

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

**@ModestRobert**

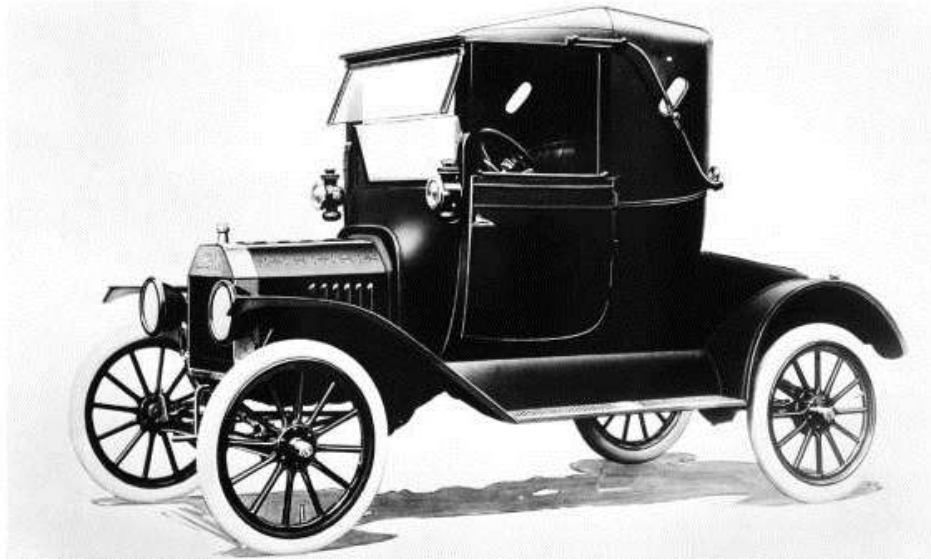
**@BunnyfootSays**



# 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

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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.

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## 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, BSL, Easy Read, and a search bar. Below this, the main header features the Olympic Games logo, the slogan 'Inspire a generation', and the dates 'Olympic Games 27 July - 12 August'. A secondary navigation bar includes links for Schedule & Results, Medals, Sports, Athletes, Countries, Join in, Spectators, News, Photos, Shop, Tickets, and Paralympic Games.

The main content area is divided into several sections:

- Featured galleries:** Includes 'The best of the Closing Ceremony' and 'Olympic athletes bid farewell to London ...'. Below these are 'Best of Athletics' and 'London 2012 welcomes fans from around ...'.
- Medal count:** A table showing the medal tally for the top five countries.
- News:** A list of recent news items with dates and headlines.
- Latest photos:** A section for the most recent photographs.
- Results:** A section for the latest competition results.

**Medal count table:**

	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

**News items:**

- 24/08/2012: Last chance to buy official London 2012 Olympic ...
- 03/08/2012: London 2012 Festival heads into its final week
- 03/08/2012: 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 ...
- 10/08/2012: Giant Paralympic Agitos launched in Cardiff

**Results:**

- 12 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



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



**B** Burberry - Art of the 





# Emotional engagement drives business success

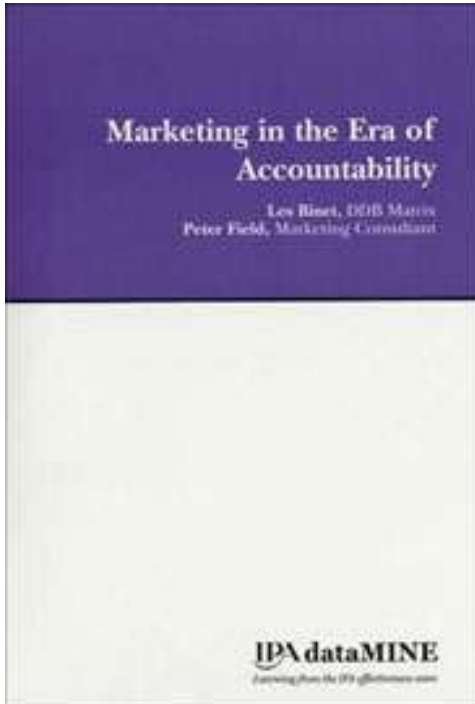


iPhone sales greater than all of Microsoft

# 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 low-angle photograph of a large, complex climbing frame made of metal poles and blue ropes. Two children are visible: a boy in a brown jacket at the top and a girl in a blue jacket below him. The frame has large green circular connectors. A bright yellow rectangular box is overlaid on the left side, containing the text "We need a framework." in bold black font.

**We need a  
framework.**



**The Framework:**

**Desire**

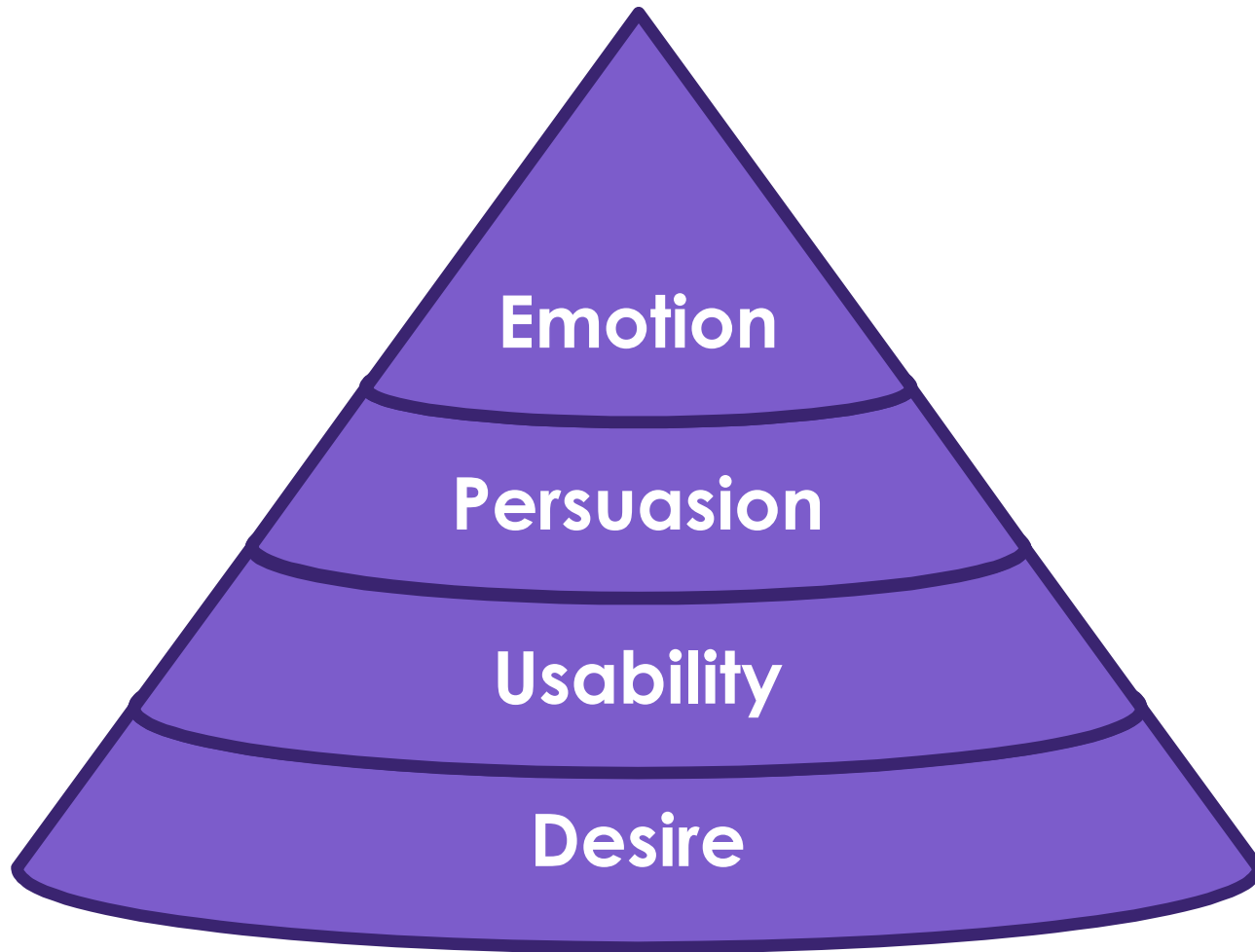
**Usability**

**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



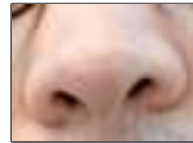
Facial muscle contractions



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

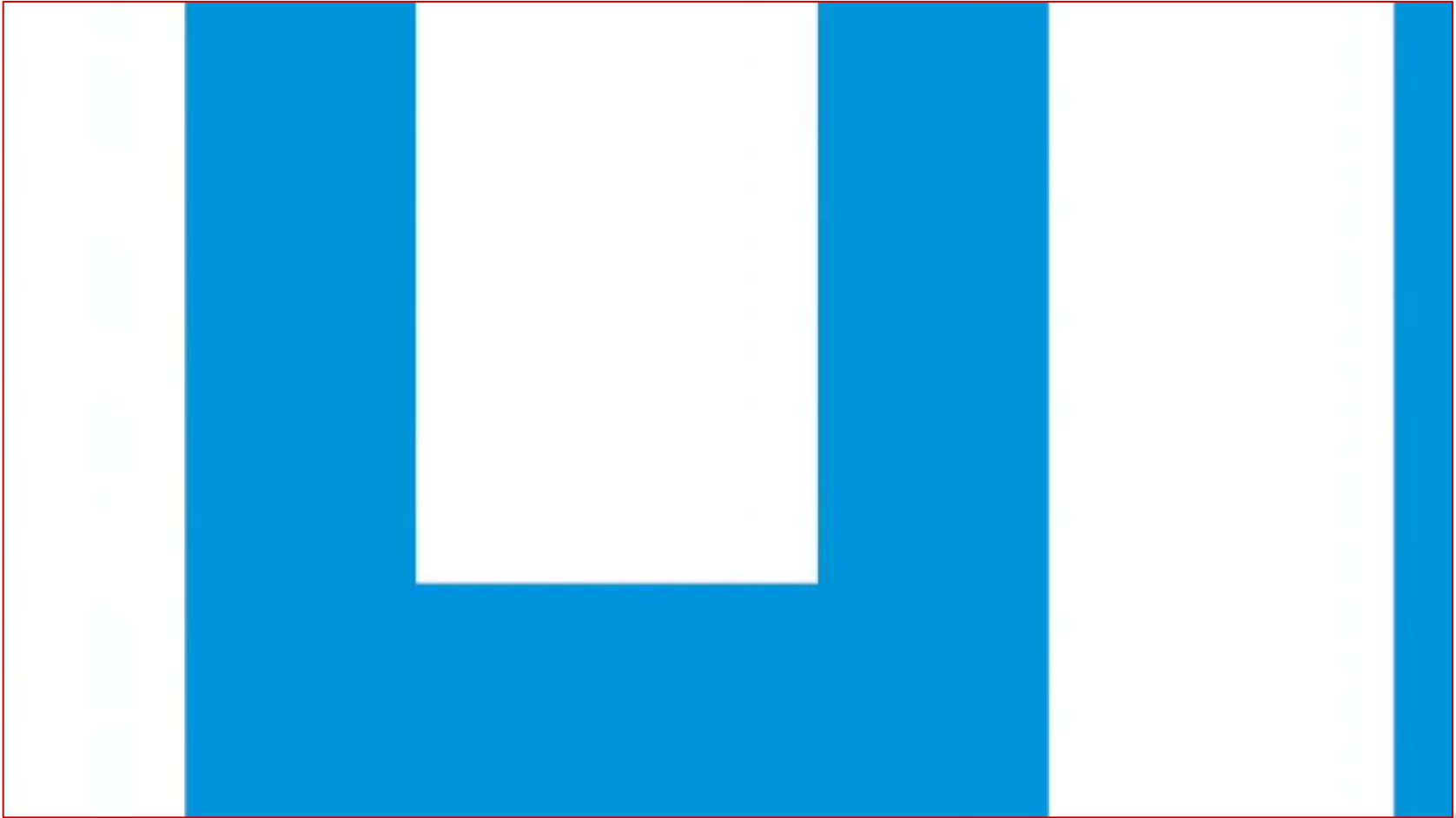


Baby Emerson is 5 months old. He has not yet learnt language or self awareness, but he can communicate his quickly changing emotions!

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



# Emotional responses are visceral



# Cameron: Faux Embarrassment



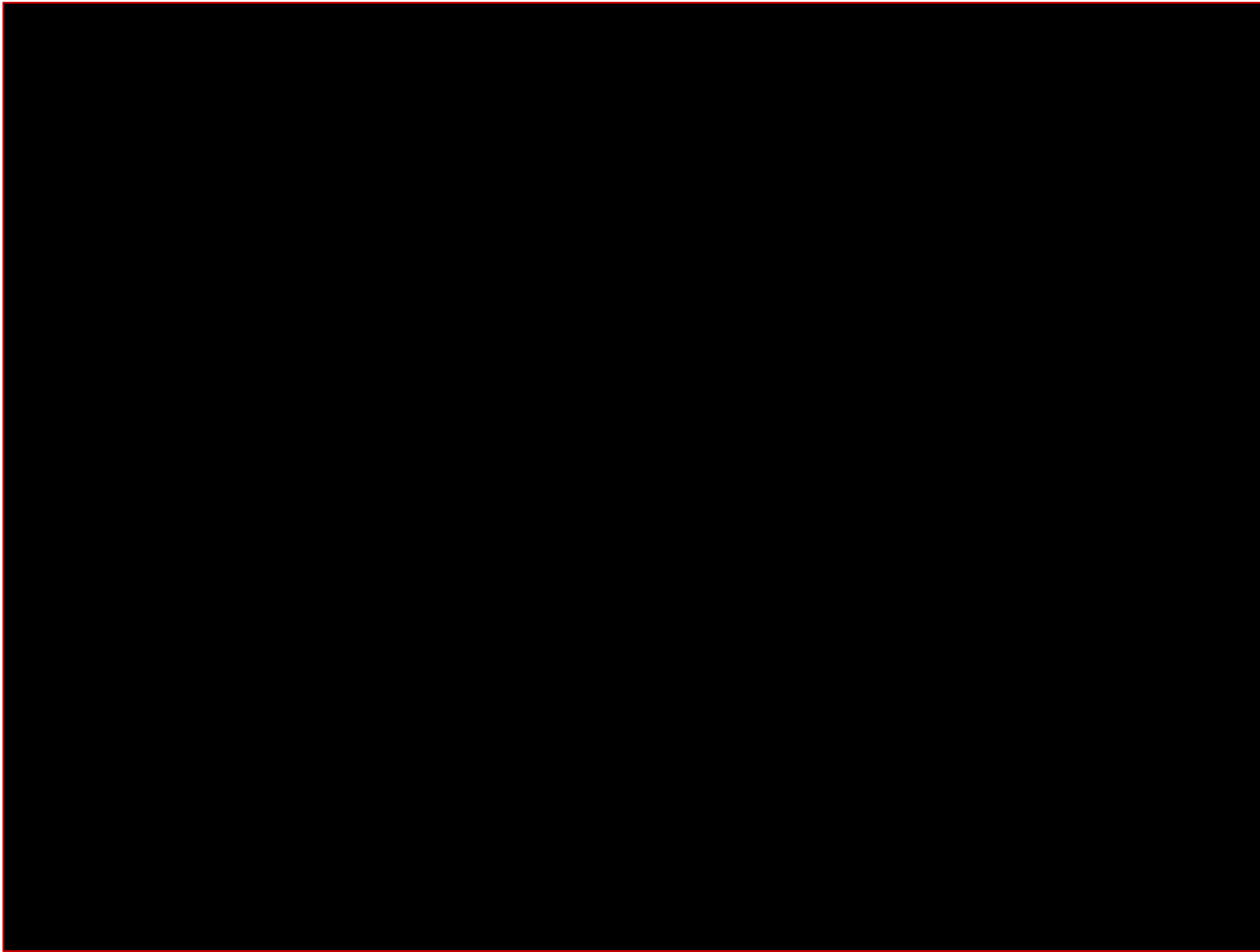


# Clegg: Real embarrassment & Disdain





# FBR is easy to understand & communicate



# Basic Emotion

- Fear
- Anger
- Happiness
- Disgust
- Sadness



# Happiness

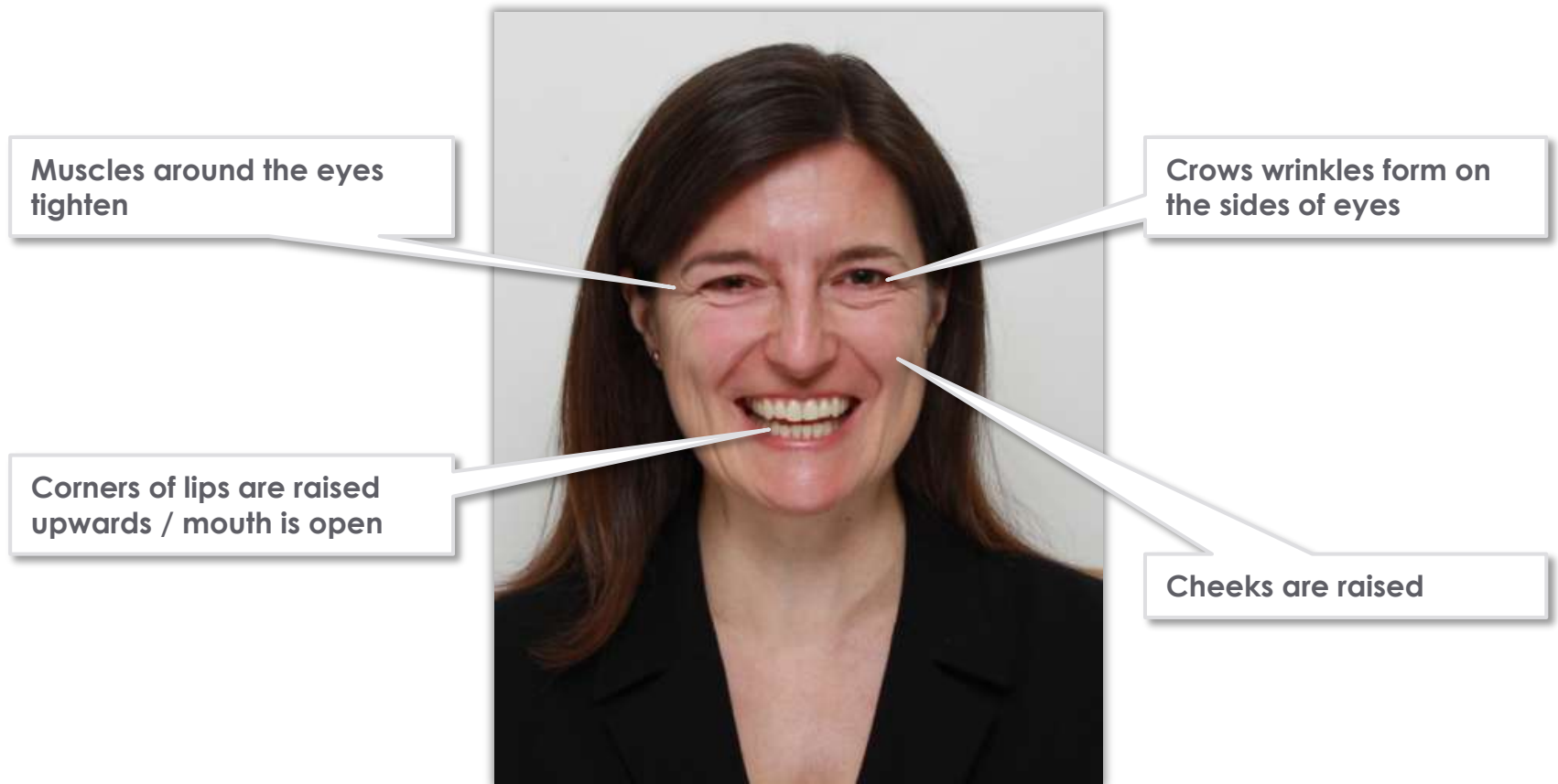
***Adj***

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.



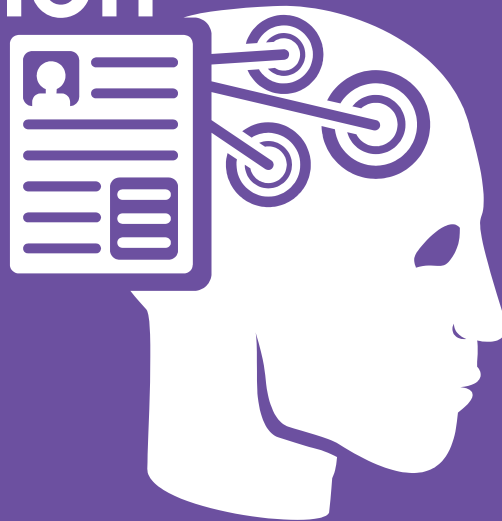
**Closed Mouth Happiness**



**Open Mouth Happiness**

# Cognition

- Confusion
- Concentration
- Doubt
- Intrigue
- Consideration



# Consideration

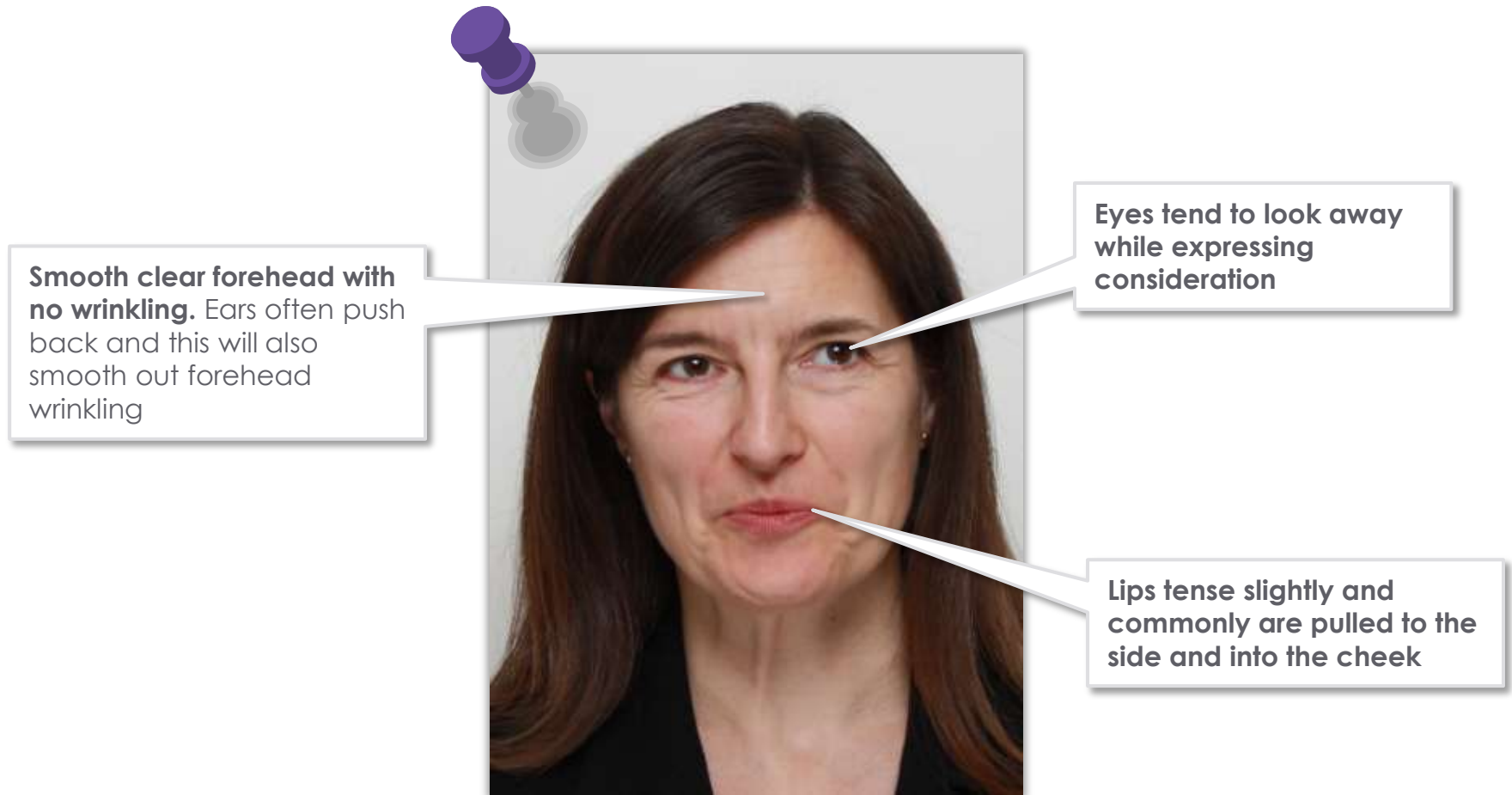
**noun**

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



# Consideration: Reading and understanding the signs

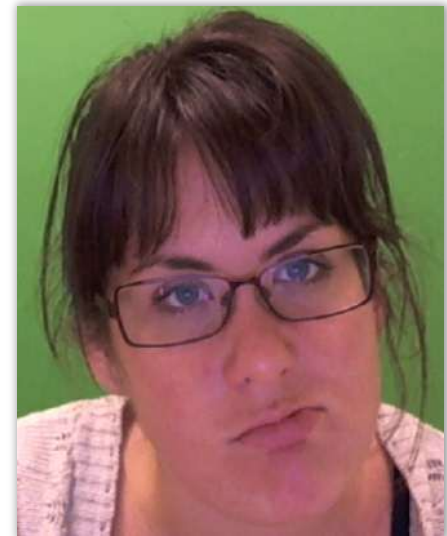
Careful thought, typically over a period of time. A fact or a motive taken into account in deciding or judging something



# 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?

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



# Confusion

## McGurney's TableTop butter

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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?

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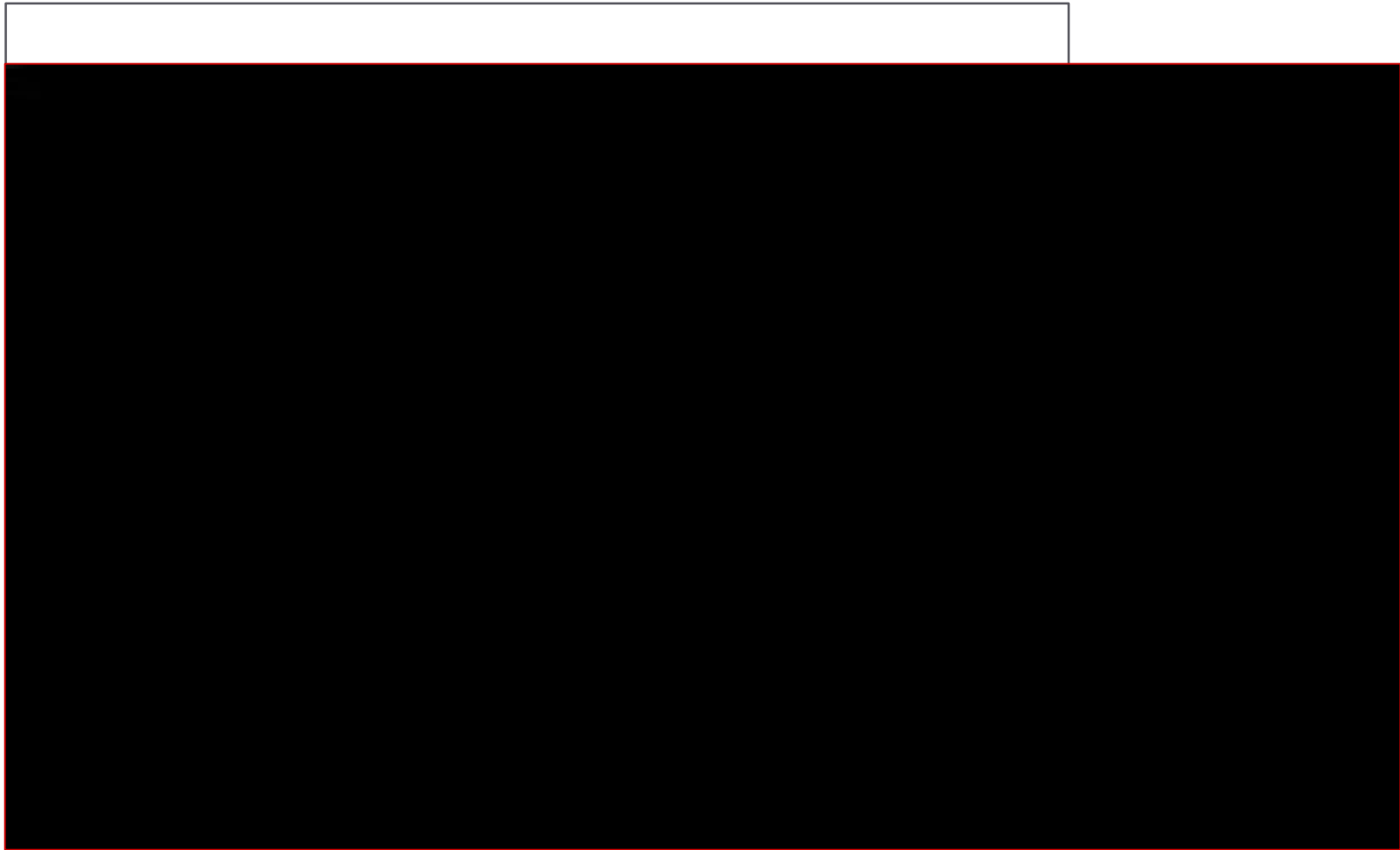
McGurney's TableTop butter for all your spreading and baking needs.



# Emotion & Desire: LV 30 Second Spot



# LV Insurance



# Scene 1: “Over the last year...”

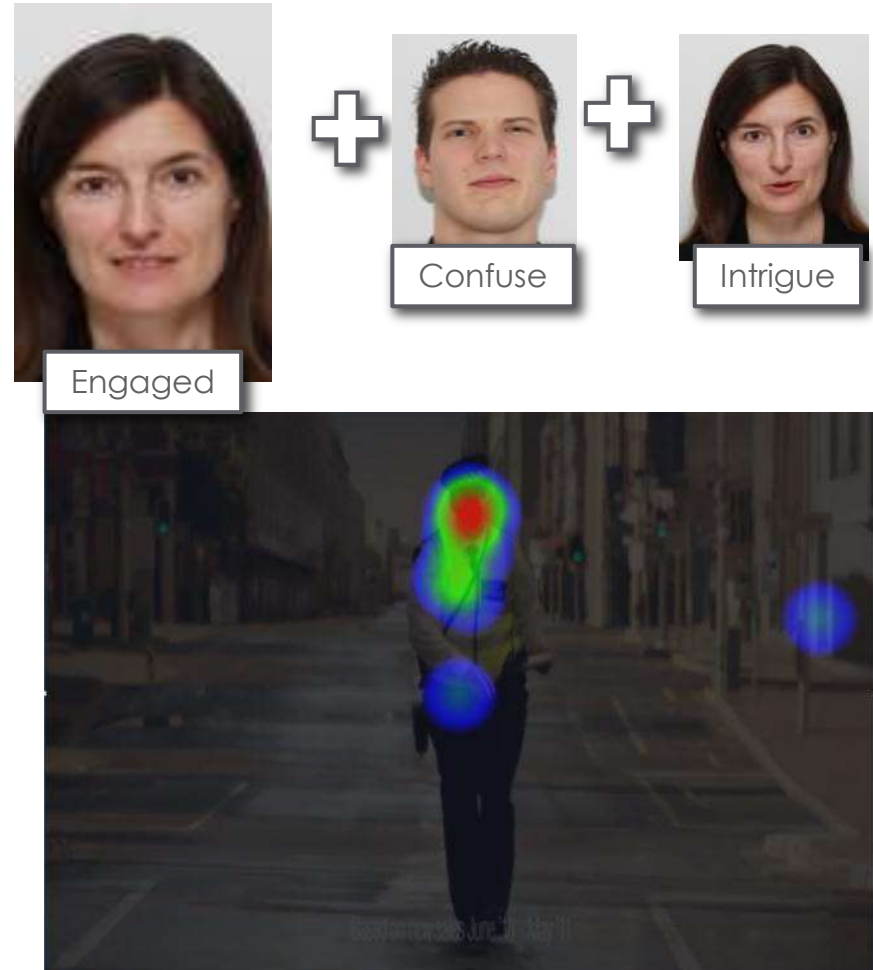
Participants were mostly engaged at this stage of the advert. There were a few examples of confusion and intrigue as the plot had not yet been set.

## 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...”

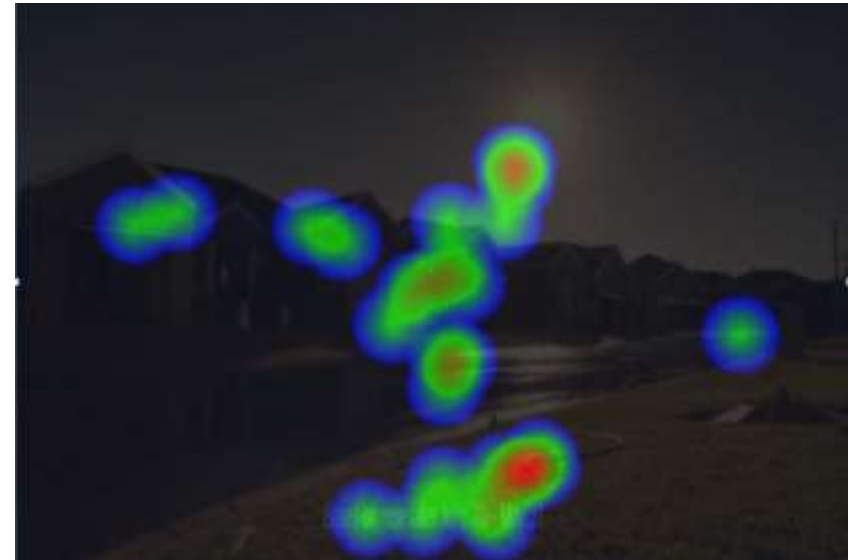
Emotion, slight confusion

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. ”***



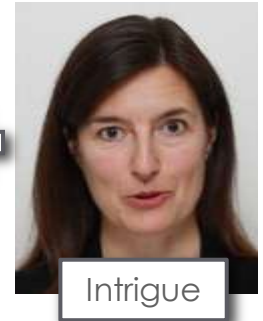
Viewers engaged with statutory required info.

## 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.”*

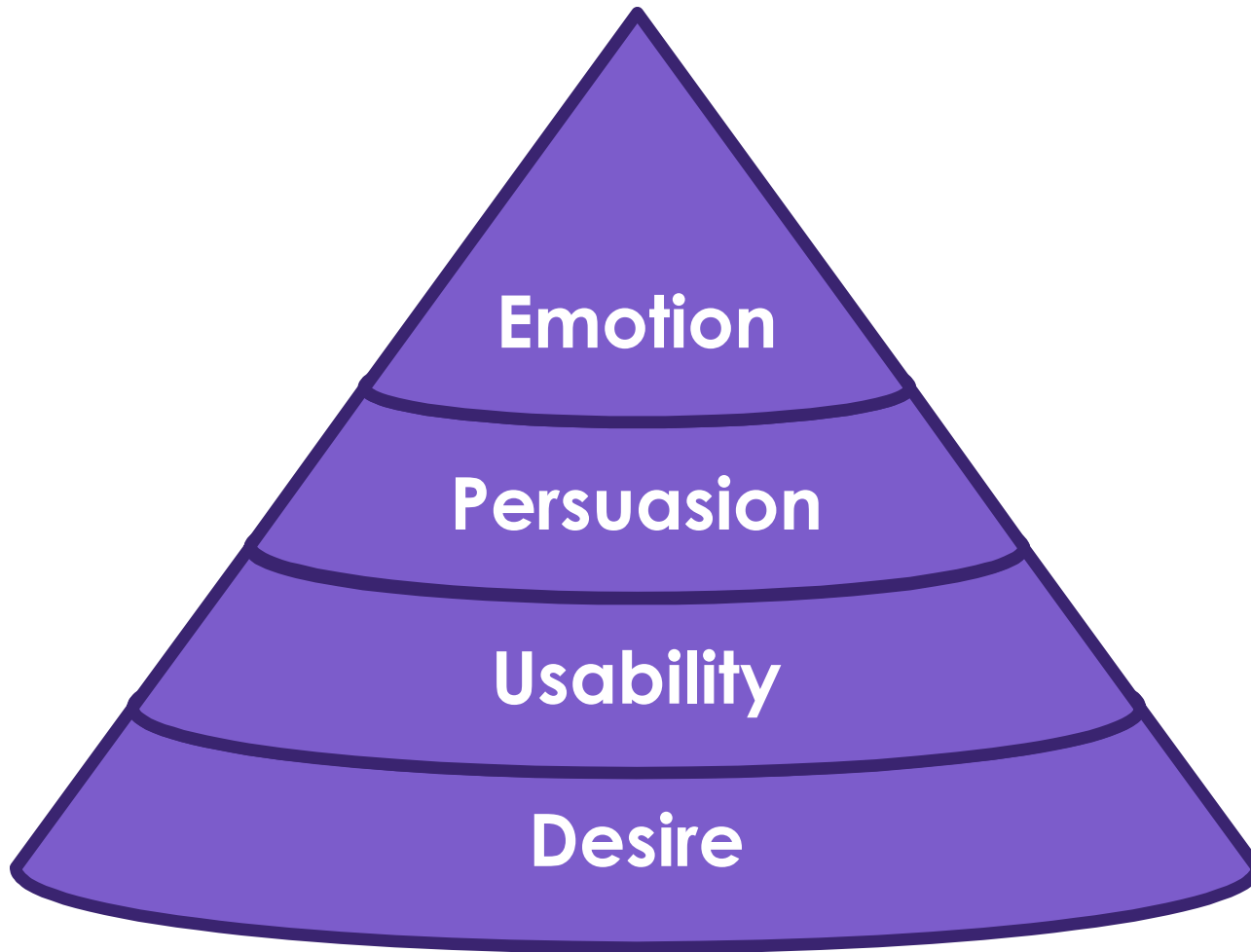
*“Yes, but how many are leaving every day?”*



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](https://bunnyfoot.com/JUiCE)**

**Bunnyfoot training course FBR**





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**@ModestRobert**

