magical.

Card number
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$10/mo
Cancel or get a refund anytime.

Monthly  Yearly

Upgrade now

Unlimited Posts
12 Social Profiles
2 Team Memes

Get in Touch  Submit an Idea
przyjazne błędy
Well, this is embarrassing.

Firefox is having trouble recovering your windows and tabs. This is usually caused by a recently opened web page.

You can try:
- Removing one or more tabs that you think may be causing the problem
- Starting an entirely new browsing session

### Restore Windows and Tabs
- ![Window 1](check)
- ![Gmail - Inbox](check)

[Start New Session] [Restore]
It's still down...
Oops.

The server encountered an internal error. Please consult our help library if you need any assistance.

Go back to our homepage

Or give one of these fine destinations a try:
Browse | Help | Groups | T-Shirts & Gear | Prints Shop
Arrggh! Our tubes are clogged!
Twitter is over capacity.
Too many tweets! Please wait a moment and try again.
baby face bias
Poor thing got lost...

« Go to our homepage
proporcje
Dear #NewTwitter, "good proportion" is one of the main design principles. Remember? @stop @design
przywiązanie do detali
"Trust is a gut feeling more than a rational process and visual design affects emotions in a very powerful way, perhaps more than any other stimuli"

James Putorti, Mint.com
It’s easy to understand what’s going on with your money.

Get a handle on your finances the free and fast way. Mint does all the work of organizing and categorizing your spending for you. See where every dime goes and make money decisions you feel good about.

Free! Get started

Quick and secure sign up.

Create a Mint account in seconds.
od kogo się uczyć?
party pooper mode

* tylko 0.07% party pooperów
Your online portfolio.

Sign up!

Your online portfolio.

Sign up!

Your online portfolio.

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The Shot Glass Lens Set
Three mini ceramic lenses that give 'taking shots' a whole new meaning.

Canon Three Lens Set
$18.00

Nikon Three Lens Set
$18.00

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Add to Cart

Out of Stock
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Get an email alert

We Ship Everywhere!
+ Friendly Return Policy

“I’m never disappointed by Photojojo.”
Dane Johnson
PC World

Description
Some mornings you want a shot of espresso before taking shots of your morning coffee. Tiny ceramic lenses that look just like your glass.
dzięki :)
@dotmariusz