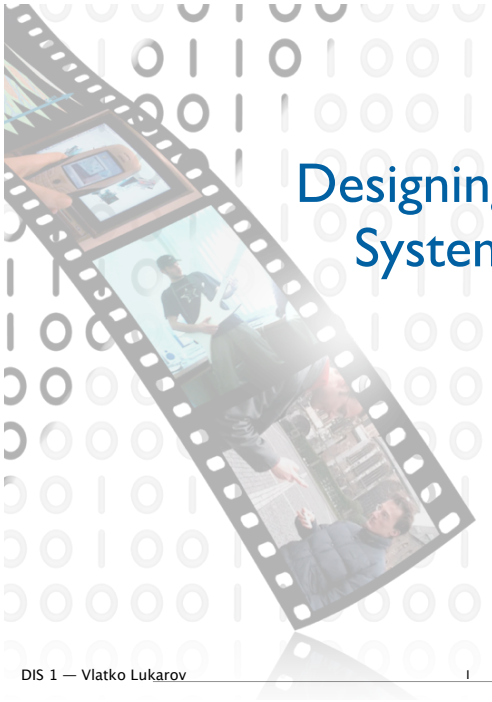

Designing Interactive Systems I: Lab 8

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RWTH Aachen University

Winter term 2011/2012

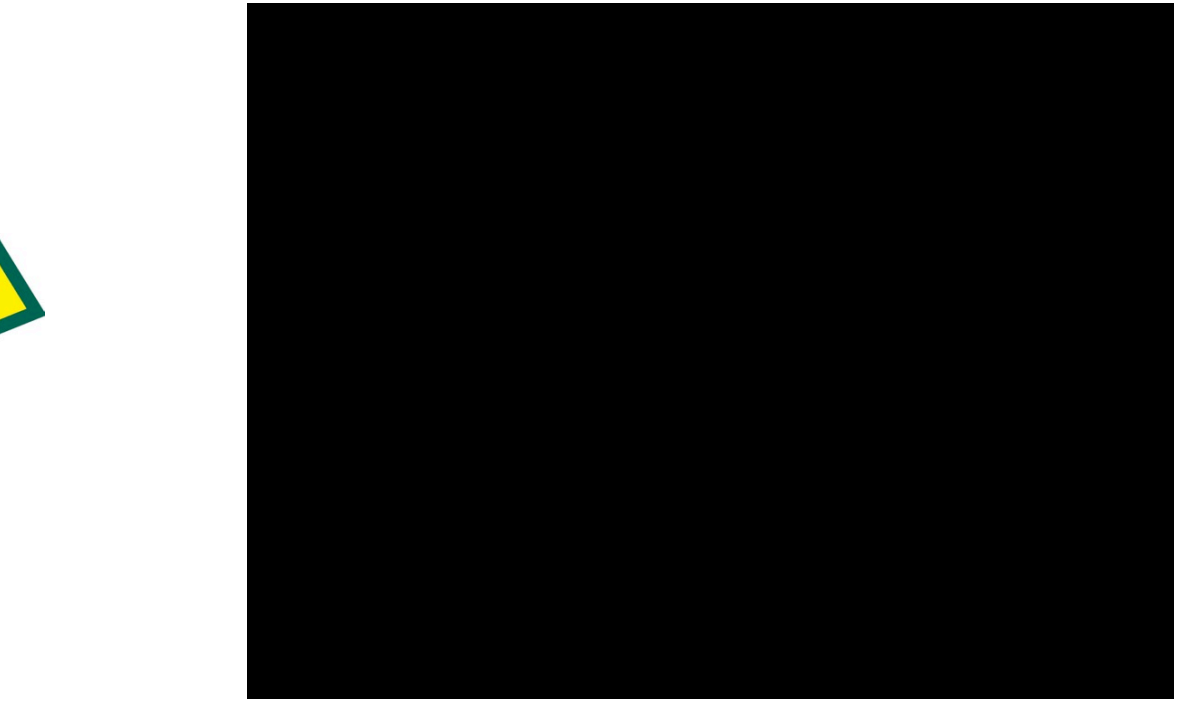
http://hci.rwth-aachen.de/dis

Beautiful Things

- If designers followed Norman, the objects they designed would be usable but ugly.

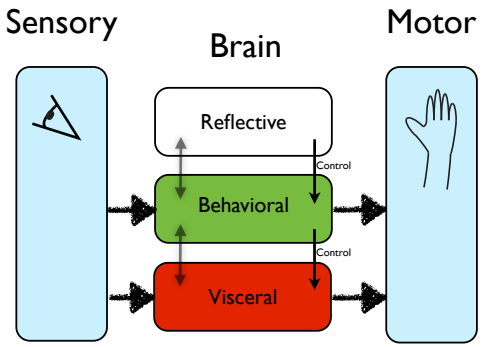
Effects of Emotions

- Biological processes inside our bodies
- Neurotransmitters change the way we function and act



Three Processing Levels

- Visceral
- Behavioral
- Reflective



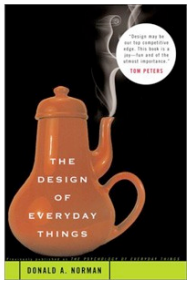
Level Interplay

Visceral Design

- Initial reactions
- Look, feel and sound

Behavioral Design

- Usability and Performance



John's Phone

Dirt Devil

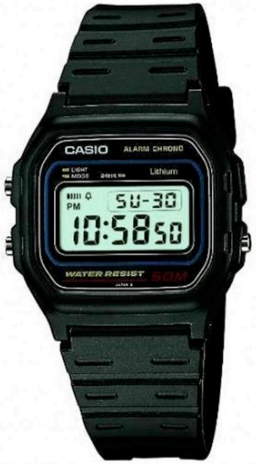
Reflective Design

- Cleverness
- Social Status
- Personal Satisfaction

24 Carat MacBook Air

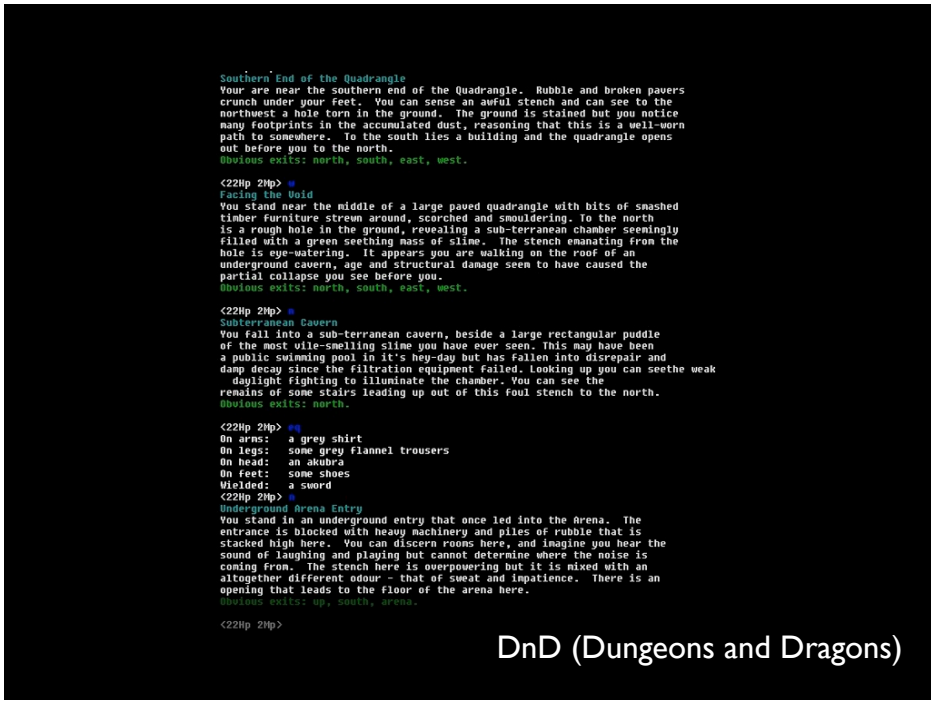
ROLEX
OYSTER PERPETUAL DATE
YACHT-MASTER
SUPERLATIVE CHRONOMETER
OFFICIALLY CERTIFIED

swatch

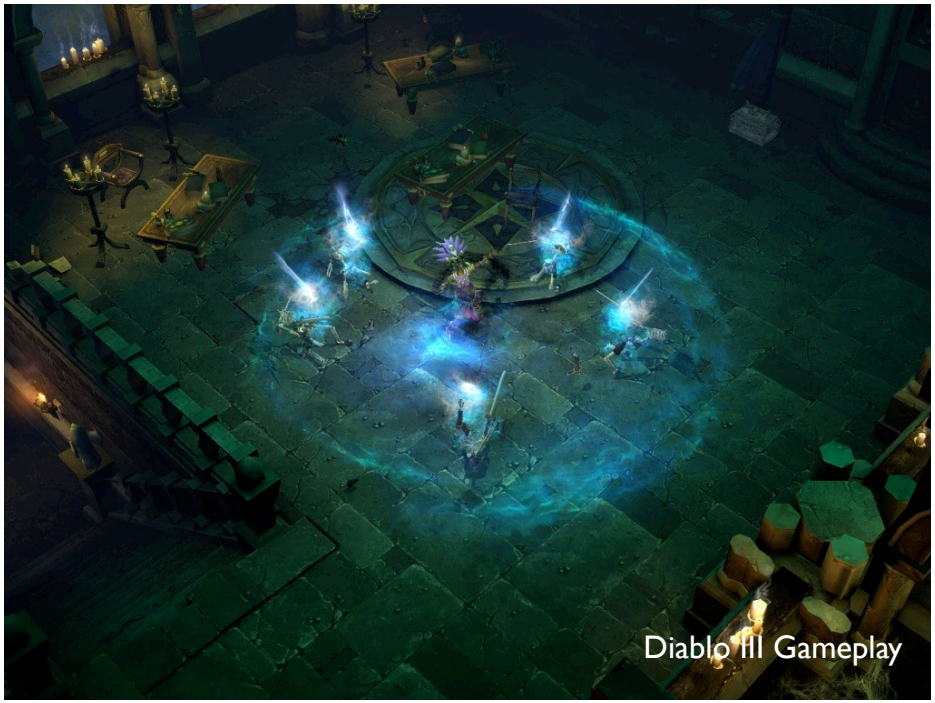

CASIO
ALARM CHRONO
Lithium
PM
SU-30
10:58 50
WATER RESIST 50M

Games

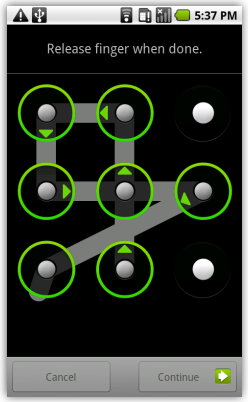
- Appeal on the visceral level
- Satisfy the reflective level



DnD (Dungeons and Dragons)



Fun and Pleasure



Personalization

- Personal touch on mass production products
  - Adding emotional values to products
- Customization
- We are all designers

Recap

- Three processing levels
- Interplay
- “If you want a successful product, test and revise. If you want a great product, one that can change the world, let it be driven by someone with a clear vision.” - Don Norman
- “Let’s not forget that the little emotions are the great captains of our lives and we obey them without realizing it” - Vincent van Gogh