



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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David Lalonde:

Why don't make it to be your habit? Right now, try to prepare your time to do the important act, like looking for your favorite guide and reading a guide. Beside you can solve your long lasting problem; you can add your knowledge by the e-book entitled Design for Emotion. Try to make book Design for Emotion as your close friend. It means that it can being your friend when you feel alone and beside regarding course make you smarter than ever. Yeah, it is very fortunated in your case. The book makes you a lot more confidence because you can know every thing by the book. So , let me make new experience along with knowledge with this book.

Jess Bolan:

Typically the book Design for Emotion has a lot info on it. So when you read this book you can get a lot of help. The book was written by the very famous author. This articles author makes some research before write this book. This particular book very easy to read you can find the point easily after scanning this book.

Adam Perlman:

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

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