



Emotional Design

Donald A. Norman

"The book pops with fresh paradigms, applying scientific rigor to our romance with the inanimaste. You'll never see housewares the same again." -WIRED



Why we
love
(or hate)
everyday
things

By the author of *The Design of Everyday Things*

Pages 161-183

EMOTIONAL DESIGN:
Emotional Machines

EMOTIONAL DESIGN:

The human emotional system plays an essential role in survival, social interaction, cooperation and learning.

In the future, machines will need emotions for the same reason people do.

Not human emotions, but emotions that fit the needs of the machines themselves.

EMOTIONAL DESIGN:

Initially, visceral . . .

Like fear of heights

Concern of bumping into or knocking things over

EMOTIONAL DESIGN:

Facial expressions and body language are part of the “system image” of a robot.

It allows people with whom it interacts to have a better conceptual model of its operation.

EMOTIONAL DESIGN:

EMOTIONAL DESIGN:

Machines already have safety and survival systems built in.

Like the visceral level of people.

Simple, fast-acting circuits that detect danger and act accordingly.

EMOTIONAL DESIGN:

IN THE HOME:

What emotions will robots/machines need to have?

When should one offer to help its owners?

Should a robot display emotion so that a person can tell if a command is understood, or if it agrees with it?