learning to love

crash course in emotional design

Paris Web, 10/10/13
teaching robots to love

crash course in emotional design

Paris Web, 10/10/13
how to play human emotions for fun and profit

Paris Web, 10/10/13
Interaction & User Interface Designer
First international conference
I’m really bad at timing things.
I don’t speak French (big fan though)
“Design is how it works.”

Steve Jobs
HOW ABOUT NO
“Design is not just how it looks and feels like. Design is how it works.”

Steve Jobs
usable.
edible.
delightful.
delightful.
emotional design.
all design is emotional.
emotional economy.
Antonio Damasio.
people love beautiful things*
*even if they don’t work.
*even more if they work well.*
“Before your application can create an emotional relationship with the user, it must get the basics right.”

Aral Balkan (@aral)
layers of emotions.
visceral.
first impressions.
gut reactions.
mostly visual.
behavioral.
function-oriented.
human-centered.
satisfying the needs.
reflective.
culture.
status.
layers of design.
desirable.
usable.
useful.
how to get there?
claim your user experience.
focus on people.
solve their problems.
delight.
“Emotional attachment to products can encourage people not to discard a product.”

Pieter Desmet
Delft Institute of Positive Design
humans are social animals.
#iseefaces
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.
human touch.
personas.
user personas.
experience goals.
end goals.
life goals.
scenarios & storyboards.
brand persona.
personality traits.
“Personality invites empathy.”

Aarron Walter, MailChimp (@aarron)
dominant vs submissive
friendly vs unfriendly
voice & tone.
color.
typography.
microcopy.
"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
how?
use my name.
Welcome home, Mariusz

The staff posted "Staff Favorites: January 2013" to the blog. The latest Vimeo Video School lesson is "Weekend Challenge: Kid Director".
smile.
Last week 6,828 companies signed up for Basecamp to manage their projects. Today it’s your turn.

"For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.
— Joy, designer at Pitchfork"
Please select the amount you would like to withdraw.
be honest.
It's fucking raining now.

You can look outside to get more information.
friendly errors.
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

<table>
<thead>
<tr>
<th>Restore Windows and Tabs</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
</tr>
<tr>
<td>✓</td>
</tr>
</tbody>
</table>

Start New Session  Restore
It's still down...
Arrggh! Our tubes are clogged!

Because this sucks*, we thought you might like to enter an impromptu competition to win a FREE PRO ACCOUNT!

Just print out this page and colour in the dots. When the site’s back up, take a photo of your creation and post it to Flickr, tagged with "flickrcolourcontest".

Team Flickr will pick a winner in the next couple of days, and that lucky duck will get a free year of Pro.

* Seriously, we apologise for the unannounced downtime. We’re working as fast as we can to get flickr.com back online.

Here’s a link to the Flickr Blog.
baby faces.
be playful.
start small.
Poor thing got lost...

« Go to our homepage
set the mood.
care about details.
no-reply.
tell a story.
easter eggs.
be familiar.
microinteractions.
read up on psychology.
read up on cogsci.
learn from others.
thanks.

@dotmariusz