



Monday 6th

Just a moment, please! - Improving the overall user experience, moment by moment

Marco van Hout and Flin Nortier

Half day

In this workshop a practical model (Moment-Message-Design) is presented to give designers who focus on the interactions with products the opportunity to explore the impact of the message in the 'conversation' (interaction) with the user. A focus on the combination of specific single moments, conversations and the (perceived) messages will enable designers to improve the overall user experience moment by moment.

Keywords: Conversational Design, Emotion, Interaction Design, Message, Moment.

Workshop goals

This half-day workshop will provide (interaction) designers the opportunity to experiment with an approach that enables them to explore the impact of their design (message) in specific moments. The Moment-Message- Design model provides them with a practical framework to improve the user experience of their designs, but at the same time does not presume to have all the answers. The workshop is meant for designers of all disciplines, however, it is expected that the approach will mostly resonate with interaction designers, or designers with a specific focus on the interaction between product and user.

Tuesday 7th

Human intuition when designing for emotions: how the designer's personal background can help (or ruin) a Project

Leandro Tonetto

Half day

Emotions can play an informational role, filling in the lack of information that people sometimes find when they need to make decisions. This mechanism can be understood, in the cognitive sciences, as intuitive, since intuition is strongly based on emotion. Professionals in a variety of fields, such as design, might need to evaluate situations and make quick decisions, grounded on impressions built in a few seconds of observation. These impressions have an emotional foundation and are commonly based on previous experiences. This way, since intuition is best employed when practiced, the workshop goal is to facilitate designers to understand how their intuitive thinking can help (or ruin) their design. Being intuitive can be particularly dangerous to beginners and/or professionals with a lack of knowledge about the target group, since intuition will work based on the information and impressions they already have. On the other hand, the knowledge about how intuition works can be a great tool, which will be discussed and experienced in this workshop.

All Cities

Affective Decisions and Recommender Systems

Juan Salamanca, Juan José González, Mateo Ospina and Hector Mejía

All week

The rationale behind recommender systems is that people make rational decisions based on the available information they have in a particular context. However, substantial experimental data show that what people think, like, need or want is often influenced by the way their options are framed. We aim to explore some principles of behavioral economics in the design of recommender systems through an empirical study based on a smart phone application purposely customized for the 9th Design and Emotion conference. A rational decision is such that maximizes someone's current situation yet avoiding losses. However, many situations of everyday life show that people often make "irrational" decisions because they make choices that procure greater benefits to others than to themselves. Such "irrational" behavior might be defined in terms of cognitive biases and judgmental heuristics (Tversky & Kahneman, 1974). We want to use D&E2014 as a living laboratory to explore three aspects of the application: 1) In what degree academic attendees are biased by popularity when choosing a presentation from an offered schedule? 2) In what degree the choices of academic attendees are influenced by the displayed schedule? 3) Is the user interface clear enough to help attendees to program their schedules? The application will be a fully working prototype; therefore it would be a valuable tool for attendees to program their schedule and to organizers to make a post-mortem evaluation of the conference.