

EDV & Multimedia Interaktionsdesign

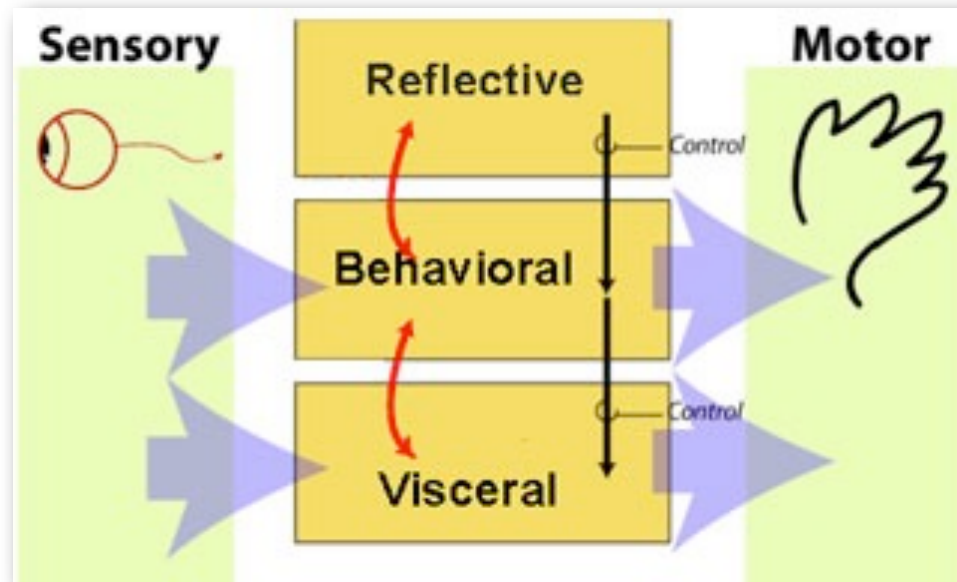
08 – Emotion

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12. Dezember 2011



Emotionstheorie



The visceral level is fast: it makes rapid judgments of what is good or bad, safe or dangerous, and sends appropriate signals to the muscles (the motor system) and alerts the rest of the brain. This is the start of affective processing. These are biologically determined and can be inhibited or enhanced through control signals from above. The behavioral level is the site of most human behavior. Its actions can be enhanced or inhibited by the reflective layer and, in turn, it can enhance or inhibit the visceral layer. The highest layer is that of reflective thought. Note that it does not have direct access either to sensory input or to the control of behavior. Instead it watches over, reflects upon, and tries to bias the behavioral level.

human disposition		profession	example
reflective	intellectually driven	brand/image	Perrier table water
behavioral	expectation driven	usability	water in plastic bottle
visceral	perceptually driven	graphic design	a beautiful blue bottle that is used as a vase

The correct number of items to offer is 3. Why that?

- 20 is too much. People reject to make a choice at all.
- But 3 (e.g.) washing machines with different properties and price tags works well. "OK, I buy the one in the middle. It costs more than the lower cost version – but I can save some money compared to the expensive one!"

Emotionale Produkte

Three different teapots, one emphasizing usability (or to be more precise, its absence), one emphasizing aesthetics, and one practicality.



Negative Emotionen

z.B. ...

Branding und Image



I'm a PC.



I'm a Mac.



I'm a Linux.

A Microsoft advertisement featuring four penguins with different animal heads (rabbit, frog, mouse) and a Microsoft logo. The penguins are standing on a light blue background. The Microsoft logo is in the top right corner. Below the penguins is the text "ein offenes betriebssystem hat nicht nur vorteile".

Ein offenes Betriebssystem kann schon mal einlösen. Bei Windows 2000 hingegen gibt es alle Services und Dienste von einer Hand. Das spart Zeit und somit wirklich Geld. Mehr Infos unter www.microsoft.com/germany/windows2000

Microsoft

ein offenes betriebssystem hat nicht nur vorteile

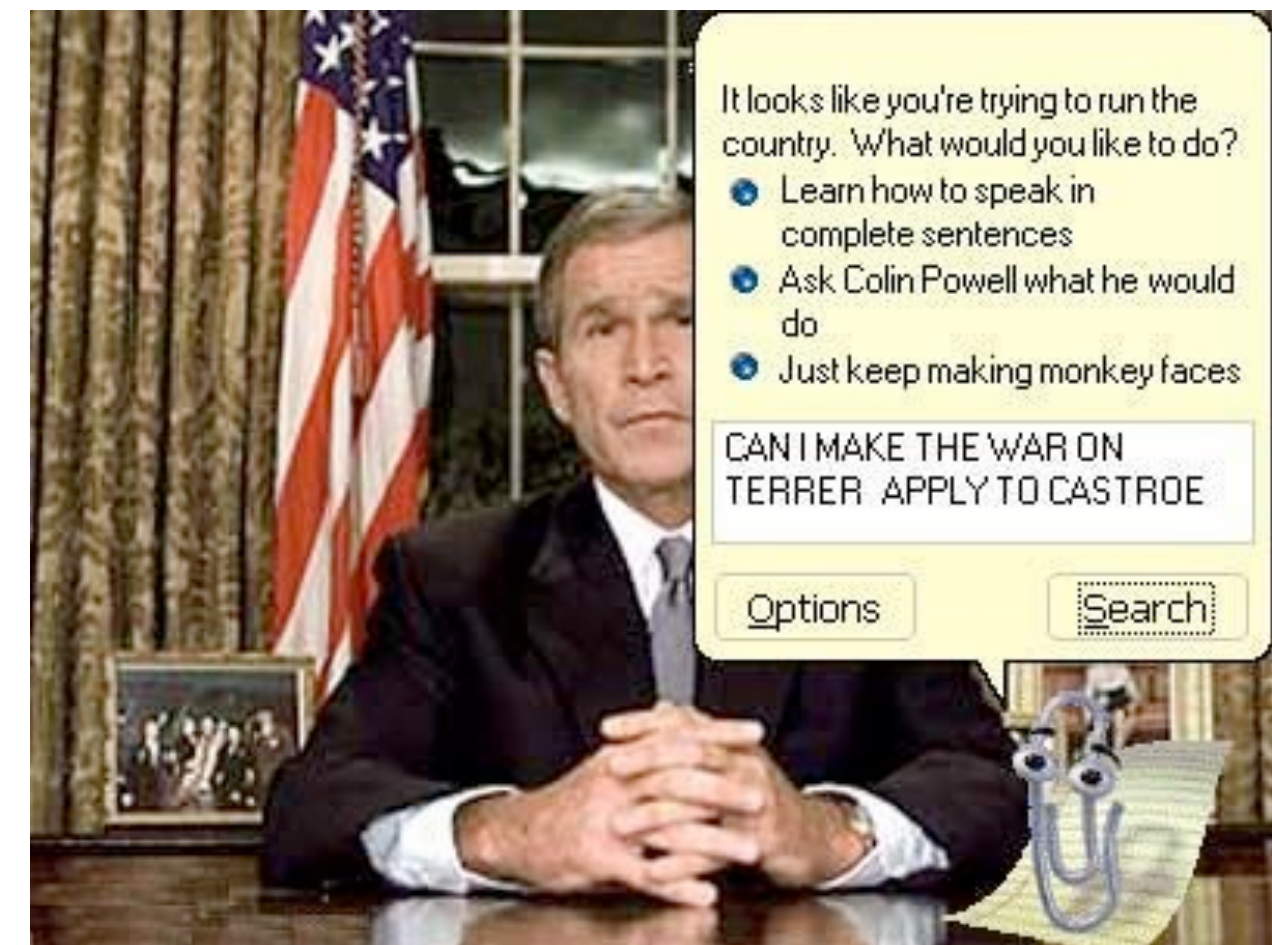
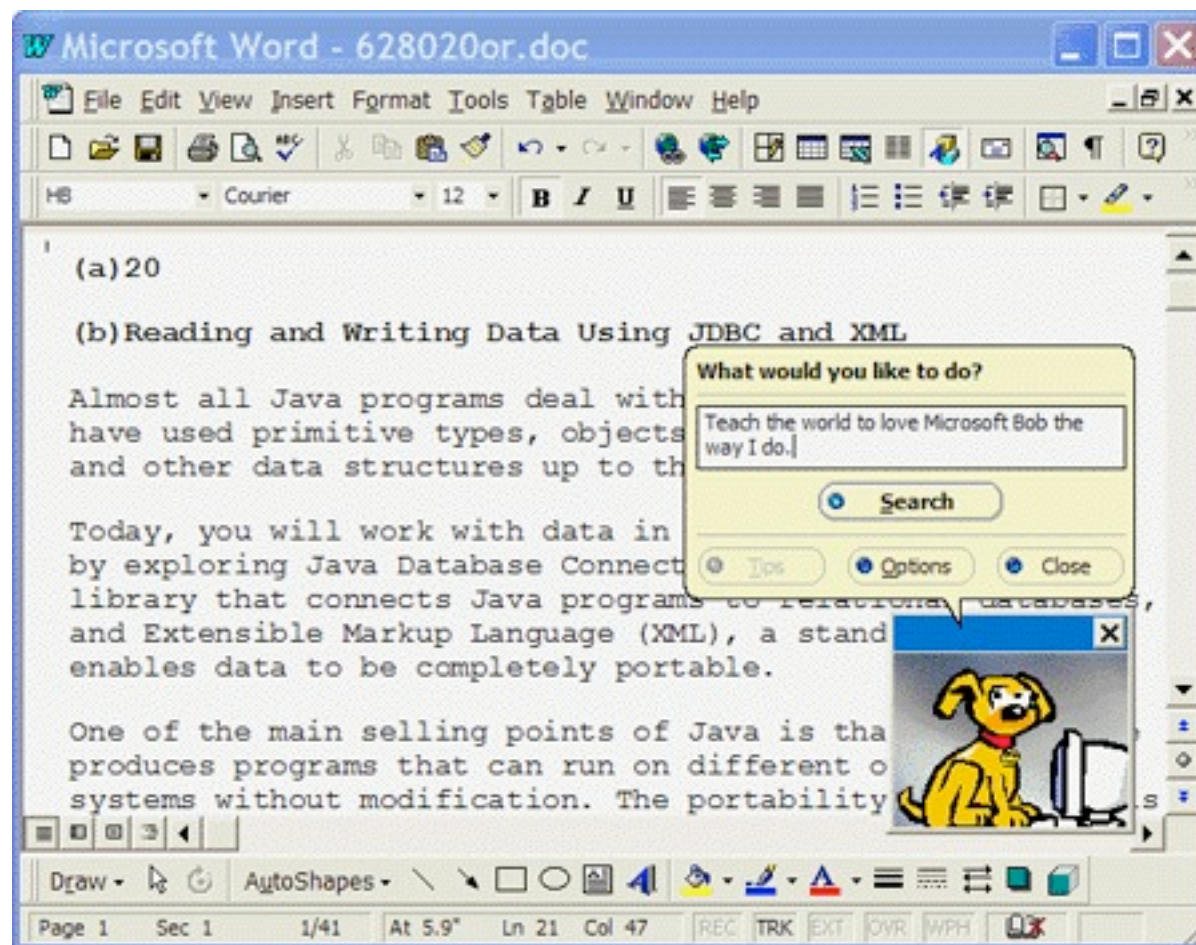
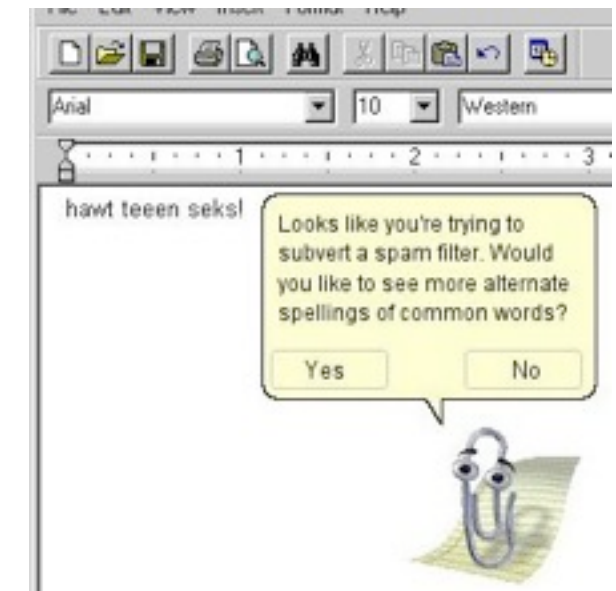
Microsoft Bob



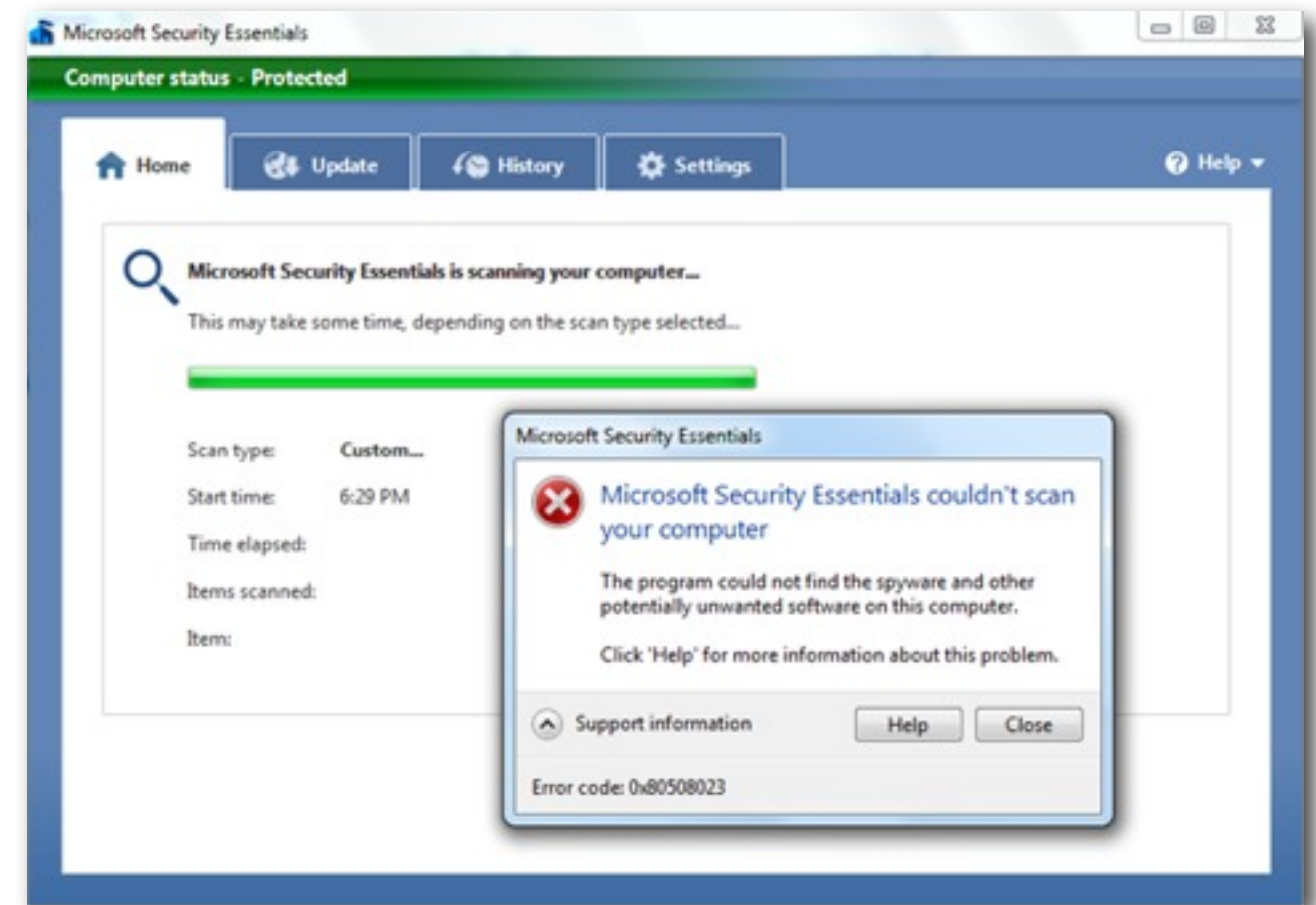
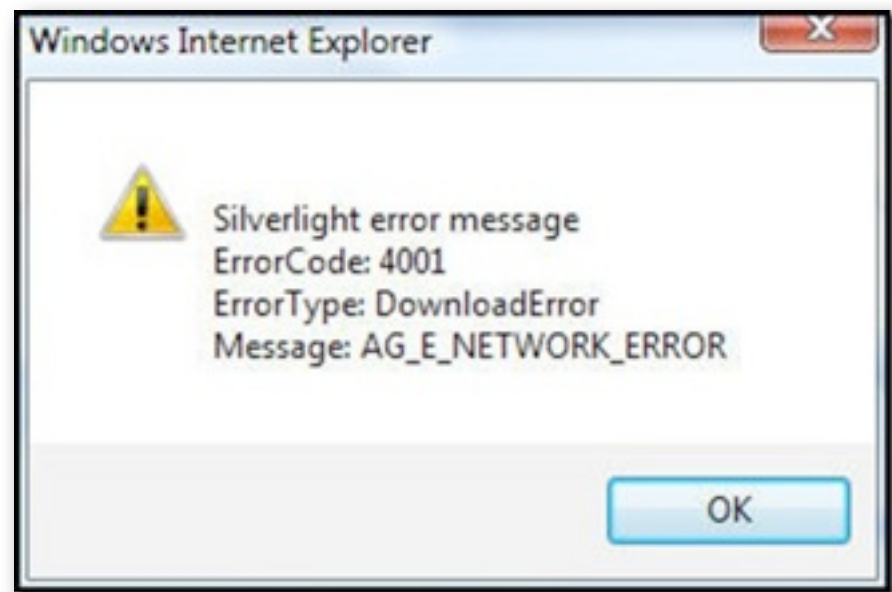
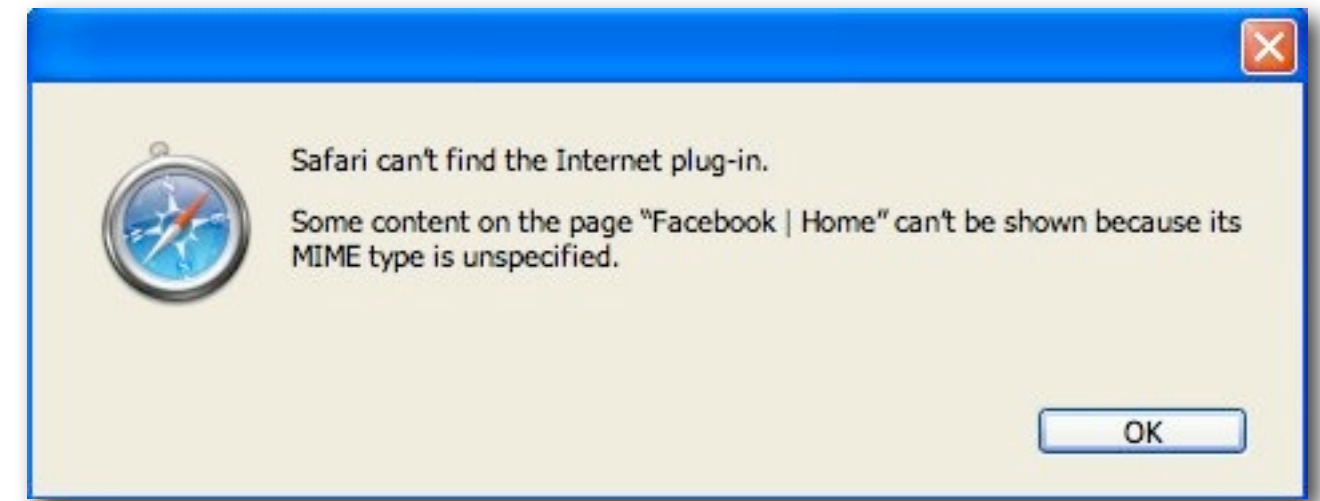
<http://www.youtube.com/watch?v=5teG6ou8mWU>

Aufdringliche Assistenten

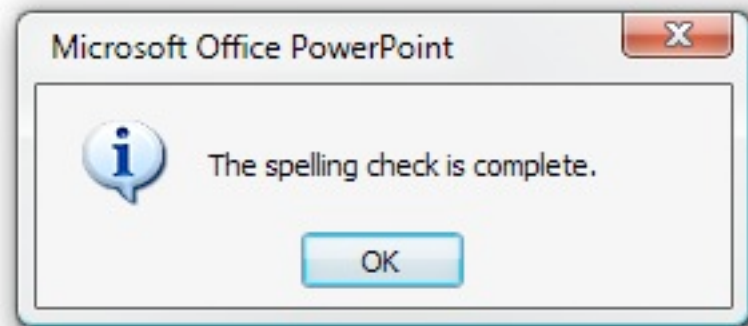
Sometimes I just popup for no particular reason, like now.



Frustrierende Fehlermeldungen



Angst und Erleichterung



Dies ist eine positive Nachricht.

Sie ist aber auch eine Unterbrechung, die in sich ärgerlich ist.

Menschen sind erleichtert, wenn sie eine Tätigkeit beendet haben. Dies ist ein negatives Gefühl. Wir möchten lieber, dass sie sich gut fühlen.

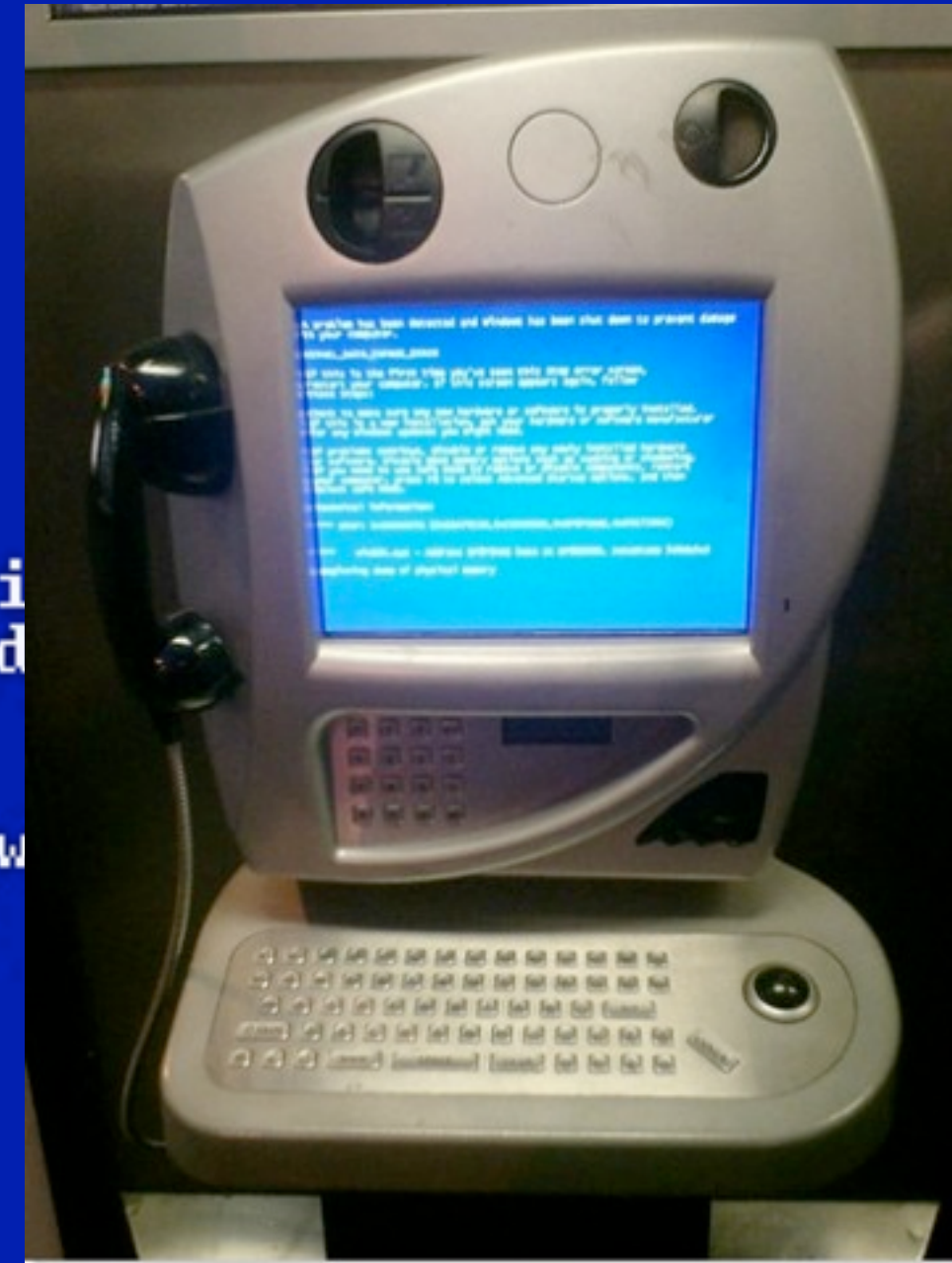
(Norman: Emotional Design)

Blue Screens



Windows

as occurred at 0028:C00068F8 in
application will be terminated
minate the application.
o restart your computer. You w
ormation in all applications.
ress any key to continue



Hässliche Interfaces

Industrial Company Ltd.
Balance Sheets

At December 31

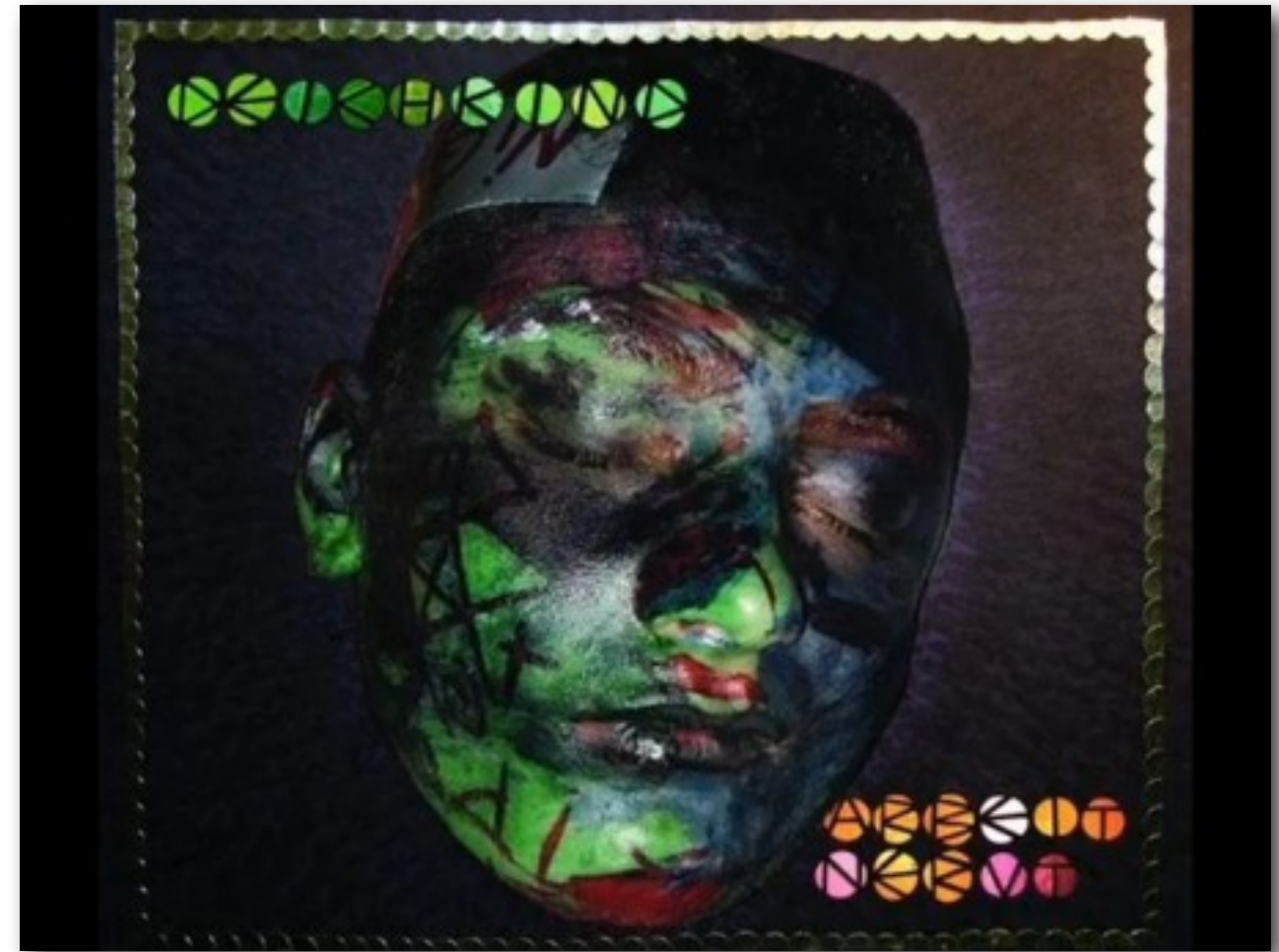
	Note	2000 \$	1999 \$
Net Fix Assets	3	275,475	308,282
Current Assets			
Inventory	4	86,121	116,850
Customers		32,366	27,768
Accounts Receivable	5	130,533	52,823
Cash on hand and at banks	6	50,620	8,047
		299,640	205,488
Sum of Assets		575,115	513,770



Nieder mit IT



<http://www.youtube.com/watch?v=BKfTlJ06Eu0>



http://www.youtube.com/watch?v=L_J-WKU7EnI

Positive Emotionen

z.B. ...

What it's like to own an Apple Product

The Oatmeal

<http://theoatmeal.com>

Branding

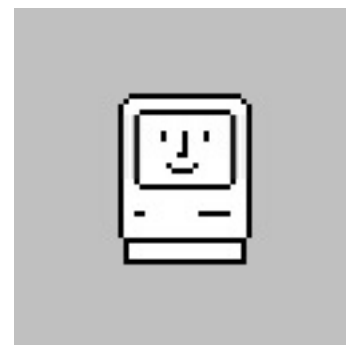
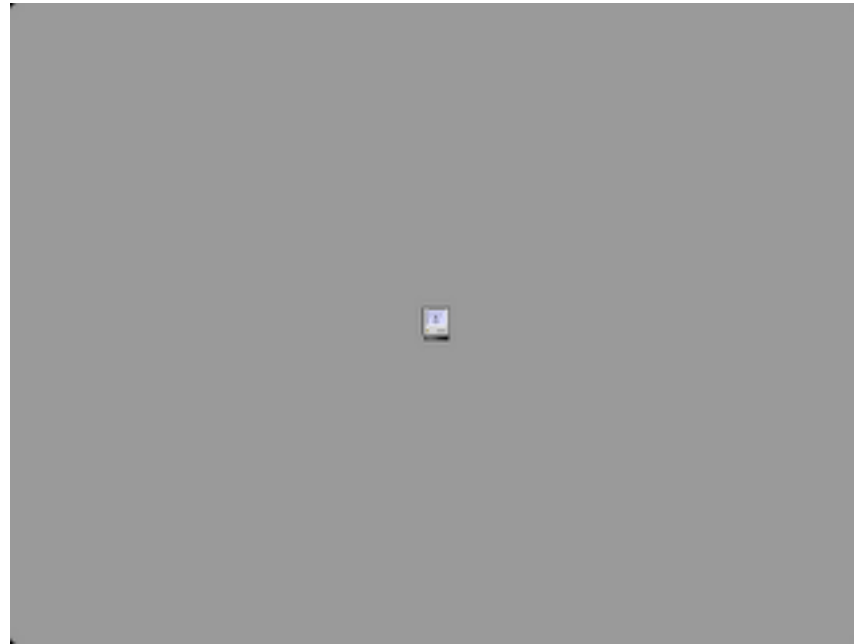


Fortsetzung:
<http://theoatmeal.com/comics/apple>











Usability durch
Anthropomorphisierung

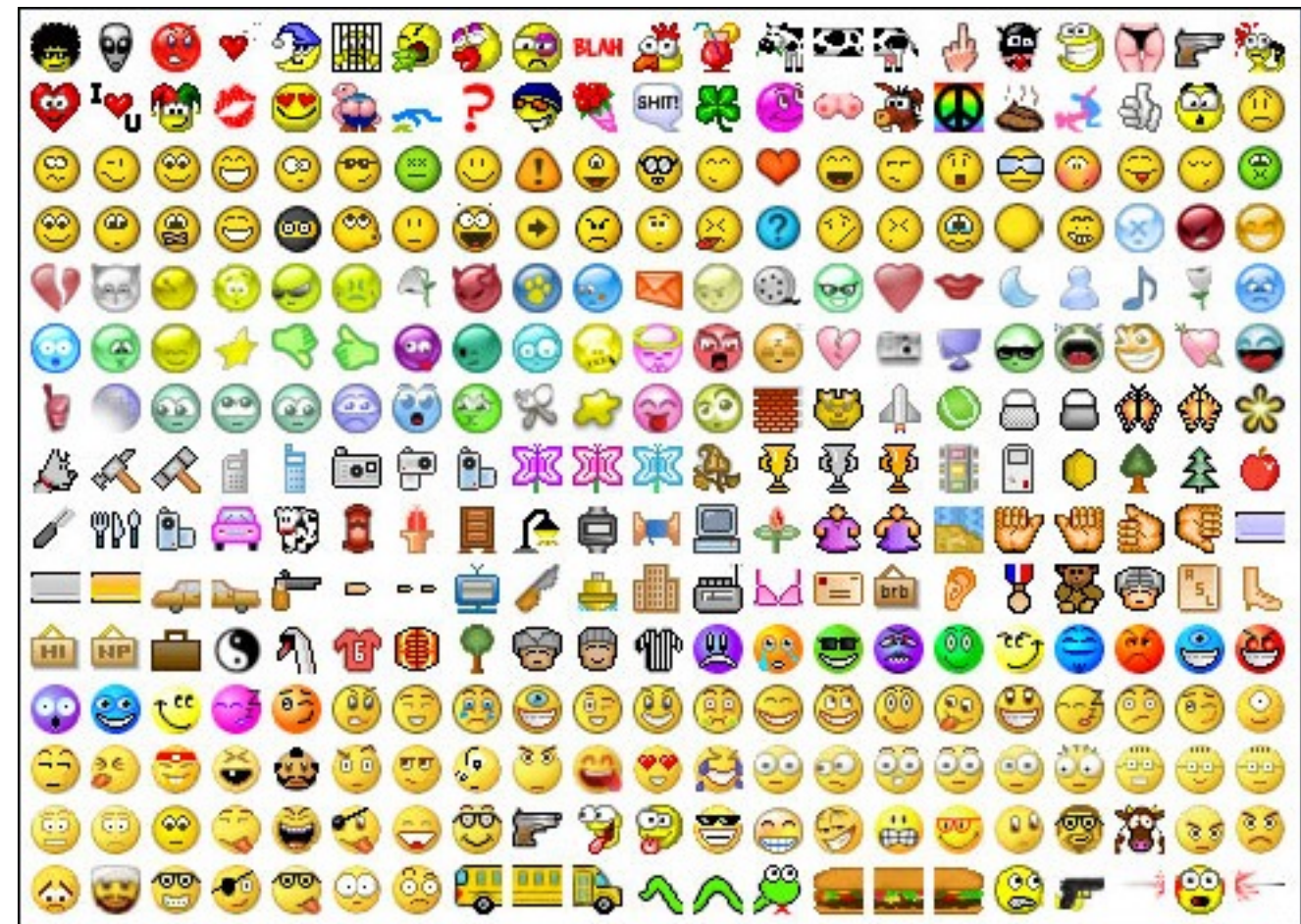


Icons



Emoticons

	:o3	puppy dog eyes - New!		[-O<	praying
	:-??	I don't know - New!		\$-)	money eyes
	%-(not listening		:-"	whistling
	:@)	pig		b-(feeling beat up
	3:-O	cow		:)>-	peace sign
	:())	monkey		[-X	shame on you
	~:>	chicken		\:D/	dancing
	@};-	rose		>:/	bring it on
	%%-	good luck		:))	hee hee
	**==	flag		:-@	chatterbox
	(~::~)	pumpkin		^:)^	not worthy
	~O)	coffee		:-j	oh go on
	*-:)	idea		(*)	star
	8-X	skull		o->	hiro
	=:)	bug		o=>	billy
	>-)	alien		o-+	april
	:-L	frustrated		(%)	yin yang



Bedürftigkeit



Tamagotchi

Erziehung & Training



【フック付き背面】

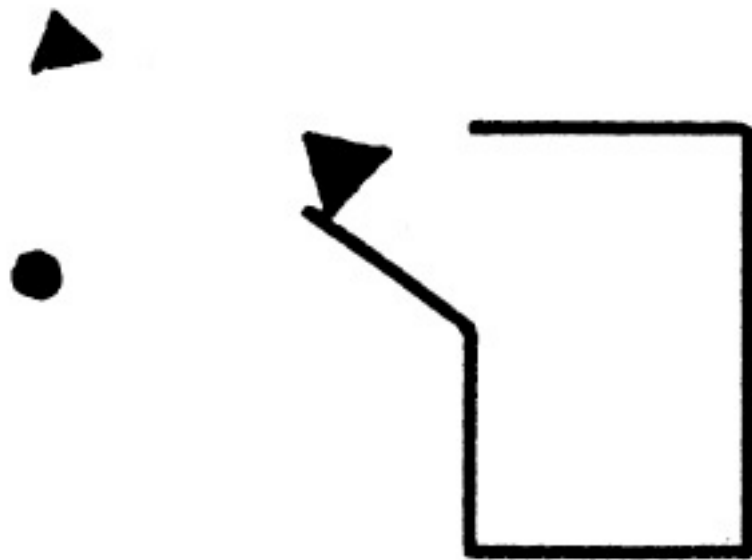


【側面】



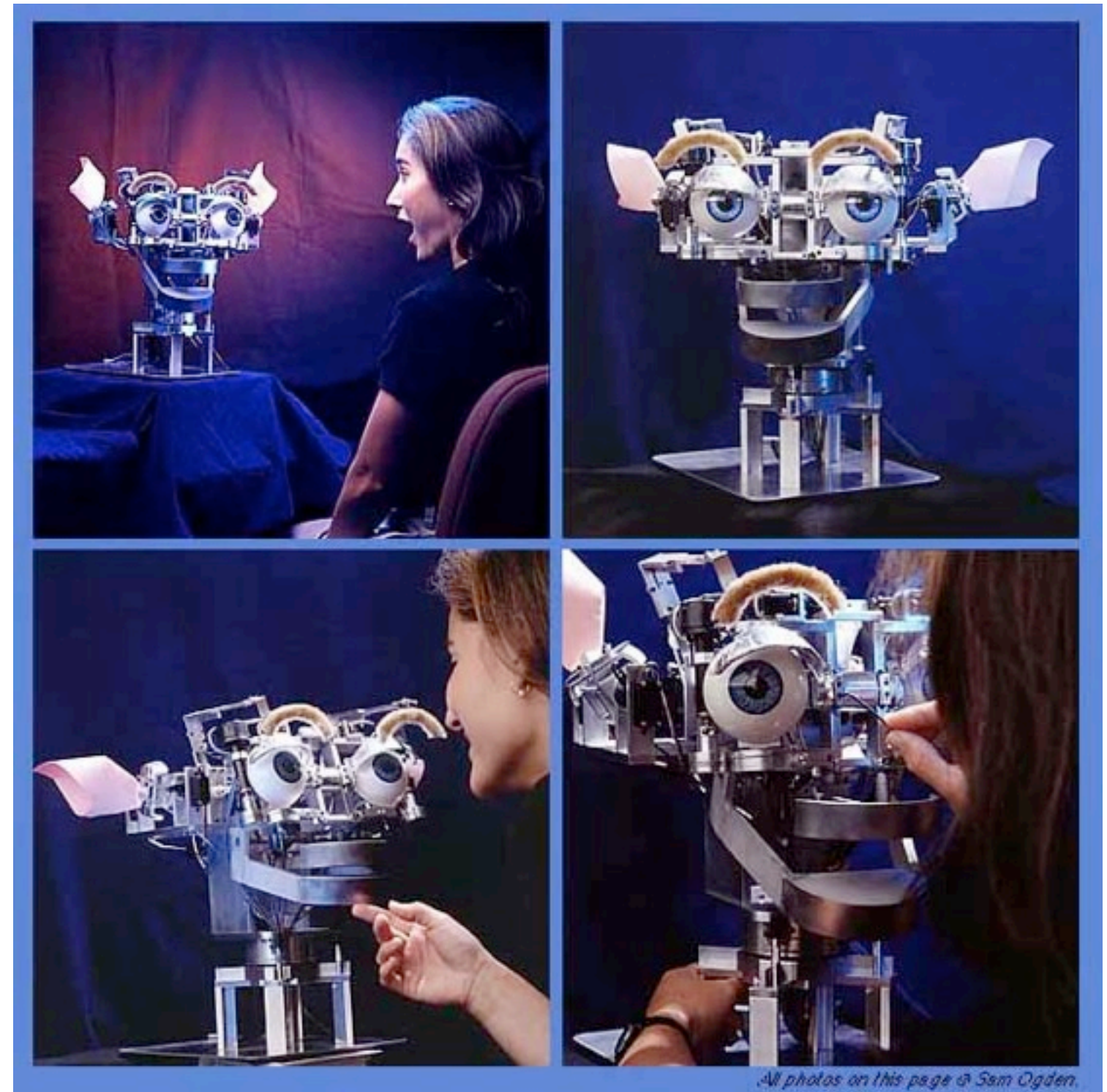
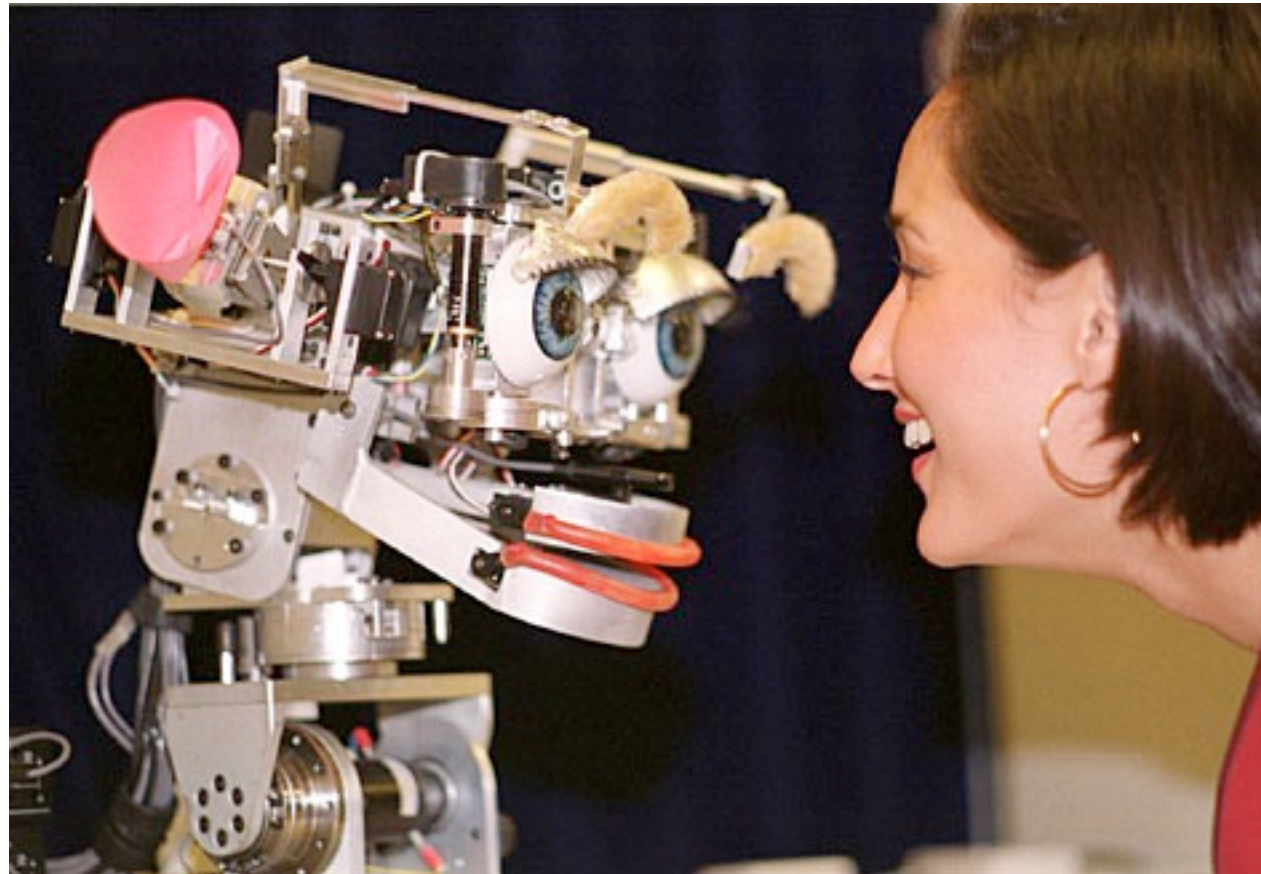
Pokewalker

Soziale Attributierung



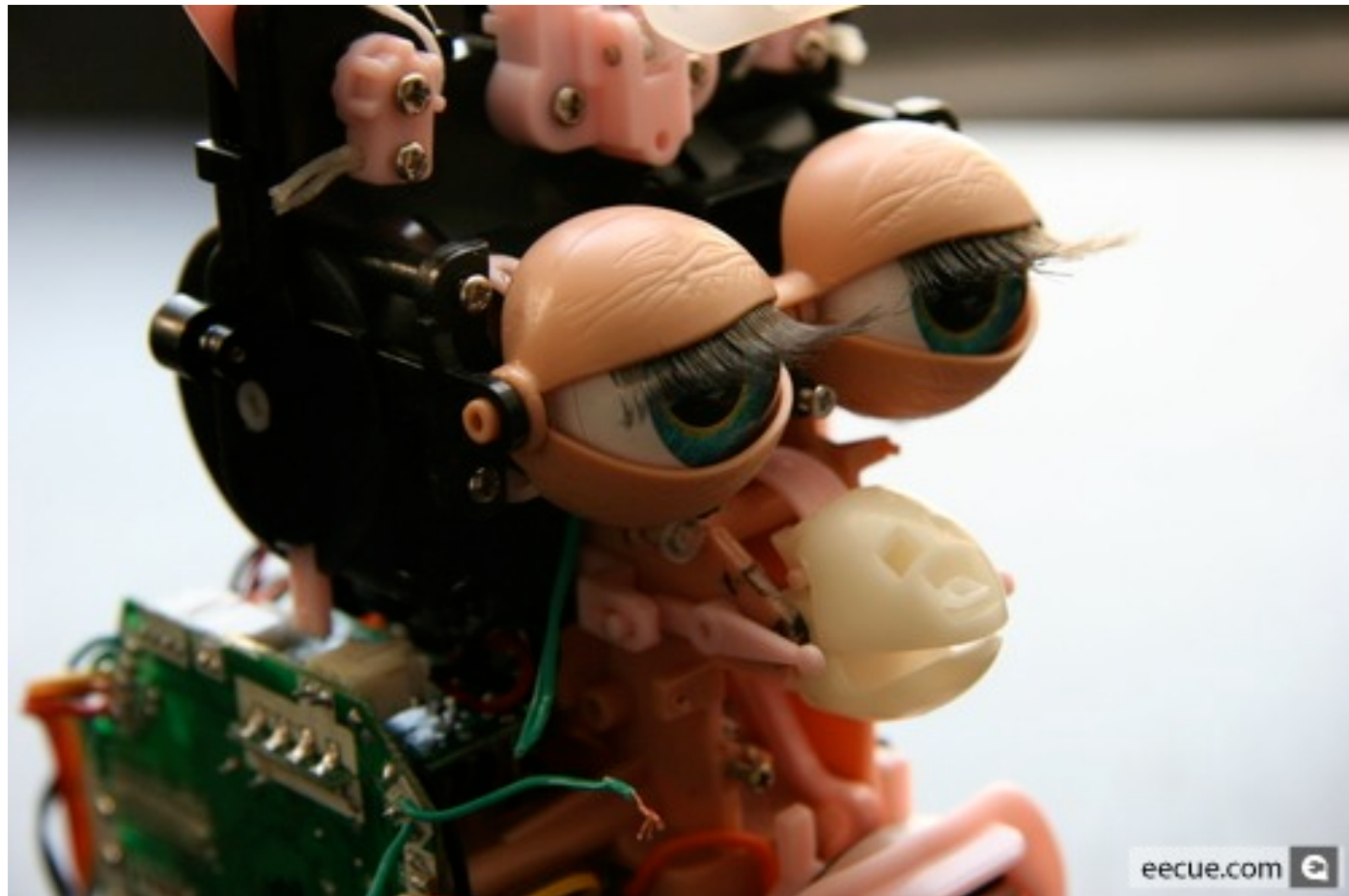
Heider-Simmel-Illusion 1944

Kismet



http://www.youtube.com/watch?v=dKZczUDGp_I

Furby



http://www.youtube.com/watch?v=sVBfF_wppWs

Aibo, Asimo



Rolly

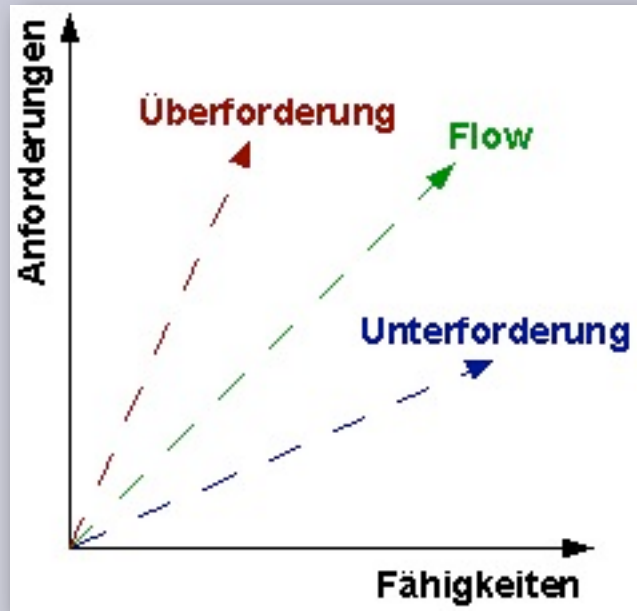


<http://www.dailymotion.com/video/k6UUWOASXa6uq1kL53>

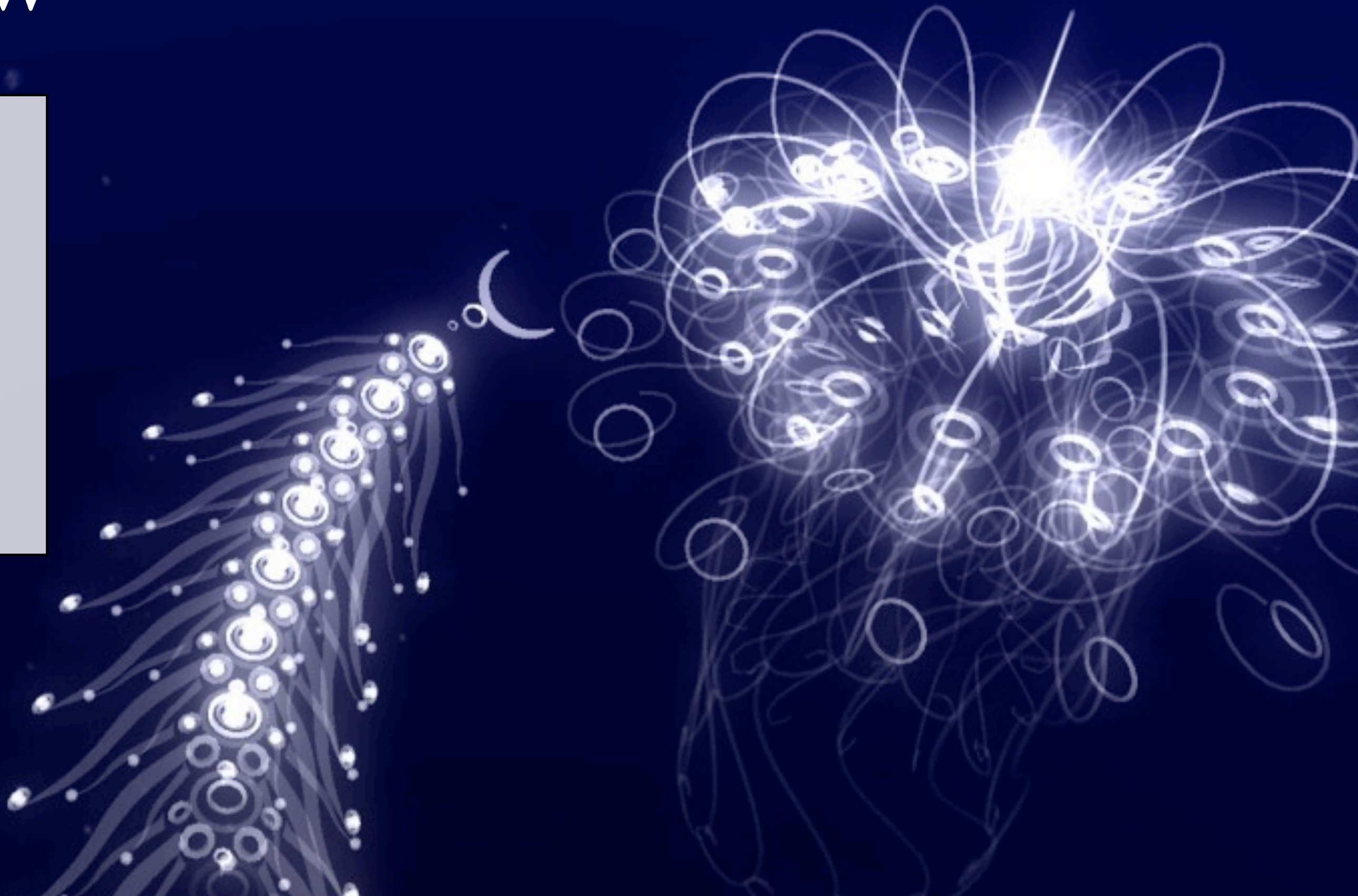
Spaß durch Herausforderung

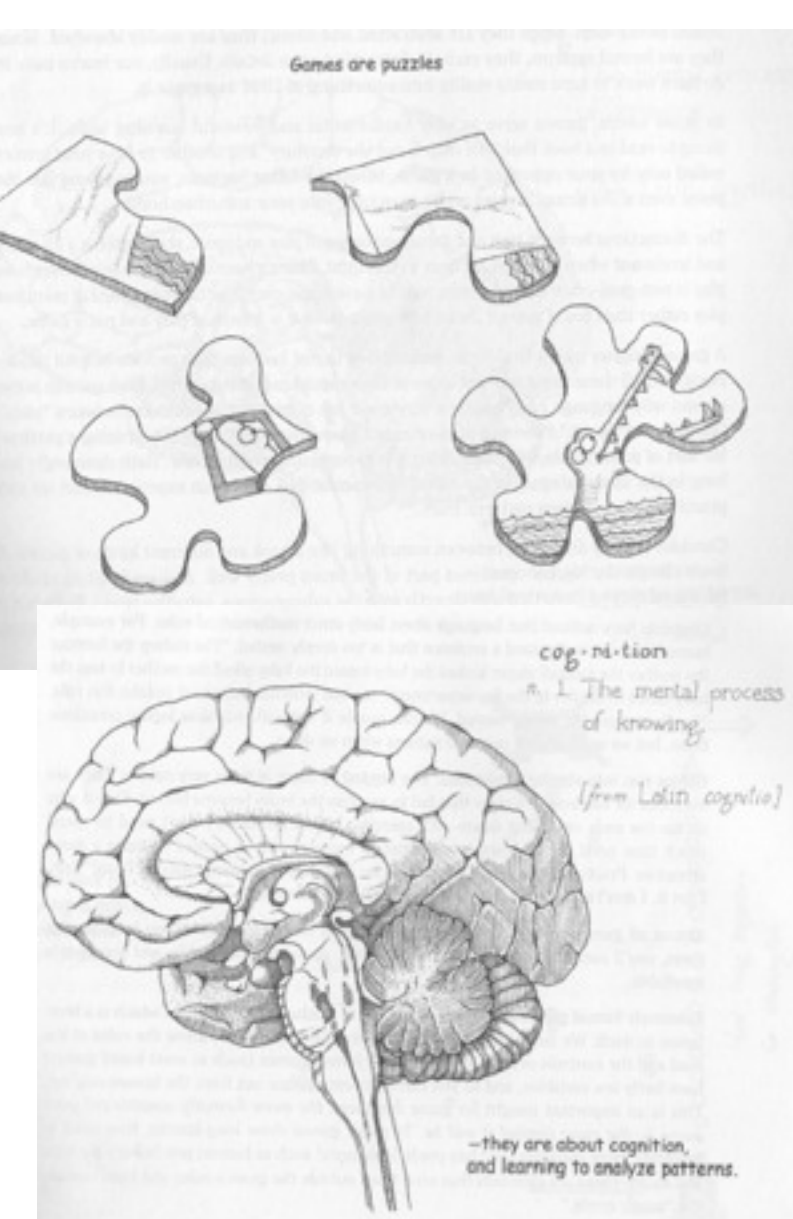


Flow



Mihály Csíkszentmihályi, 1975





Theory of Fun

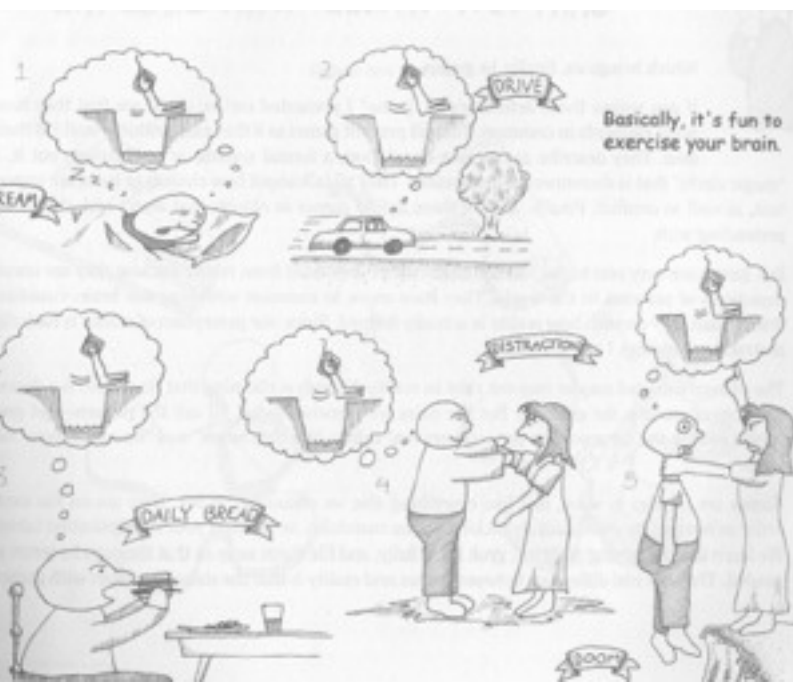
Fun is all about our brains feeling good – the release of endorphins in our system.

Fun from games arises out of mastery. It arises out of comprehension.

The definition of a good game is therefore »one that teaches everything it has to offer before the player stops playing.«

Fun is just another word for learning.

R. Koster: *A Theory of Fun in Game Design*, S. 34 ff.



Anmutung

Allerdings geht es dabei nicht nur um das Aufhübschen von Oberflächen.



These: Attraktive Produkte funktionieren besser.

Schöner Schein



Doch der Schein kann trügen.

Zusammenfassung

Emotionale Aspekte beim Interaktionsdesign zu berücksichtigen bedeutet:

- Anmutung, Funktionalität und Image zu kombinieren.
- Menschliches Verhalten im Produkt nachzubilden.
- Die Anforderungen des Produkts an die Fähigkeiten der Nutzer anpassen.