Design for Emotion

By Trevor van Gorp, Edie Adams

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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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Design for Emotion By Trevor van Gorp, Edie Adams Bibliography

- Sales Rank: #1252864 in Books
- Published on: 2012-07-06
- Released on: 2012-06-22
- Original language: English
- Number of items: 1

- Dimensions: 9.25" h x .57" w x 7.50" l, 1.30 pounds
- Binding: Paperback
- 217 pages

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Editorial Review

Review
"With any product, how it makes you feel comes before you understand how it works. But how you enable those feelings is difficult. *Design for Emotion* takes a deep examination of this problem and provides smart frameworks to give products personality."
- Dan Saffer, author of *Designing for Interaction* **-**

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- Ken Fry, Design Director, *Artefact* **-**

"Trevor van Gorp has achieved a thorough, readable and highly relevant overview of key issues which all designers should be aware of."
- **Joseph Giacomin,** *Human Centred Design Institute* **-**

*"Like good journalists, the authors produce chapters that seek to answer why, what, when, where, and how one designs for emotion.This results in a nicely produced package of theory and practice. Both novices and experts need to read this book. I highly recommend it."--***ComputingReviews.com**, *April 23, 2013*

*"Intended for creative professionals, Van Gorp and Adams have teamed up to present a practical guide for creating effective designs that succeed in emotion and personality to appeal to consumer's needs."--***Reference and Research Book News,** *December 2012*

"Design for Emotion by van Gorp and Adams is required reading for all designers."
-- Éric Kavanagh, School of Design, University Laval --

From the Back Cover

Increase the success of your designs by understanding how emotions affect people's decisions and behavior. Design for Emotion introduces you to the *why, what, when, where* and *how* of designing emotional experiences. Learn how to increase user engagement, loyalty and satisfaction by incorporating emotion and personality into your designs. This isn't just another book on design theory - it's exceptionally practical. The applications of emotion in design are explored through extensive real-world examples.

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.
- Understand how design affects emotions through examples from the world of product and interface design.
- Apply our simple and effective model to address users' emotional considerations in your designs.

About the Author

Trevor van Gorp:

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 such as 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.

Edie Adams:

Edie 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, Edie 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.

Her design work is included in the Permanent Collection of the Museum of Modern Art in New York and the Chicago Athenaeum. She is a CPE (Certified Professional Ergonomist), and holds a Master of Environmental Design in Industrial Design and a Bachelor of Science (B.Sc.) in Psychology from the University of Calgary, where she has been an Adjunct Professor in the Faculty of Environmental Design.

Users Review

From reader reviews:

Dawn Dustin:

Why don't make it to be your habit? Right now, try to prepare your time to do the important work, like looking for your favorite book and reading a reserve. Beside you can solve your trouble; you can add your knowledge by the publication entitled Design for Emotion. Try to make book Design for Emotion as your close friend. It means that it can to get your friend when you truly feel alone and beside that course make you smarter than ever before. Yeah, it is very fortuned for yourself. The book makes you considerably more confidence because you can know almost everything by the book. So , let me make new experience as well as knowledge with this book.

Mary Benoit:

Design for Emotion can be one of your basic books that are good idea. We recommend that straight away

because this book has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining but nevertheless delivering the information. The article writer giving his/her effort to put every word into pleasure arrangement in writing Design for Emotion although doesn't forget the main place, giving the reader the hottest and also based confirm resource details that maybe you can be one among it. This great information may drawn you into new stage of crucial considering.

Frank Quintana:

This Design for Emotion is great reserve for you because the content which can be full of information for you who have always deal with world and still have to make decision every minute. This book reveal it data accurately using great organize word or we can say no rambling sentences within it. So if you are read the item hurriedly you can have whole data in it. Doesn't mean it only provides straight forward sentences but tricky core information with lovely delivering sentences. Having Design for Emotion in your hand like obtaining the world in your arm, data in it is not ridiculous one particular. We can say that no publication that offer you world inside ten or fifteen minute right but this guide already do that. So , this is good reading book. Hi Mr. and Mrs. active do you still doubt which?

Betty Bobbitt:

In this time globalization it is important to someone to find information. The information will make a professional understand the condition of the world. The health of the world makes the information quicker to share. You can find a lot of sources to get information example: internet, newspapers, book, and soon. You can see that now, a lot of publisher this print many kinds of book. Often the book that recommended for your requirements is Design for Emotion this reserve consist a lot of the information on the condition of this world now. This kind of book was represented how do the world has grown up. The vocabulary styles that writer value to explain it is easy to understand. The writer made some study when he makes this book. Here is why this book suited all of you.

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