Today’s Goals

- Do attractive things work better? Why?

- How can we design for a positive “user experience”? 
Do Attractive Things Work Better?
Do Attractive Things Work Better?

- People *think* so

- *Perceived* usability correlates with *perceived* attractiveness better than with *actual* usability

Kurosu and Kashimura, CHI ’95
Why are motivational speakers so handsome?

Also...
Salespeople
Spokesmodels
Business consultants
Rich people

http://www.alduncan.net/alduncan.html
Do Attractive Things Work Better?

- Yes
  - “Ugly” interfaces make people
    - less tolerant
    - less satisfied (less likely to return)
  - Attractive interfaces may cause people
    - to overlook design faults
    - to be more creative problem solvers
    - to hang in there longer

- Not Always?
Do Attractive Things Work Better?

- Yes
  - “Ugly” interfaces make people
    - less tolerant
    - less satisfied (less likely to return)
  - Attractive interfaces may cause people
    - to overlook design faults
    - to be more creative problem solvers
    - to hang in there longer

- Not Always?
  - Arousal and slight negative affect can improve focus
Three Levels of Emotional Reaction

- Visceral: Appearance
- Behavioral: Pleasure and effectiveness of use
- Reflective: Self-image, goals and aspirations, memories
Aesthetic Appeal?
Mac vs Windows vs Linux

- Visceral
- Behavioral
- Reflective
How do we design for user experience?

- Example: Kinetic Text

  [http://johnnylee.net/kt/video/sky2.mov](http://johnnylee.net/kt/video/sky2.mov)
What was your reaction?

What elements manipulated your visceral reactions?
What was your reaction?

What elements manipulated your visceral reactions?

- Movements
  - Different trajectories (arcs, lines, moving away, moving towards)
  - Pacing: Calming, arousing
  - Fading, bluring
  - Overlapping

- Color
  - Simple, consistent

- Fonts
  - Classy modern serif
  - Jagged
  - Size
warm, comfortably lit places, temperate climate, sweet tastes and smells, bright, highly saturated hues, “soothing” sounds and simple melodies and rhythm harmonious music and sounds, caresses, smiling faces, rhythmic beats, “attractive” people, symmetrical objects, rounded, smooth objects, “sensual” feelings, sounds, and shapes.

heights, sudden, unexpected loud sounds or bright lights, “looming” objects (objects that appear to be about to hit the observer), extreme hot or cold, darkness, extremely bright lights or loud sounds, empty, flat terrain (deserts), crowded dense terrain (jungles or forests), crowds of people, rotting smells, decaying foods bitter tastes, sharp objects, harsh, abrupt sounds, grating and discordant sounds, misshapen human bodies, snakes and spiders, human feces (and its smell), other people’s body fluids, vomit.
How do we design for user experience?

- **Visceral**
  - Aesthetically pleasing
  - Good use of color, symmetry, etc.

- **Behavioral**
  - Elegant
  - Responsive
  - Functional
  - Usable

- **Reflective**
  - Self-image, self-identity
  - Associated with desirable memories
Exercise

- Redesign Google Docs from the Emotional Design perspective

- Design it to impact users’ emotional state differently depending on an element of their work context: time remaining to an important deadline

- For example, the system should feature a different design for
  - Project work—far away deadline
  - Project work—looming deadline

- Concentrate on design features that would impact the user at a visceral level, though other levels can be considered if appropriate