

**“They may forget what
you said, but they will
never forget how you
made them feel.”**

@ModestRobert

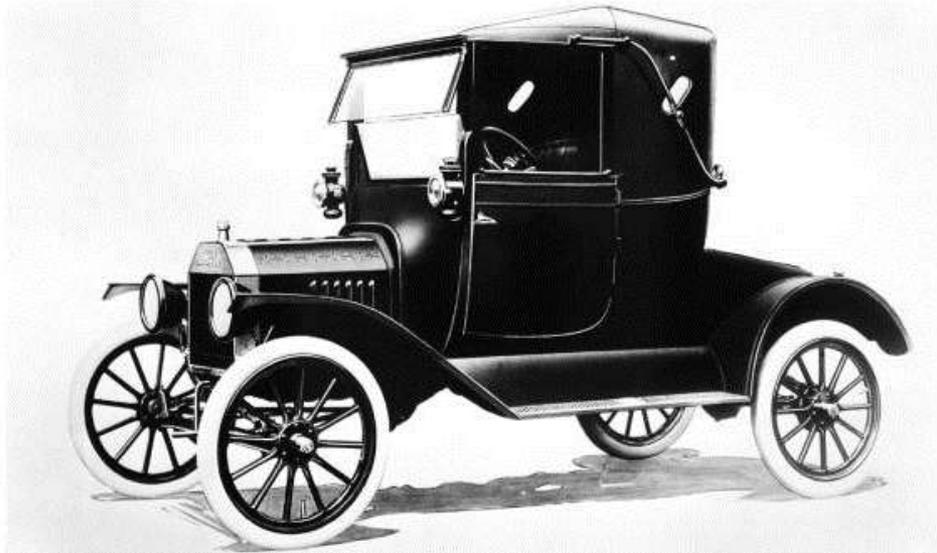
@BunnyfootSays



Emotional Design



Technology moves from utilitarian



to higher needs including emotion



Technology moves from utilitarian



to higher needs including emotion



Web's invention served utilitarian needs



European Laboratory for Particle Physics

[Lab](#) - [News](#) - [Activities](#) - [Physics](#) - [Other Subjects](#) - [Index](#) - [Search](#) - [Shrink](#) - [Expand](#)



Welcome to the European Laboratory for [Particle Physics](#), located near [Geneva](#) in [Switzerland](#) and [France](#). CERN is the birthplace of the [World-Wide Web](#).

The [WWW support team](#) provides a set of [Services](#) to the physics experiments and the lab.

About the Laboratory

General:

[Help](#) and [General information](#), [Divisions, groups and activities](#) (structure), [Scientific Committees](#), [Scientific Information Service](#) (Library and Archives), [Visits Service](#), [Clubs and Associations](#).

Databases:

[Directories](#) (phone & email, services & people), [Buildings](#), [Alice](#) (library and preprints catalogue), [Preprint Server](#), [other directories](#).

Agenda and News:

[Press Office](#), News from the [Users' Office](#), [Announcements](#), [ACCU](#), current [Seminars](#), CERN [Events](#), internal [Newsletters](#), internal [CERN newsgroups](#).

Hot News

[CERN-JINR European School of High-Energy Physics 1997](#), Menstrup, near Naestved, Denmark 25 May - 7 June 1997

[Results of Library Survey](#), the result of the survey run in May/June is now ready

Great for customer centric, task orientated

The screenshot displays the official London 2012 Olympic Games website. At the top, there's a navigation bar with links for 'Cookies policy', 'BBL', 'Easy Read', and 'Français | Email updates'. Below this is a banner with the slogan 'Inspire a generation' and the dates 'Olympic Games 27 July - 12 August'. A 'Photo highlights' section features 'Last gold medal' and 'Asadauskate L.' with 'All medals' link. A 'Make your own mascot!' section shows two mascot characters. A main navigation menu includes 'Schedule & Results', 'Medals', 'Sports', 'Athletes', 'Countries', 'Join in', 'Spectators', 'News', 'Photos', 'Shop', 'Tickets', and 'Paralympic Games'. A social media widget for @London2012 shows 1,881 followers. The main content area features a large image of the Olympic torch with the caption 'Happy and glorious: praise for the London 2012 Olympic Games'. To the right is a 'Medal count' table. Below the main image are 'News' and 'Featured galleries' sections. The 'News' section lists several articles with dates and headlines. The 'Featured galleries' section includes 'The best of the Closing Ceremony', 'Olympic athletes bid farewell to London ...', 'Best of Athletics', and 'London 2012 welcomes fans from around ...'. A 'Bid now' section promotes owning a piece of Games history. A 'Results' section lists recent events like 'Women's Modern Pentathlon - Combined Event', 'Men's Basketball - Gold Medal Game', 'Men's Water Polo - Gold Medal Match', and 'Men's Handball - Gold Medal Match'. At the bottom, there's a 'Latest photos' section and a 'Find broadcasters' button.

Medal count

	Gold	Silver	Bronze	Total
1 USA	46	29	29	104
2 CHN	38	27	23	88
3 GBR	29	17	19	65
4 RUS	24	26	32	82
5 KOR	13	8	7	28

[Full medal count](#)

News

- 24/09/2012 Last chance to buy official London 2012 Olympic ...
- 03/09/2012 London 2012 festival heads into its final week
- 02/09/2012 Roll up, roll up to London's secret circus!
- 22/08/2012 Transformation for the Paralympic Games will ...
- 20/08/2012 Eva Loeffler appointed Mayor of the Paralympic ...
- 17/08/2012 Giant Paralympic Agitos launched in Cardiff

Featured galleries

- The best of the Closing Ceremony
- Olympic athletes bid farewell to London ...
- Best of Athletics
- London 2012 welcomes fans from around ...

Own a piece of Games history

Bid now

Results

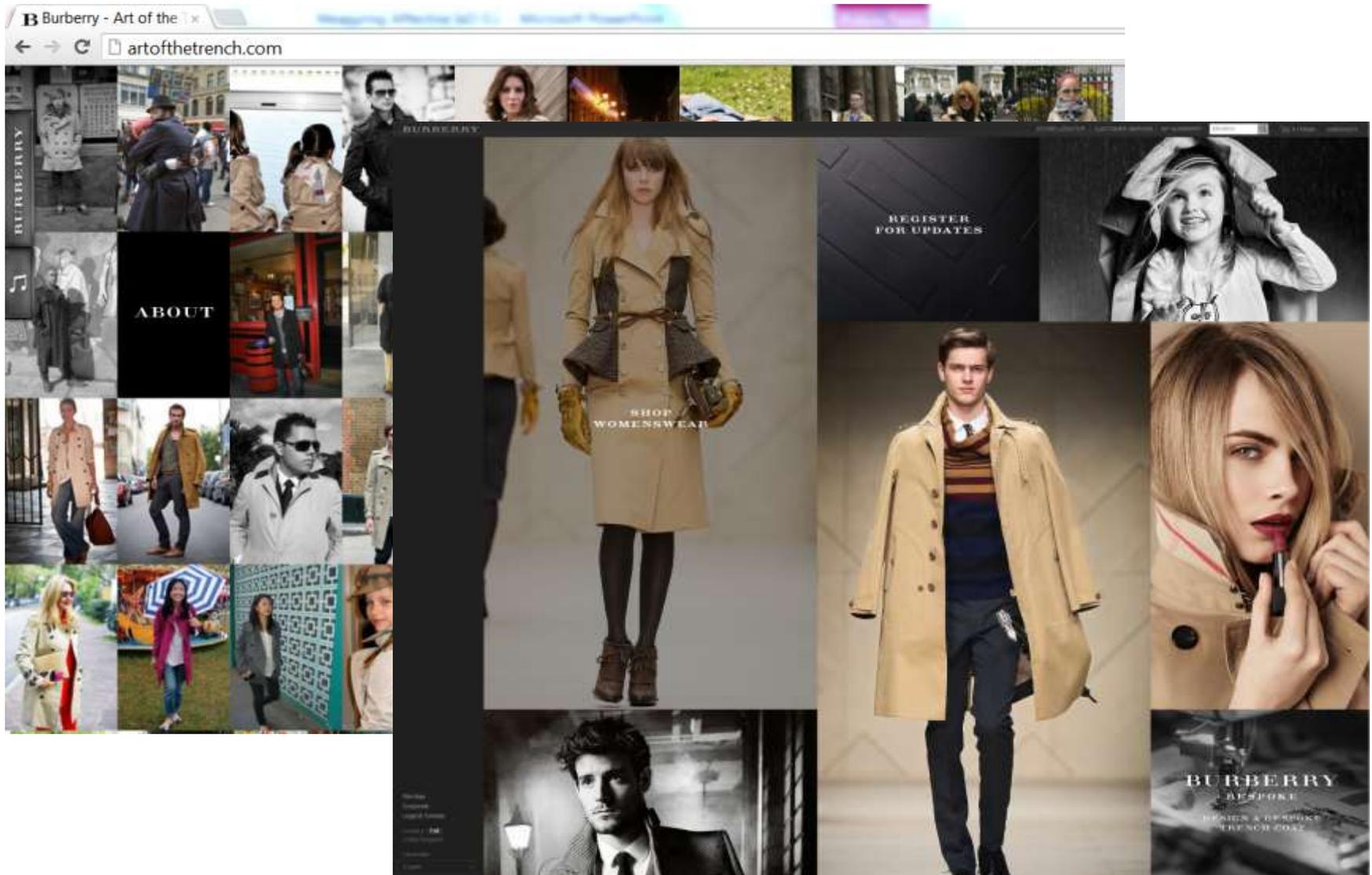
- 10 Aug Women's Modern Pentathlon - Combined Event
- 12 Aug Men's Basketball - Gold Medal Game
 - United States 107 - 100 Spain
- 12 Aug Men's Water Polo - Gold Medal Match
 - Croatia 8 - 6 Italy
- 12 Aug Men's Handball - Gold Medal Match
 - Sweden 29 - 22 France

[All results](#)

**Effectiveness, efficiency
& satisfaction are still points of
differentiation.**



Some brands are experimenting with emotion



Emotional engagement drives business success

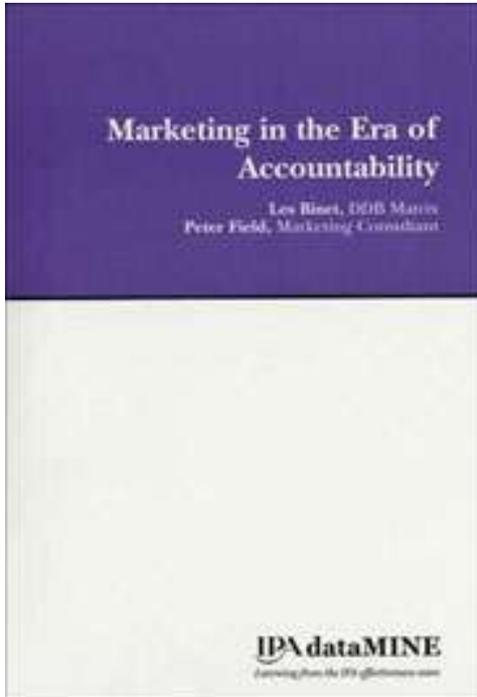


iPhone sales greater than all of Microsoft

Emotional engagement drives business success



Emotional engagement drives business success



“Emotional campaigns are more than twice as effective.”

Les Binet

**More than
GDP of
Jamaica**

£16.1 Billion ad spend in UK 2011



A photograph of two children climbing a large, complex metal climbing structure. The structure consists of a network of blue ropes and silver metal bars, with large green circular connectors. The children are positioned at different heights on the structure. The background is a clear blue sky. A yellow sticky note is overlaid on the left side of the image.

**We need a
framework.**

The Framework:

Desire

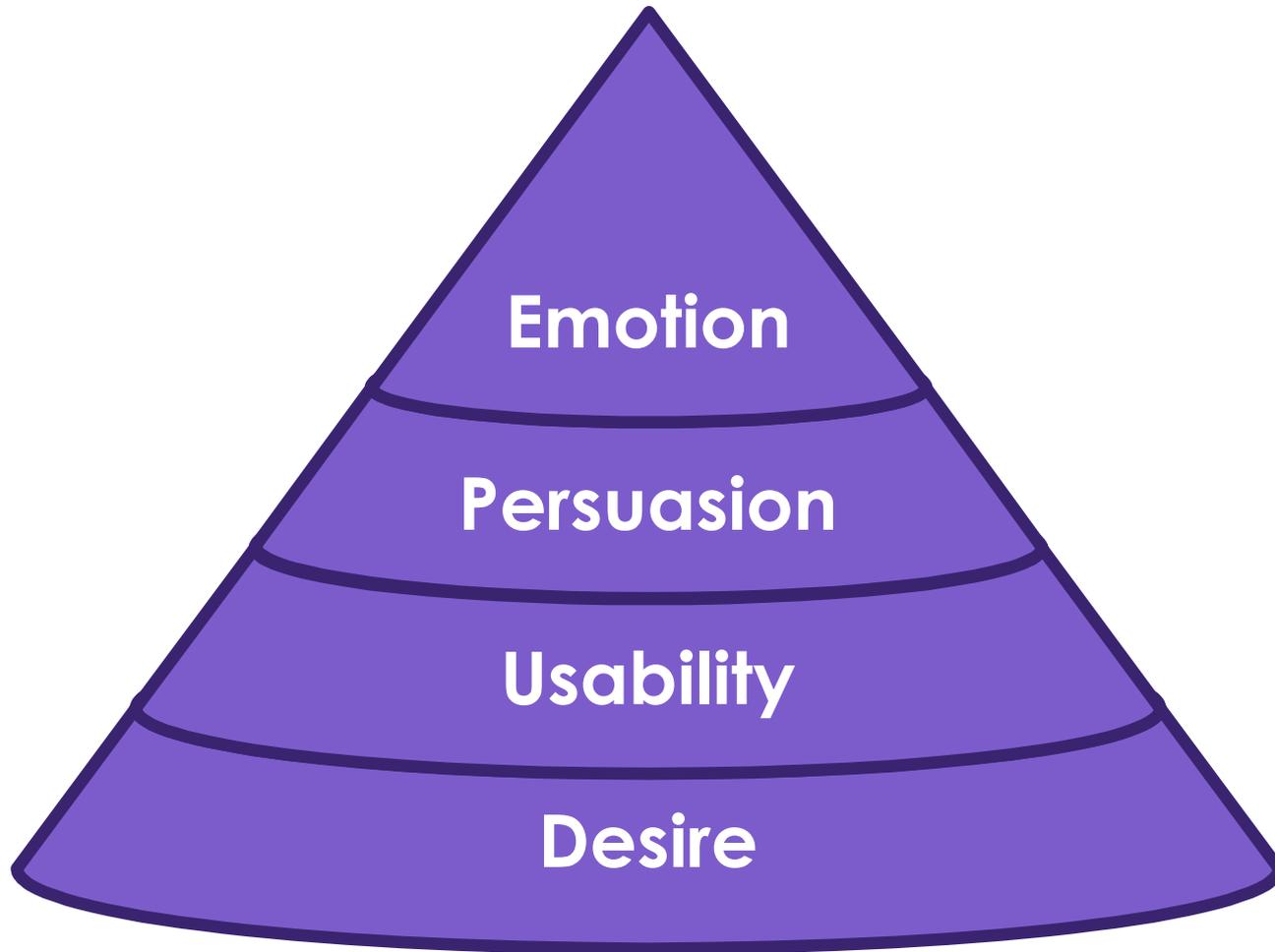
Usability

Persuasion

Emotion



Closer Look at Emotion & Desire



Facial Behavioural Response



FBR codes for 17 states:

- **Base Emotions**

- Fear
- Happiness
- Sadness
- Anger
- Disgust

- **Cognition**

- Confusion
- Concentration
- Doubt
- Intrigue
- Consideration

- **Emognition**

- Amusement
- Surprise
- Guilt
- Empathy
- Anxiety
- Frustration
- Embarrassment



How we code for FBR



Facial muscle contractions



Eyes and eyelids (such as blinking or tightening)



Wrinkles that appear or disappear



Nostrils (such as flaring)



Location and shape of eyebrows



Cheeks twitching



White exposed in eyes and pupil placement /dilation

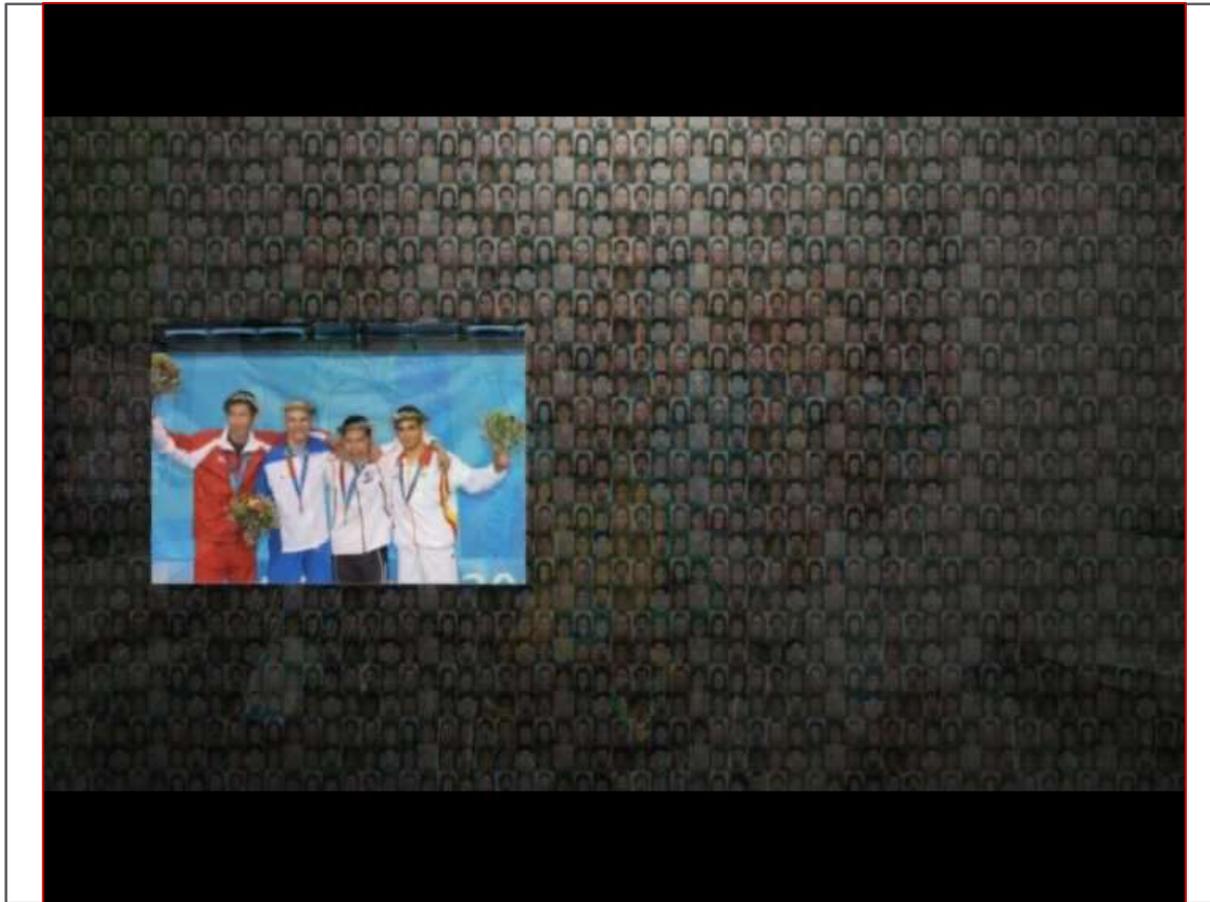


Lip movements



Changes in the chin

FBR is cross cultural and nationality



Study of the 1984 Summer Olympics and Paralympic games found

'no cultural differences in expression.'

between congenitally blind athletes and sighted ones.

<http://204.14.132.173/pubs/journals/releases/psp9611.pdf>



FBR is innate

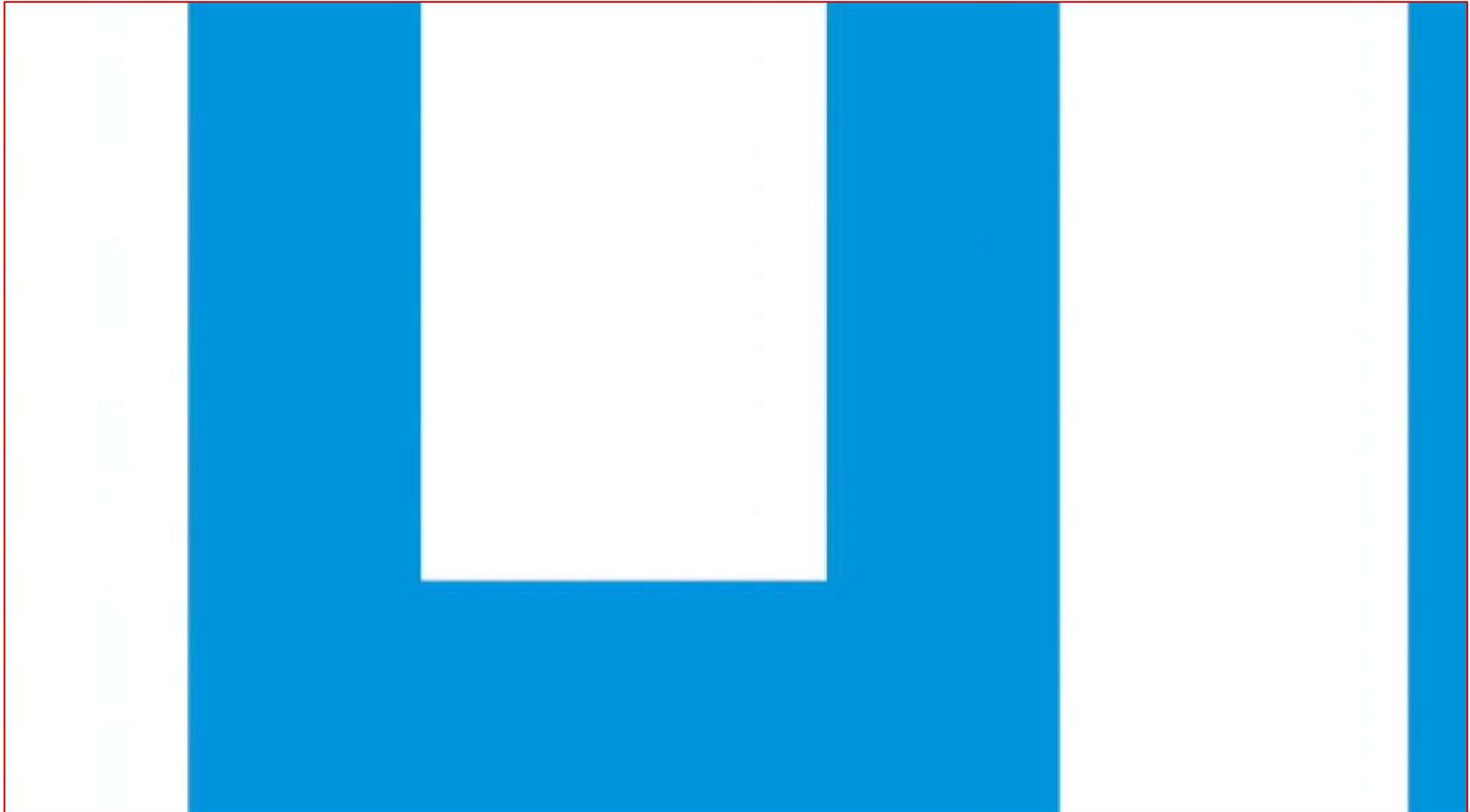


Baby Emerson is 5 months old. He has not yet learnt language or self awareness, but he can communicate his quickly changing emotions!

Scale: 1 Light, 2 Moderate, 3 Strong, 4 Very Strong



Emotional responses are visceral



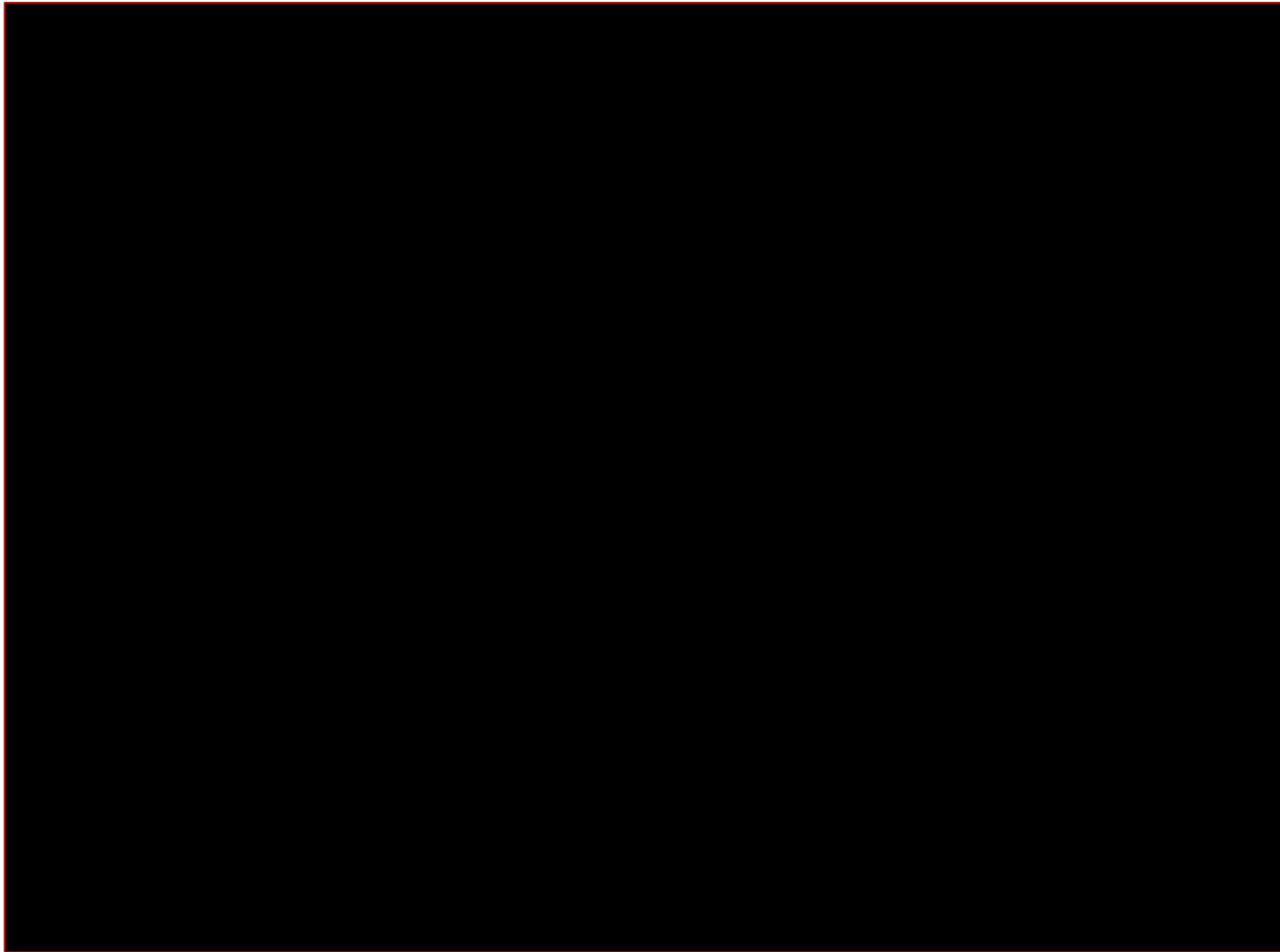
Cameron: Faux Embarrassment



Clegg: Real embarrassment & Disdain



FBR is easy to understand & communicate



Basic Emotion

- Fear
- Anger
- Happiness
- Disgust
- Sadness



Happiness

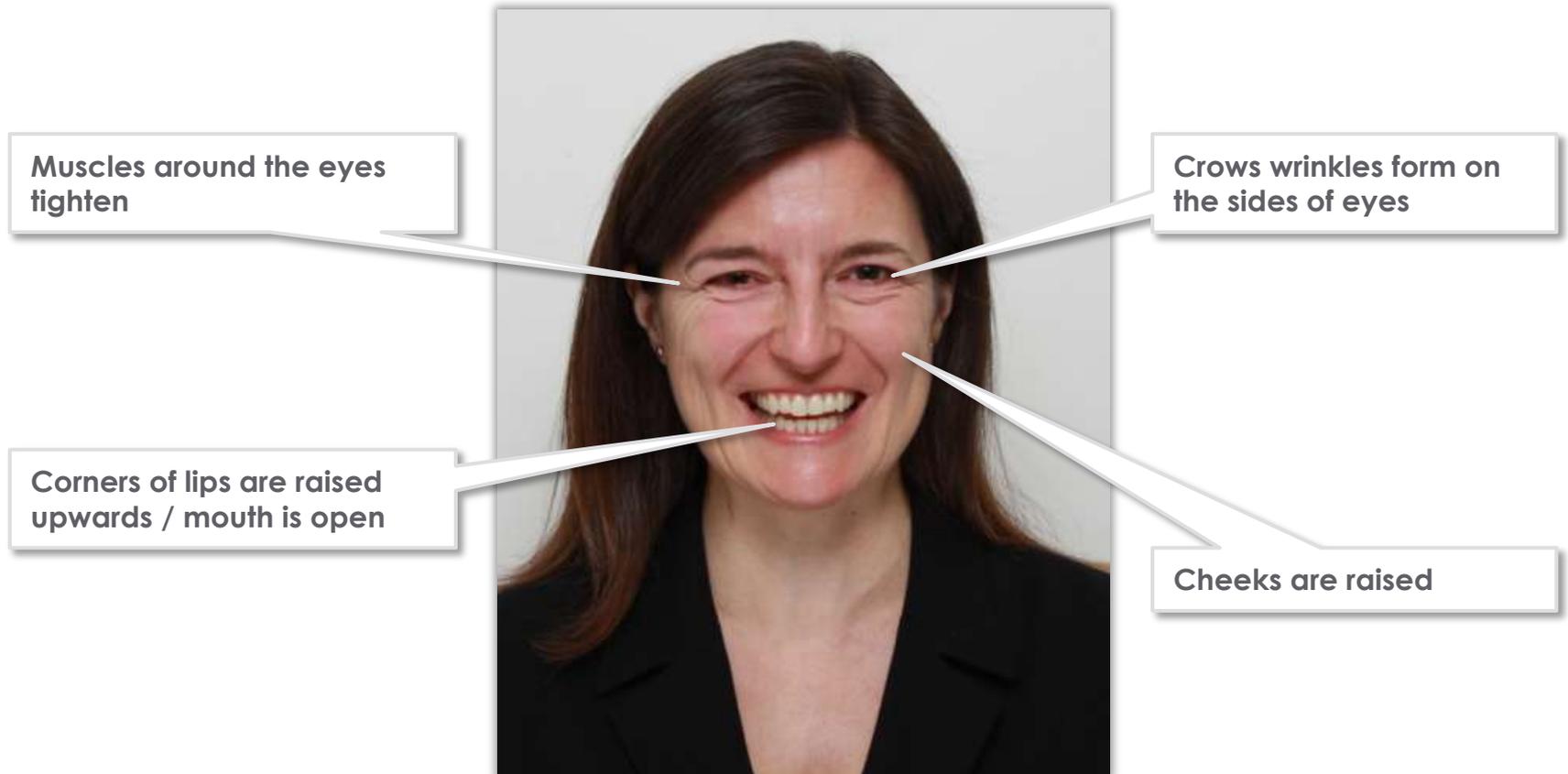
Adj

characterized by or indicative of pleasure, contentment, or joy: a happy mood; a happy frame of mind.



Happiness: Reading and understanding the signs

Happiness is enjoying/showing or marked by joy or pleasure. It's the easiest emotion to recognise.



Happiness: The progression

Happiness is an emotion which can form over time.

It can progress over the reveal of a joke and its punch-line or by recalling a fond memory. Happiness is associated with memories of good times, seeing a loved one or achieving a personal goal.



Shown above is how the emotion can form on ones face. It starts off with a slight twinkle in the eye and the lips curl upwards. The cheeks are then raised which causes the eyes to narrow.

Happiness: The variations

Happiness can be an open mouth or closed mouth emotion. Most commonly the open mouth happiness would indicate a higher intensity however this isn't always the case. There are a lot of people who have insecurities about their mouth and seldom smile exposing teeth.



Closed Mouth Happiness



Open Mouth Happiness

Cognition

- Confusion
- Concentration
- Doubt
- Intrigue
- Consideration



Consideration

noun

perplexity; bewilderment: The more difficult questions left us in complete confusion.



Consideration: Reading and understanding the signs

Careful thought, typically over a period of time. A fact or a motive taken into account in deciding or judging something



Smooth clear forehead with no wrinkling. Ears often push back and this will also smooth out forehead wrinkling

Eyes tend to look away while expressing consideration

Lips tense slightly and commonly are pulled to the side and into the cheek

Consideration: The variations (1 of 2)

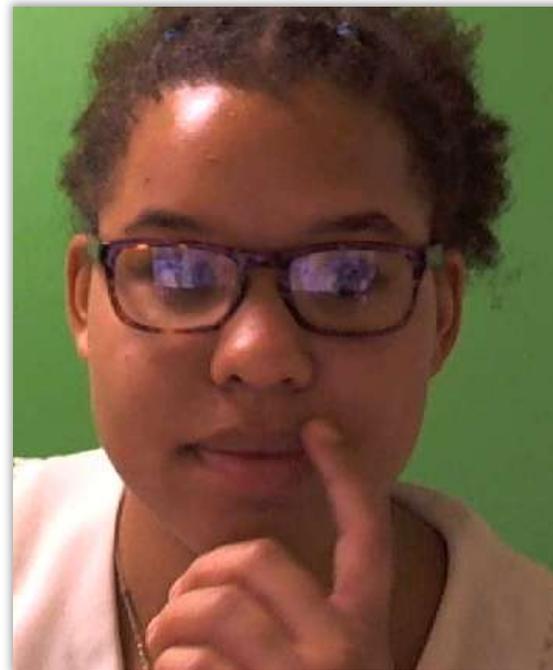
Consideration is a positive response to advertising. Usually when a person breaks eye contact and looks up to the one side they are reciting a memory. This could be a previous thought of buying a gift for a friend or associating it to a need for themselves.

The lips are normally to the side and are not always matched by the eyes. This does however make it look similar to confused or doubt – the main difference will lie in the softness of the eyes and the lack of eye contact. There will often be a firm stare at the thing which induced confusion.



Consideration: The variations (1 of 2)

Often when we're considering something we place our hands near our mouth. This is by no means always an indicator of consideration however it can often be used as a deflector when evaluating/considering something.



Emotion & Desire: Concept Test



This is a Concept Test

McGurney's TableTop butter

Are you fed up of missing out on the real taste and natural goodness of dairy butter, just so that you have the convenience of spreadability?

Wouldn't it be great if you could have real dairy butter spreadable straight from the pack which lasts for up to 4 weeks at room temperature?

Now you can, with McGurney's rich & creamy TableTop Butter.

Micro-filtration technology removes bacteria from the milk meaning that you can safely store your McGurney's Butter out of the fridge.

- Easy spreading
- Perfect for baking
- Great tasting

McGurney's TableTop butter for all your spreading and baking needs.



McGurney's Not-Captioned



McGurney's Captioned



McGurney's Not Captioned



McGurney's Captioned



Intrigue

McGurney's TableTop butter

Are you fed up of missing out on the real taste and natural goodness of dairy butter, just so that you have the convenience of spreadability?

Wouldn't it be great if you could have real dairy butter spreadable straight from the pack which lasts for up to 4 weeks at room temperature?

Now you can, with McGurney's rich & creamy TableTop Butter.

Micro-filtration technology removes bacteria from the milk meaning that you can safely store your McGurney's Butter out of the fridge.

- Easy spreading
- Perfect for baking
- Great tasting

McGurney's TableTop butter for all your spreading and baking needs.



Confusion

McGurney's TableTop butter

Are you fed up of missing out on the real taste and natural goodness of dairy butter, just so that you have the convenience of spreadability?

Wouldn't it be great if you could have real dairy butter spreadable straight from the pack which lasts for up to 4 weeks at room temperature?

Now you can, with McGurney's rich & creamy TableTop Butter.

Micro-filtration technology removes bacteria from the milk meaning that you can safely store your McGurney's Butter out of the fridge.

- Easy spreading
- Perfect for baking
- Great tasting

McGurney's TableTop butter for all your spreading and baking needs.



Doubt

McGurney's TableTop butter

Are you fed up of missing out on the real taste and natural goodness of dairy butter, just so that you have the convenience of spreadability?

Wouldn't it be great if you could have real dairy butter spreadable straight from the pack which lasts for up to 4 weeks at room temperature?

Now you can, with McGurney's rich & creamy TableTop Butter.

Micro-filtration technology removes bacteria from the milk meaning that you can safely store your McGurney's Butter out of the fridge.

- Easy spreading
- Perfect for baking
- Great tasting

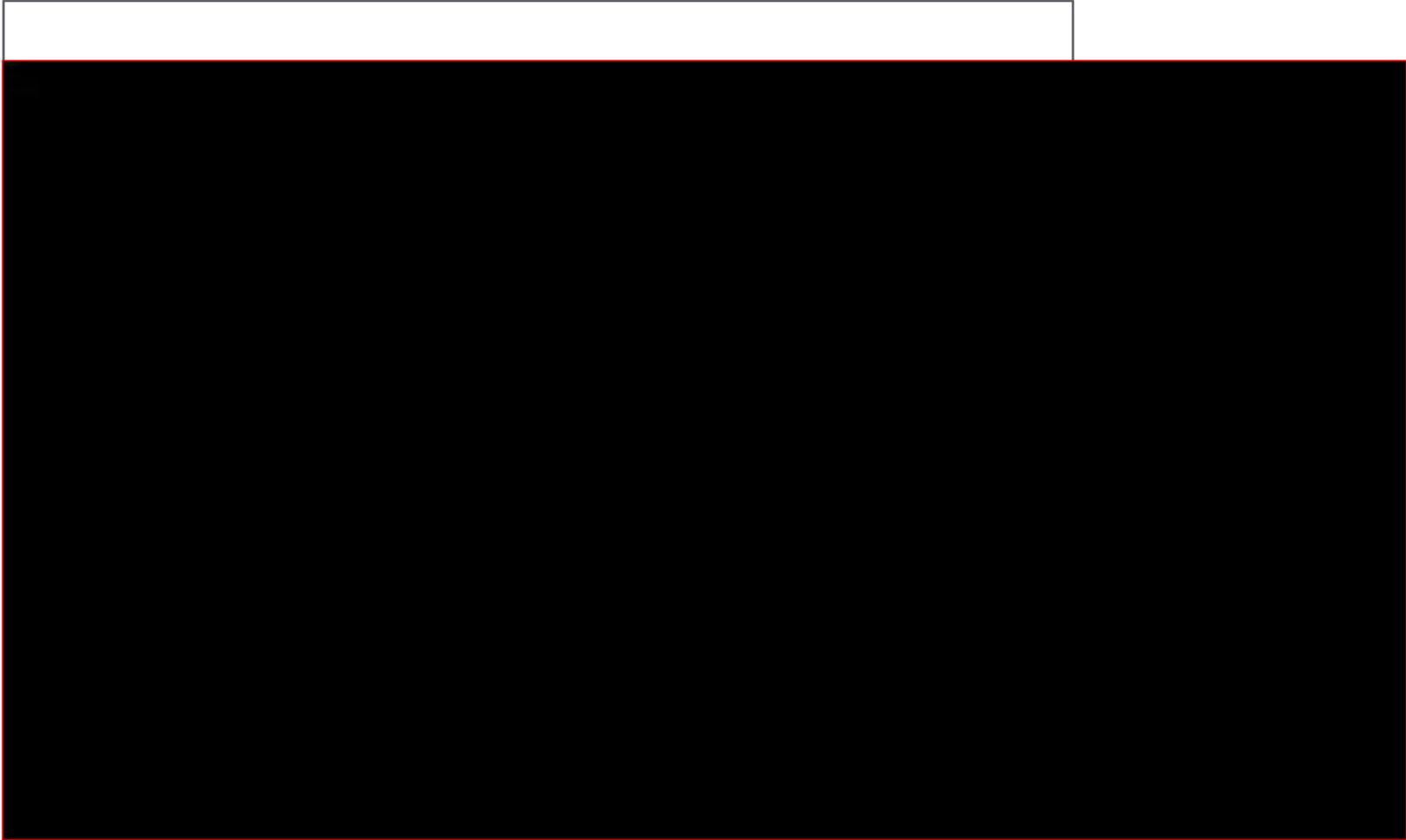
McGurney's TableTop butter for all your spreading and baking needs.



Emotion & Desire:
LV 30 Second Spot



LV Insurance



Scene 1: “Over the last year...”

Participants were mostly engaged at this stage of the advert. There were a few examples of confusion and intrigue as the plot had not yet been set.

Feedback:

“I was intrigued to find out what was being advertised”

“It seemed like an opening scene of a movie.”

Viewers engaged with the actor. (It’s not uncommon for viewers to look at the crotch of actors!)



Scene 2: “Up sticks and decided to move...”

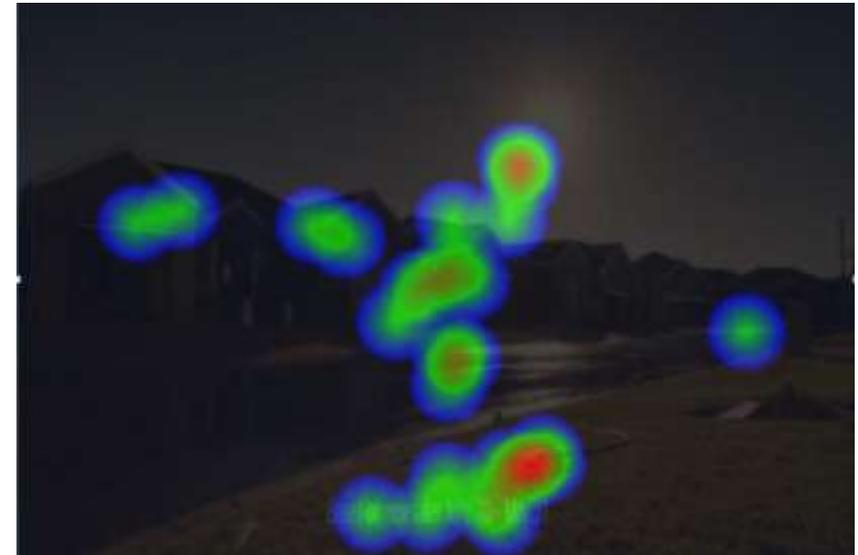
Emotion, slight confusion

Viewers maintained their engagement levels on this scene as they were still interested to find out what is being advertised.



Feedback:

“Doesn't look like England. ”



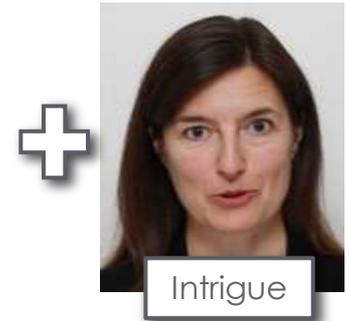
Viewers engaged with statutory required info.

Scene 9: “pay £350 or less”

Intrigue and engagement

Feedback:

“It’s good to be given some saving figures in the advert.”



Viewers mostly engage with LV mark and value message. Voice over notes value proposition.

Winning scene 

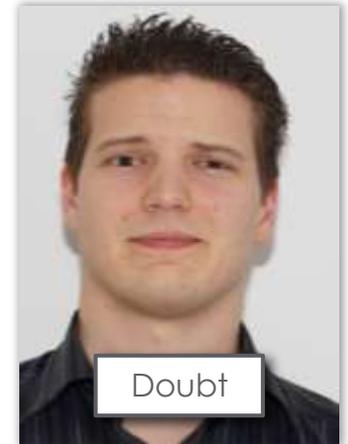
Scene 17: “Over 1000 people a day”

Doubt and disbelief

Feedback:

“I don’t believe it.”

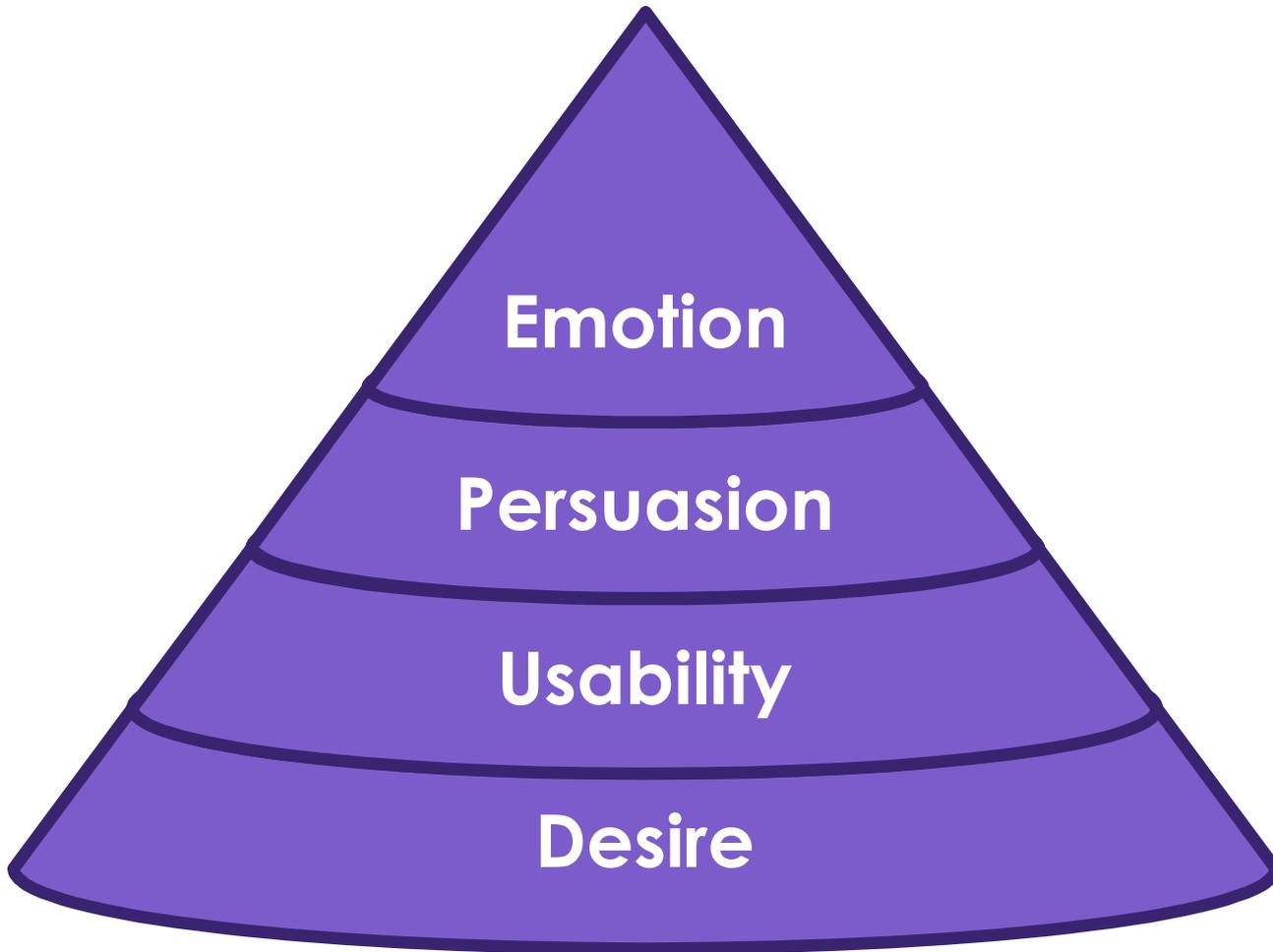
“Yes, but how many are leaving every day?”



JUiCE







Quick Recap:

Tech moves from utilitarian to higher needs

Effectiveness, Efficiency & Satisfaction are still points of differentiation

Emotional engagement drives business success



Want to learn more?

Bunnyfoot blog:

'The Emotion of Surprise'

Bunnyfoot.com/JUiCE

Bunnyfoot training course FBR



Robert Stevens

rob@bunnyfoot.com

@ModestRobert

