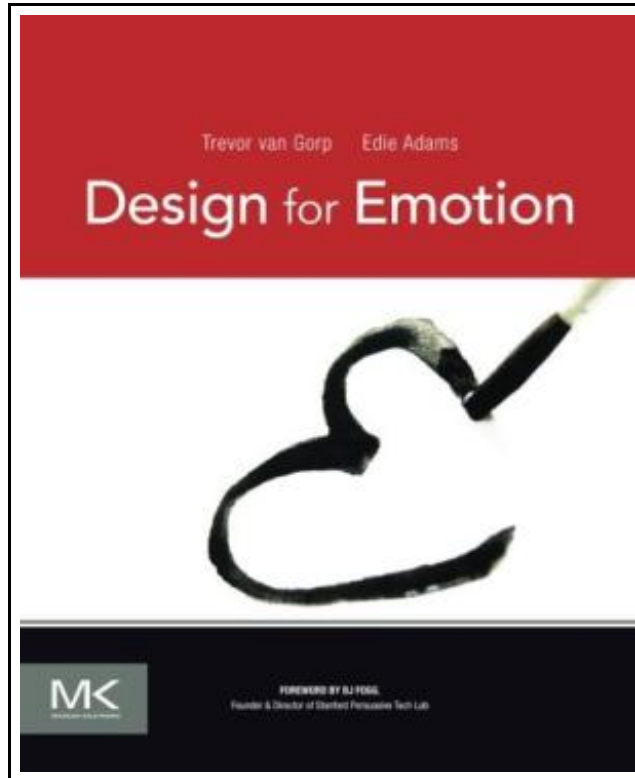# Design for Emotion

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Reviews

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(Ms. Zaria Kertzmann MD)

DESIGN FOR EMOTION

Elsevier Science & Technology. Paperback. Book Condition: new. BRAND NEW, Design for Emotion, Trevor Van Gorp, Edie Adams, "Design for Emotion" introduces you to the why, what, when, where and how of designing for emotion. Improve user connection, satisfaction and loyalty by incorporating emotion and personality into your design process. The conscious and unconscious origins of emotions are explained, while real-world examples show how the design you create affects the emotions of your users. This isn't just another design theory book - it's imminently practical. "Design for Emotion" introduces the A.C.T. Model (Attract/Converse/Transact) a tool for helping designers create designs that intentionally trigger emotional responses. This book offers a way to harness emotions for improving the design of products, interfaces and applications while also enhancing learning and information processing. "Design for Emotion" will help your designs grab attention and communicate your message more powerfully, to more people. Foreword by BJ Fogg, Founder & Director, Stanford Persuasive Technology Lab 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; and includes a simple...

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