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~~42–43 IDEMC4 (2013): Design for Emotion by Pieter Desmet - June 26-27 Joolz~~

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Design & Emotion Moves

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Pieter Desmet is professor of Design for Experience at the Faculty of Industrial Design Engineering. His main research interest is in understanding why and how

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design evokes emotion, and how design can contribute to the well-being and flourishing of individual users and communities.

Prof. dr. ir. Desmet, P.M.A.

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DfI Master. Design & Emotion. Emotion is central to human existence; all of our thoughts, motivations and behaviours are enriched and influenced by our emotions. It is possible for a product – or its use – to stir the same emotions we might experience in response to events, situations, or the words and deeds of people we encounter. Ignoring the emotional side of product experience would, therefore, be like denying that these products are designed, bought, and used by humans.

Pieter Desmet | Labmark of Pieter Desmet

Dr. Pieter Desmet is an Assistant Professor in the Department of Industrial Design Delft University of Technology. His background is in industrial design, and his research for his PhD degree focussed on emotional product experience. His award winning research has been published in several journals and presented at

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international platforms.

Getting Emotional With... Pieter Desmet | Design & Emotion ...

Pieter Desmet is associate professor at the department of Industrial Design, Delft University of Technology. He is co-founder and board member of the International Design and Emotion Society. Desmet is best known for his research that focuses on the emotional impact of product design and his contribution to the measurement of product emotions.

Design & Emotion Moves: Pieter M.A. Desmet, Jeroen van Erp ...

Dissertation | Pieter Desmet. In 2002, I defended my dissertation “designing emotions.”. The thesis (235 pages), in which five years of research is reported and discussed, should appeal designers and researchers who are interested in the emotional responses evoked by products. I discuss what an emotion is, how products evoke emotions, and how these emotions can be measured and ‘designed for.’.

Dissertation | Pieter Desmet

Pieter Desmet holds a TU Delft MSc in Industrial Design Engineering. Combining this with a PhD in the domain of Emotion Psychology, he has been active in developing tools and techniques to support designers in their attempts to design for meaningful experiences and human flourishing.

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Design approaches are introduced that are embedded in theory whilst remaining pragmatic and usable for designers. Participants deepen their knowledge of how product design elicits emotions, and of the influence of design on happiness. They gain hands-on experience by formulating design intentions that include emotional and happiness effects.

Design for Emotion and Happiness - TU Delft

In book: Design and Emotion Moves (pp.221-246) Edition: 1; Chapter: 11; Publisher: Cambridge Scholars Publishing: UK; Editors: Pieter Desmet, Jeroen van Erp, MariAnne ...

(PDF) Materials affect: The role of materials in product ...

Pieter Desmet – Designing Emotions and PrEmo. Pieter Desmet carried out his dissertation on the subject of ‘ designing emotions ’ . At the moment I do not have the

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full paper but have read the implications and results of his work. I read a review of Desmets work by Donald Norman, who 's own work is prominent in my mind.

Pieter Desmet - Martyn Catchpole Design

Desmet demonstrates a non-verbal instrument to measure emotions (PrEmo), and present various design and research cases that illustrate application possibilities. Examples of these possibilities are: to develop emotional consistency between brand, product, and advertisements, to create emotional benchmarks for product development, and to evaluate the emotional impact of new product concepts.

Design & Emotion Moves is an edited collection of papers presented at the 5th international Design and Emotion Conference in Gothenburg, Sweden. In spite of the wide variety of angles and approaches, all authors share the basic proposition that in order to understand users (or consumers) and their behaviour, one must understand the affective responses that are involved in the processes of buying, using, and owning products. The book should appeal to anyone interested in understanding emotions involved in human-product relationships, and in techniques that can help utilising these insights in design practice.

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There is considerable interest in and growing recognition of the emotional domain in product development. The relationship between the user and the product is paramount in industry, which has led to major research investments in this area. Traditional ergonomic approaches to design have concentrated on the user's physical and cognitive abil

Emotion Measurement, Second Edition highlights key elements of emotions that should be considered in the measurement of emotions in both academic and commercial environments. This edition begins with an updated review of basic studies of emotion, including the theory, physiology, and psychology of emotions, as these are the foundational studies which food scientists as well as product developers and marketing professionals need to be aware of. The second section highlights methods for studying emotions, and reviews the different approaches to emotion measurement: questionnaire self-report, behavioral, and physiological. This

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section explores the merits of intrinsic versus extrinsic measures of emotion. Some new measurement approaches have emerged since the first edition of this book. The book then presents practical applications, with chapters on emotion research in food and beverage, as well as in a range of products and clinical settings. The experience in testing product emotions has increased since the first edition when product emotion research was newer. Finally, *Emotion Measurement, Second Edition* provides coverage of cross-cultural research on emotions. This is critical because much of the newer commercial research is aimed at markets around the world, requiring methods that work in many cultures. And the universality of emotions has been a topic of research for decades. Taking both an academic and applied approach, *Emotion Measurement, Second Edition* will be an invaluable reference for those conducting basic academic research on emotions and for sensory and consumer scientists, and the product developers and marketing professionals they work alongside. Reviews both the academic and the applied strands of emotion measurement research Focuses on cross-cultural studies of emotions, which is currently lacking from most of the literature in the field Highlights methods for studying emotions in both basic and applied studies

How can we design better experiences? *Experience Design* brings together leading international scholars to provide a cross-section of critical thinking and professional practice within this emerging field. Contributors writing from theoretical, empirical and applied design perspectives address the meaning of 'experience'; draw on case

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studies to explore ways in which specific 'experiences' can be designed; examine which methodologies and practices are employed in this process; and consider how experience design interrelates with other academic and professional disciplines. Chapters are grouped into thematic sections addressing positions, objectives and environments, and interactions and performances, with individual case studies addressing a wide range of experiences, including urban spaces, the hospital patient, museum visitors, mobile phone users, and music festival and restaurant goers.

Emotionally Durable Design presents counterpoints to our 'throwaway society' by developing powerful design tools, methods and frameworks that build resilience into relationships between people and things. The book takes us beyond the sustainable design field's established focus on energy and materials, to engage the underlying psychological phenomena that shape patterns of consumption and waste. In fluid and accessible writing, the author asks: why do we discard products that still work? He then moves forward to define strategies for the design of products that people want to keep for longer. Along the way we are introduced to over twenty examples of emotional durability in smart phones, shoes, chairs, clocks, teacups, toasters, boats and other material experiences. Emotionally Durable Design transcends the prevailing doom and gloom rhetoric of sustainability discourse, to pioneer a more hopeful, meaningful and resilient form of material culture. This second edition features pull-out quotes, illustrated product examples, a running glossary and comprehensive stand firsts; this book can be read cover to cover, or dipped in-and-out of. It is a daring call

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to arms for professional designers, educators, researchers and students from in a range of disciplines from product design to architecture; framing an alternative genre of design that reduces the consumption and waste of resources by increasing the durability of relationships between people and things.

This book presents the integration of new tools, the modification of existing tools, and the combination of different tools and approaches to create new technical resources for assisting the innovation process. It describes the efforts deployed for assisting the transformation of Product-Services Systems and explains the main key success factors or drivers for success of each tool or approach applied to solve an innovation problems. The book presents a set of case studies to illustrate the application of several tools and approaches, mainly in developing countries.

Product Experience brings together research that investigates how people experience products: durable, non-durable, or virtual. In contrast to other books, the present book takes a very broad, possibly all-inclusive perspective, on how people experience products. It thereby bridges gaps between several areas within psychology (e.g. perception, cognition, emotion) and links these areas to more applied areas of science, such as product design, human-computer interaction and marketing. The field of product experience research will include some of the

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research from four areas: Arts, Ergonomics, Technology, and Marketing. Traditionally, each of these four fields seems to have a natural emphasis on the human (ergonomics and marketing), the product (technology) or the experience (arts). However, to fully understand human product experience, we need to use different approaches and we need to build bridges between these various fields of expertise. Most comprehensive collection of psychological research behind product design and usability Consistently addresses the 3 components of human-product experience: the human, the product, and the experience International contributions from experts in the field

This book cover the latest advances in materials and structures in manufacturing and processing including additive and subtractive processes. It's intended to provide a compiled resource that reviews details of the advances that have been made in recent years in manufacturing and processing of materials and structures. A key development incorporated within this book is 3D printing, which is being used to produce complex parts including composites with odd shape fibers, as well as tissue and body organs. This book has been tailored for engineers, scientists and practitioners in a number of different fields such as aerospace, mechanical engineering, materials science and biomedicine. Biomimetic principles have also been integrated.

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