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Design for Emotion

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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Kathy Lloyd:

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