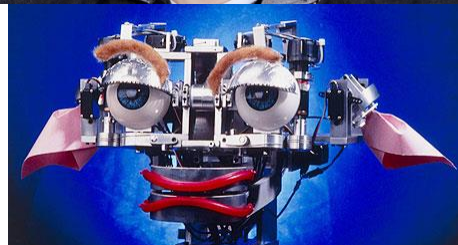


# Chapter 5: Emotional Interaction

Anna Loparev  
Intro HCI  
03/05/2013

## Emotional interaction

### What?



<http://www.guardian.co.uk/science/2008/apr/14/sciencenews.news>

## Where to start



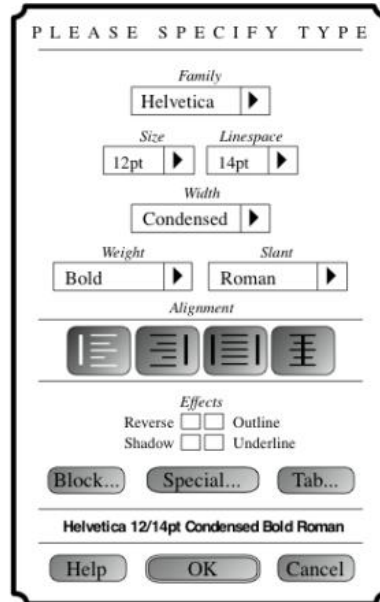
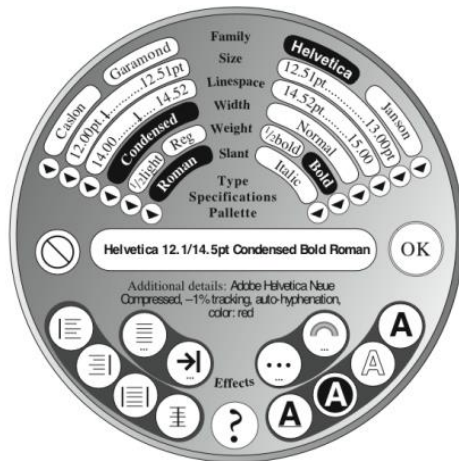
3

## Beware the cute



4

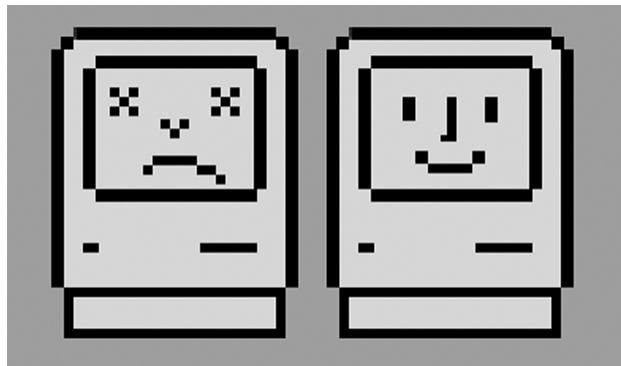
## Different strokes



[www.id-book.com](http://www.id-book.com)

5

## Methods



[http://www.malife.com/article/feature/50\\_things\\_we\\_miss\\_about\\_oldschool\\_apple](http://www.malife.com/article/feature/50_things_we_miss_about_oldschool_apple)

6

## Dynamic icons



<http://blog.iskysoft.com/comparing-windows-7-snow-leopard-icons/>

7

## Animations



<http://gizmodo.com/5481544/apples-original-beach-ball-of-death>

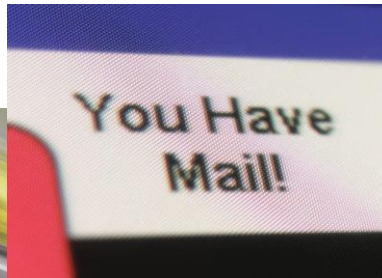
8

# Spoken messages



<http://www.technicalwriterblog.com/wp-content/uploads/2012/10/garmin-nuvi-265w-gps1.jpg>

# Sonification



## Vibrotactile feedback



<http://mentalfloss.com/article/30960/why-do-people-feel-phantom-cellphone-vibrations>

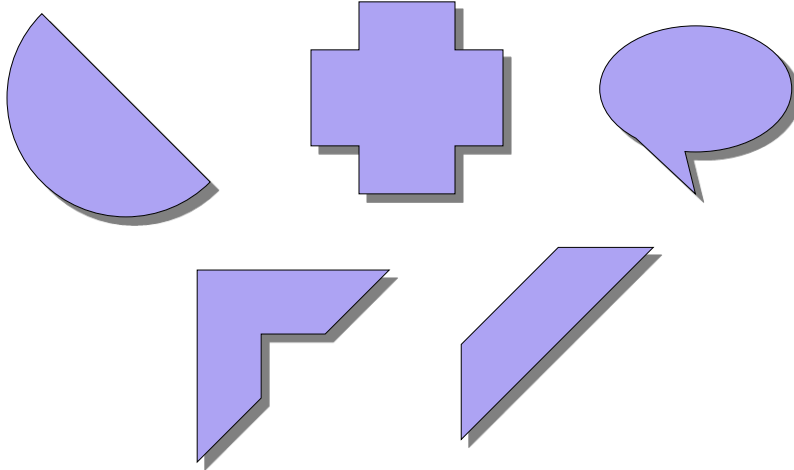
11

## Stylistic choices

12

## Stylistic choices

## Shape



13

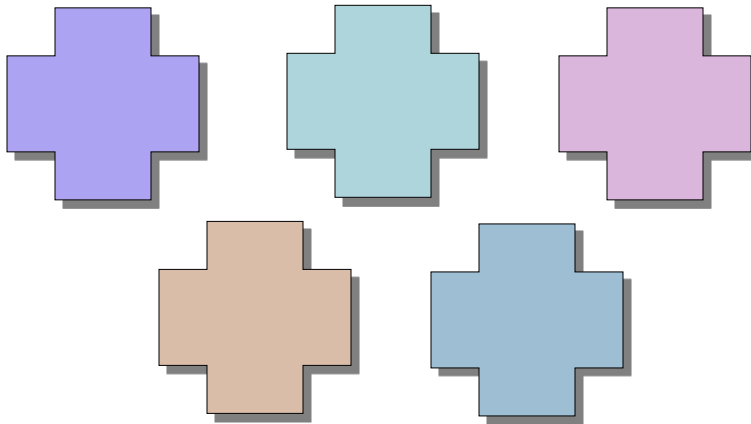
## Stylistic choices

## Font

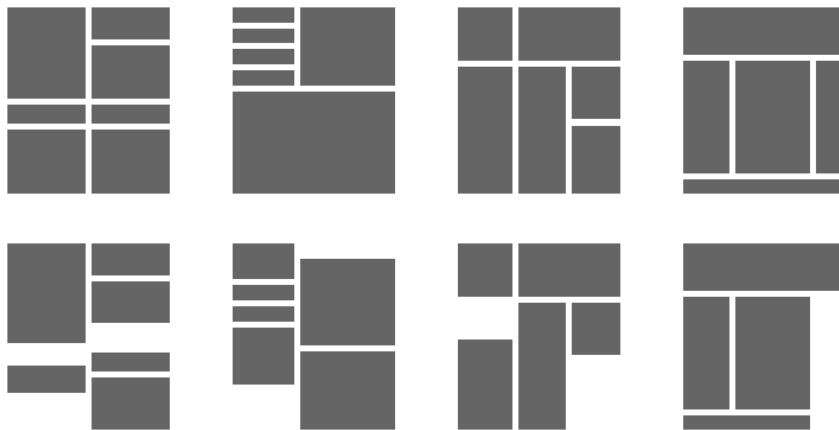
Agency FB	
<b>Aharoni</b>	אבנר הוז
<b>ALGERIAN</b>	
Andalus	أندلس
Angsana New	အင်္ဂဒါနီ
AngsanaUPC	အင်္ဂဒါနီ
Aparajita	देवलागरी
Arabic Typesetting	أبيجد هوز
Arial	
<b>Arial Black</b>	
Arial Narrow	
<b>Arial Rounded MT Bold</b>	
Arial Unicode MS	
Baskerville Old Face	
Batang	
BatangChe	
<b>Bauhaus 93</b>	
Bell MT	
Berlin Sans FB	
<b>Berlin Sans FB Demi</b>	

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# Color



# Balance






**Stylistic choices**

# Whitespace

Sign in



A faster way to browse the web  
Install Google Chrome

Google Search I'm Feeling Lucky


Live! Join First Lady Michelle Obama at 11:10a ET to discuss healthy living.

Advertising Programs Business Solutions Privacy & Terms +Google About Google

<https://www.google.com/> 17

**Stylistic choices**

# Graphical elements



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## Sources of Frustration

19

## Friendly agent

It looks like you're writing a letter.

Would you like help?

- Get help with writing the letter
- Just type the letter without help
- Don't show me this tip again



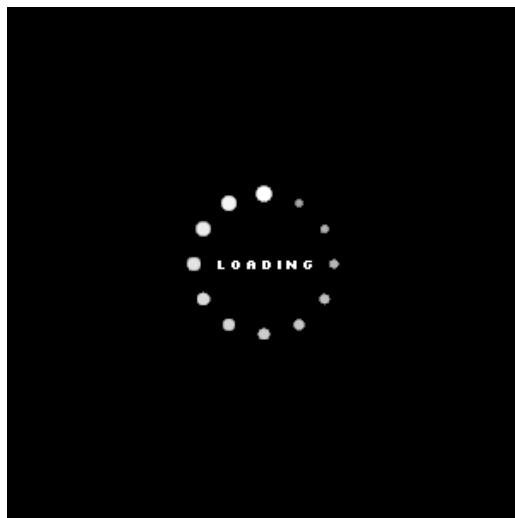
# Gimmick



<http://www.campbellstationwine.com/website-under-construction/>

21

# Waiting

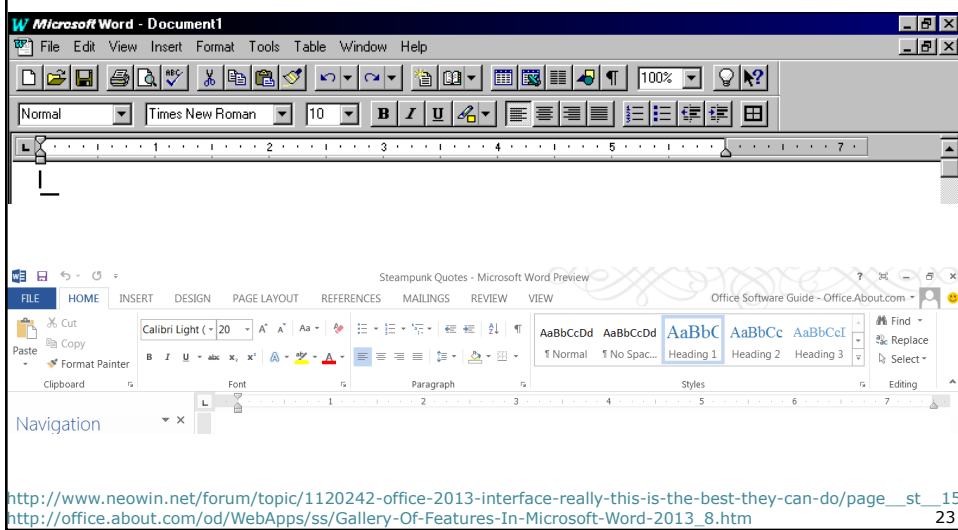


<http://gratia-scientiae.mcgill.ca/labPhotos2.php>

22

## Sources of frustration

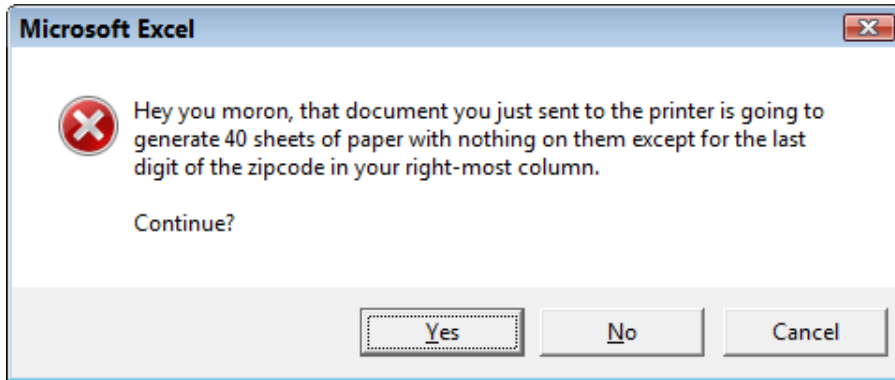
## Upgrading



## Emotional interaction

Sources of Frustration:  
Error Message Guidelines

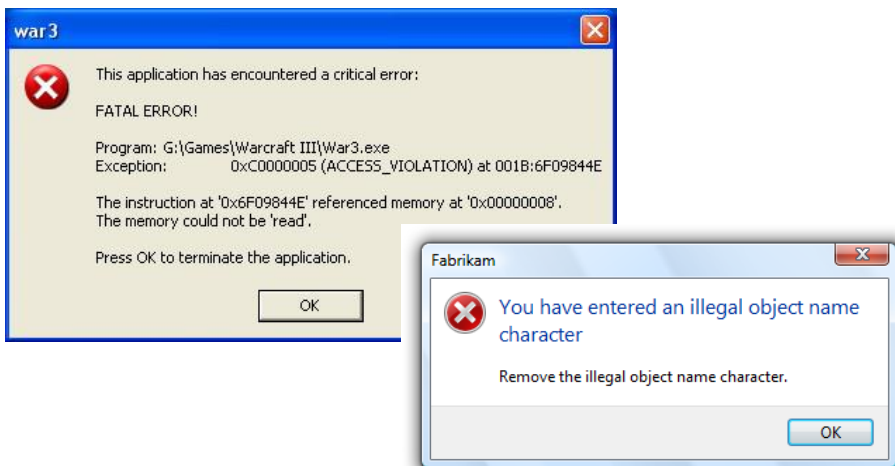
## Courteous



<http://spreadsheetpage.com/index.php/joke/>

25

## Avoid scary terms



<http://cwpakistani.blogspot.com/2012/05/how-to-fix-fatal-exception-error.html>,  
<http://msdn.microsoft.com/en-us/library/windows/desktop/aa511267.aspx>

26

## Avoid scary colors and !!!!

FLPPS009

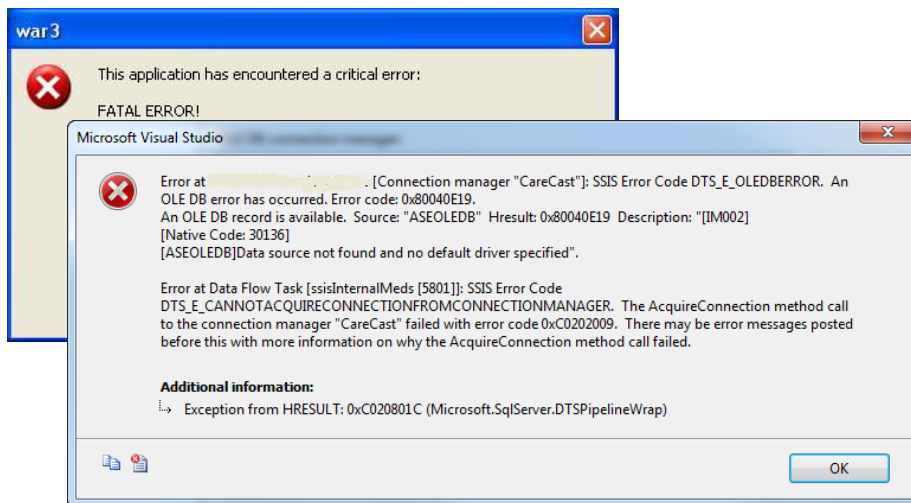
### FastLane Error!

#### Your login information is incorrect...

Please verify that you typed in your Last Name, SSN and Password correctly. If you still cannot login, Please contact the FastLane Administrator regarding your access rights.

[Return To Previous Page](#)

## Avoid code #s and UPPERCASE

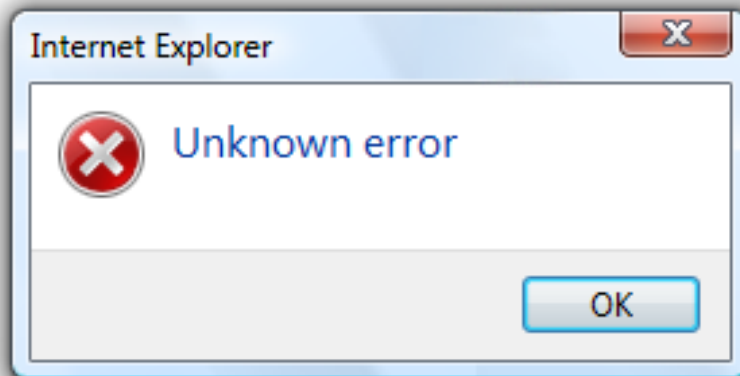


## Audio warnings



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## Precision



30

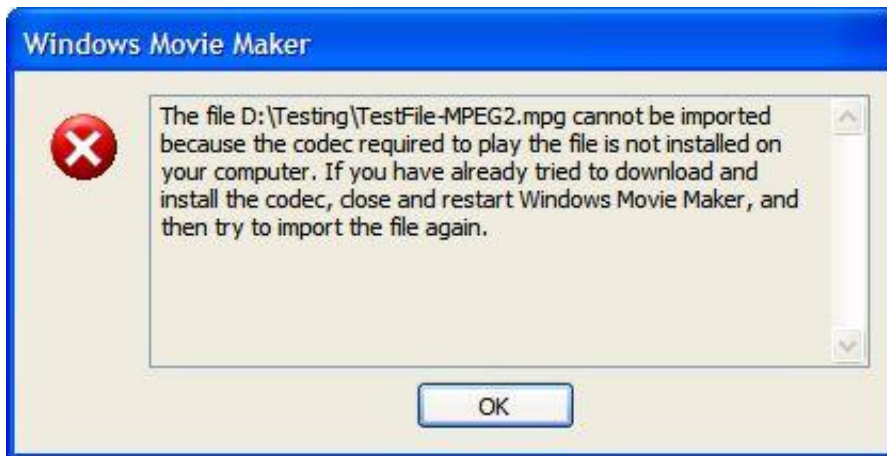
## Multiple levels



[http://answers.microsoft.com/en-us/windows/forum/windows\\_7-performance/microsoft-net-framework-error-message-popup-at/7ceca6f1-c3c2-4f67-b939-d2606cccb714](http://answers.microsoft.com/en-us/windows/forum/windows_7-performance/microsoft-net-framework-error-message-popup-at/7ceca6f1-c3c2-4f67-b939-d2606cccb714)

31

## State how to fix

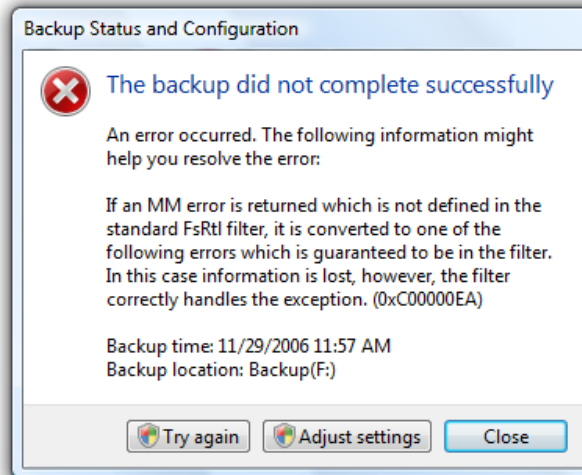


<http://www.papajohn.org/MM2-Importing-Video-MPEG2.html>

32



## Help icon/command



<http://msdn.microsoft.com/en-us/library/windows/desktop/aa511267.aspx>

33

## Sources of Frustration: Appearance

34

# Text/Graphics overload

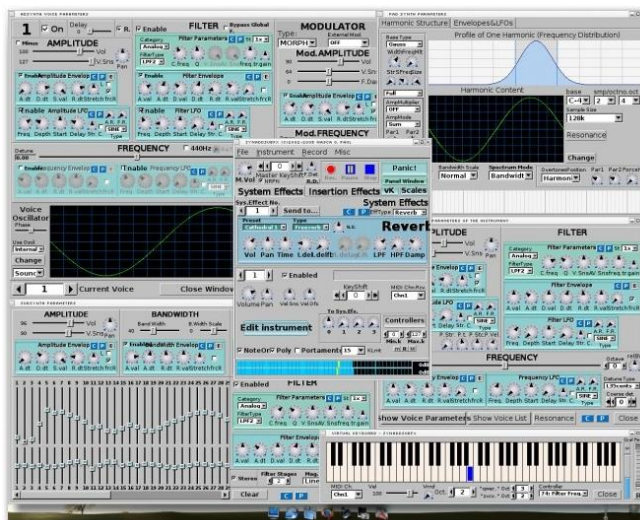
The image displays two side-by-side screenshots of the United States Department of Labor website, illustrating a text and graphics overload. The left screenshot shows a dense layout with multiple columns of text, a calendar, and various navigation links. The right screenshot shows a similar layout but with a large, prominent image of a person in a hard hat, which is partially obscured by text and other elements.

<http://blog.how.gov/2012/03/06/website-makeover-dept-of-labor/>

# Sound/music overuse



## Featuritis



<http://www.elivecd.org/Main/Screenshots/Applications>

37

## Input device layout



<http://www.techradar.com/reviews/pc-mac/peripherals/input-devices/mice-and-trackballs/gyration-air-mouse-elite-912885/review>

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## Examples

- Friendly agent
- Gimmick
- Waiting
- Upgrading
- Error message
- Appearance



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## Persuasive Technology

40

## Efficiency

Quantity: 1

 Add to Shopping Cart

or

 Buy now with 1-Click®

Ship to:

Rajesh Set - Sunn

Add gift-wrap/note

or

 Add to Cart with  
FREE Two-Day Shipping

Amazon Prime Free Trial  
required. Sign up when you  
check out. [Learn More](#)

Add to Wish List

<http://www.rajeshsetty.com/2010/01/02/just-one-more-step/>

41

## Recommendations



xkcd Hoodie dark by  
CafePress  
\$45.00



Stabilites Stand Back I  
am Going to Try ...  
★☆☆☆☆ (1)  
\$14.99 - \$15.99



Periodic Bacon  
★★★★★ (20)  
\$16.99



Serenity Firefly Inevitable  
Betrayal ...  
★★★★★ (8)  
\$18.99 - \$21.99



[http://www.amazon.com/ThinkGeek-Inevitable-Betrayal-Shirt/dp/B003VAAGW8/ref=pd\\_sbs\\_a\\_10](http://www.amazon.com/ThinkGeek-Inevitable-Betrayal-Shirt/dp/B003VAAGW8/ref=pd_sbs_a_10)

42

# Splash page

<http://www.qvc.com/>

43

# Gamification



<http://www.mrdaley.com/wordpress/2011/07/27/education-levels-up-a-newbs-guide-to-gamifying-your-classroom>

## Frequent feedback



45

## Representation



46

## Peer pressure



[www.id-book.com](http://www.id-book.com)

47

## Social norms



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## Example

- Gamification
- Frequent feedback
- Representation
- Peer pressure
- Social norms



<https://en.wikipedia.org/wiki/Mario>

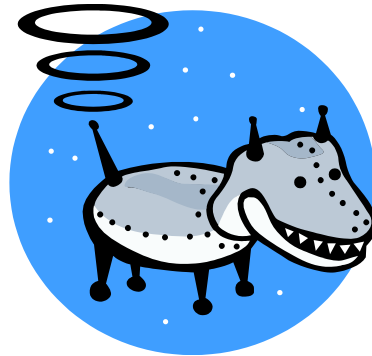
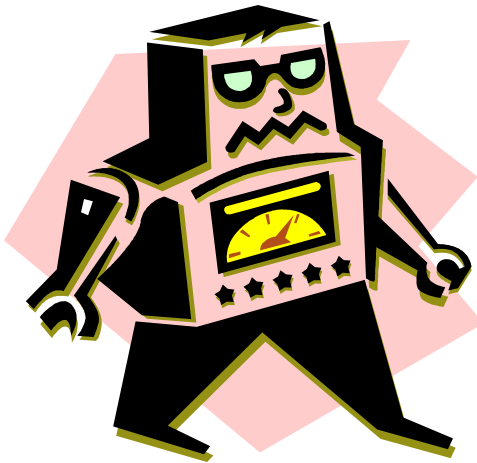
49

## Anthropomorphism and Zoomorphism

50

## Anthro/Zoomorphism

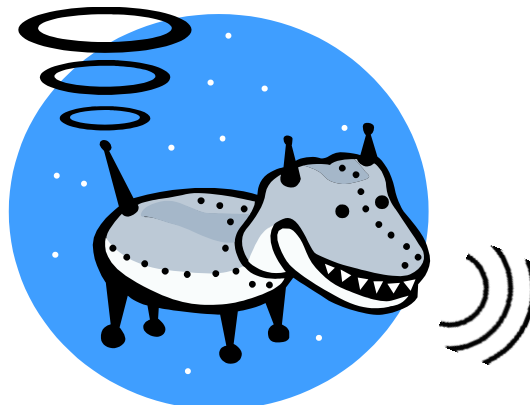
What?



51

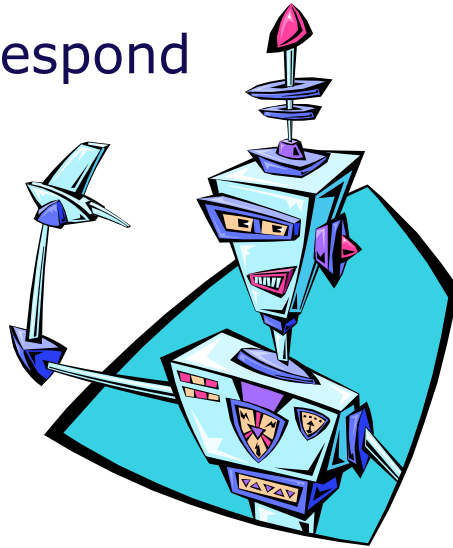
## Anthro/Zoomorphism

Generate output



52

## Recognize and respond



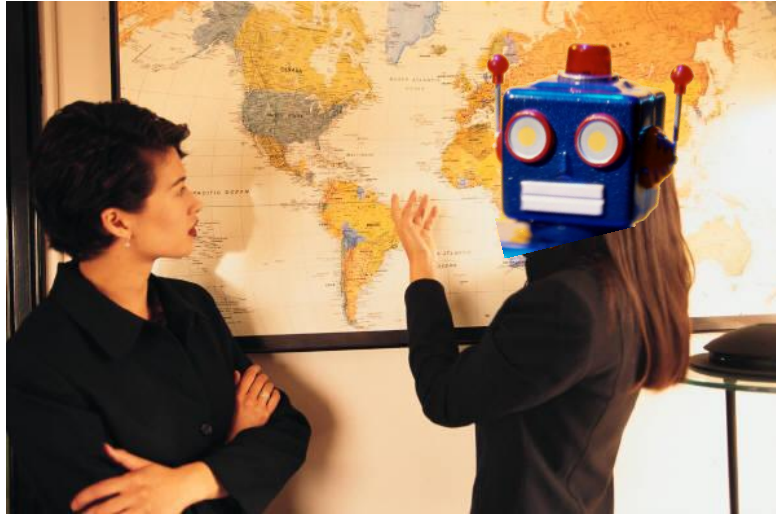
53

## Cope with conversation



54

## Contribute to conversation



55

## Movement



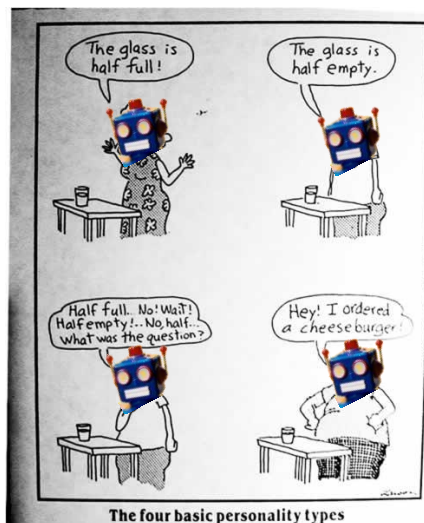
56

## Appearance



58

## Personality and traits



<http://jdy-ramble-on.blogspot.com/2013/01/how-to-develop-your-personality-tips.html>

59

## Example

- Recognize and respond
- Generate output
- Cope with convo
- Contribute to convo
- Movement
- Appearance
- Personality and traits



<https://en.wikipedia.org/wiki/Mario>

60

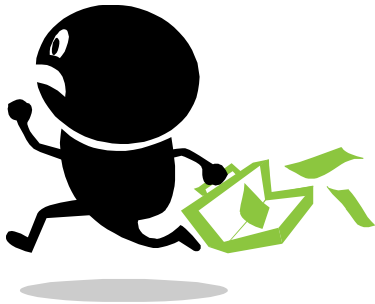
## Models of Emotion

61

## Models of Emotion: Emotional Design Model

62

### Visceral



<http://authenticgeek247.blogspot.com/2010/08/plants-vs-zombies-almost-sued-by.html>

63

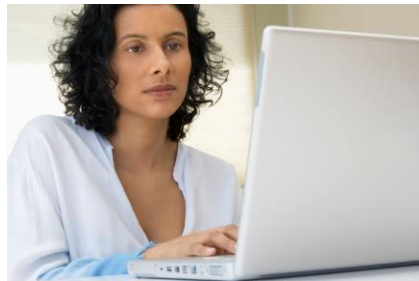
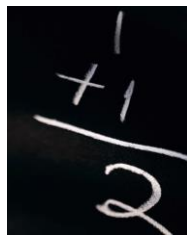
## Behavioral



<http://www.trespassmag.com/review-drive/>

64

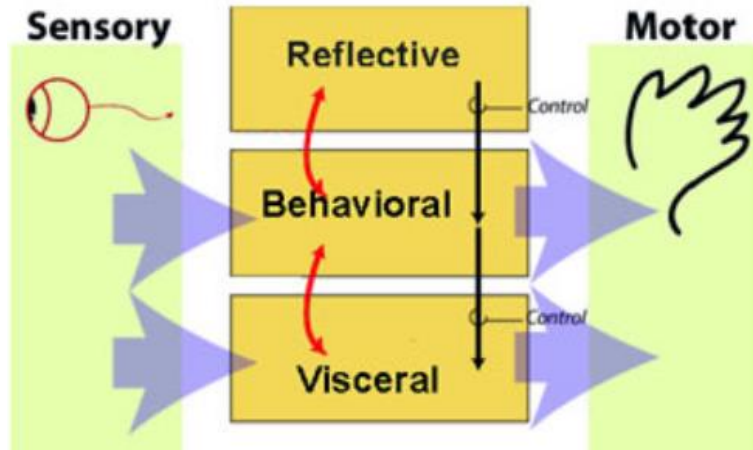
## Reflective



65



## Overview

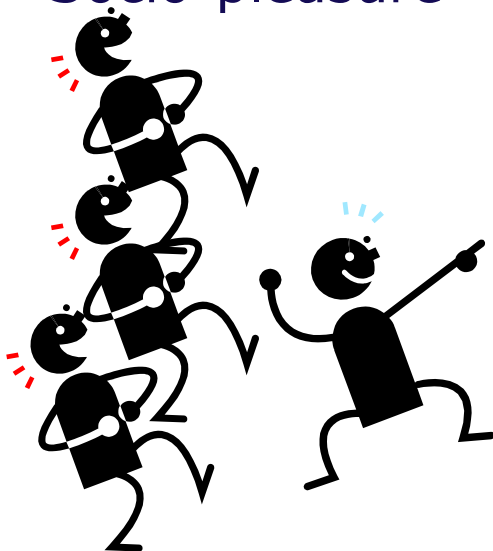


## Models of Emotion: Pleasure Model

## Physio-pleasure



## Socio-pleasure



Pleasure model

# Psycho-pleasure

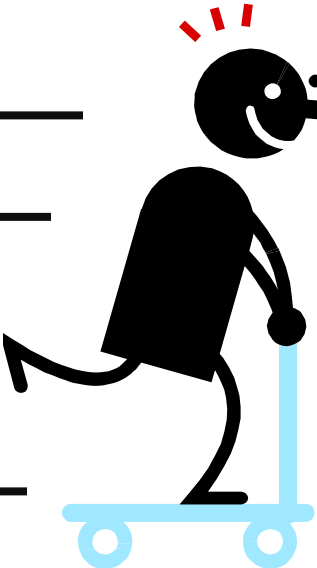
\_\_\_\_\_

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\_\_\_\_\_


\_\_\_\_\_



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Pleasure model

# Ideo-pleasure



<http://www.tumblr.com/tagged/psych%20pilot>

71

## Example

- Physio-pleasure
- Socio-pleasure
- Psycho-pleasure
- Ideo-pleasure



<https://en.wikipedia.org/wiki/Mario>

72

## Models of Emotion: Technology as Experience Framework

73

## Sensual thread



<http://www.pcgamer.com/review/amnesia-the-dark-descent-review/>

74

## Emotional thread



[http://www.thehacktory.org/?p=196,](http://www.thehacktory.org/?p=196)  
<http://crackerpie.com/2013/02/24/google-glass-how-to-get-a-google-glass/>

75

## Compositional thread

### Department

◀ Home & Kitchen

◀ Bedding

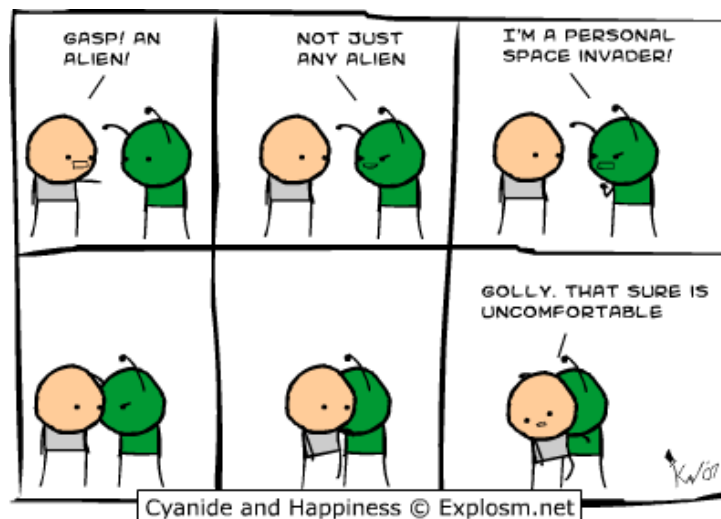
◀ Sheets & Pillowcases

**Sheet & Pillowcase Sets**

<http://www.amazon.com/>

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## Spatio-temporal thread



<http://www.explosm.net/comics/940/>

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## Example

- Sensual thread
- Emotional thread
- Compositional thread
- Spatio-temporal thread



<https://en.wikipedia.org/wiki/Mario>

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