

EXERCISE

# EMOTION MAPPING

Design with emotions, not for emotions.

# CHALLENGE

Every rational thought has an emotional counterpart. Yet, these are much harder to identify because of the subconscious nature of emotions. In business we tend to overvalue the functional part and we push the emotional side towards marketing. If we want to humanize software design we need to visualize the rational and emotional side of an experience and combine both in our experiences design. Emotion mapping already proven itself in the [Design Principles Workshop](#). It's time to investigate if emotion mapping can help us forge better and more pleasant human experiences.

# PROBLEM

Delivering a feature seems more valuable than delivering a task completion that resonates with people. This is what I call the Product / Experience dilemma and is especially present in technology focused companies. The empathy triangle between user, product and business is off center. If we want to humanize software we need to design software that's better for humans and better in interacting with humans.

# HELP

Included in this e-book are 36 negative and 25 positive emotions. I believe that designers can use their empathy to sense with emotions are triggered and where/why those emotions are triggered. Tip: record the usage of a specific task completion and label them with emotions afterwards. I included the emotions worksheets as check box sheet for overall product sentiment mapping and as labels to tag task completions or more detailed interface elements. If we want to use technology for positive social impact we need to change our design systems and start designing with emotions. When emotion mapping is validated we could ask our users to do the same exercise for even more insights.

# RESULTS

By designing with emotion we balance our design effort with soft skills. The functional part of the interface is brought into balance with emotion-labels which can help us to ideate better, more human solutions.

# LEARNINGS

Design strategy is all about empathy, insight & creativity. Yet, I don't see emotions being used in our daily design efforts. Perhaps this is normal, because emotions are very hard to distinguish or even be aware of. I believe designers are already using emotion / empathy in their design work, but not so conscious as I am proposing.

The list of positive and negative emotions - included in this e-book - make us aware of the broad spectrum of emotions.

In your daily life it is very insightful to know which emotions you have - and if - you want to respond to them . Being aware which emotions you trigger in others is also very powerful. Discussing and using emotions in software design, will enable us to design better experiences.

This design experiment will teach us how we might use emotions in our daily design routines. Learning how we can combine functional & emotional perspectives could be a real super power. Let me know how you used this exercise and if it helped you in humanizing your personal or teams' design effort.

Remember: "People will not remember what you said, but they will remember how you made them feel."

Stay Safe, Niels Kijf

# LABEL EMOTIONS

## EXAMPLE

CREATE A WALLET

X

Wallet name

UNCERTAIN OF ACTION

DOUBT

Enter wallet name

Spending password

Keep your wallet secure by setting a spending password

Enter password

Repeat password

Password

AMBIGUOUS THREAT

ANXIETY

Password

The password needs to be at least 10 characters long, and have at least 1 uppercase letter, 1 lowercase letter and 1 number.

Create wallet

OVERWHELM

CONFUSION

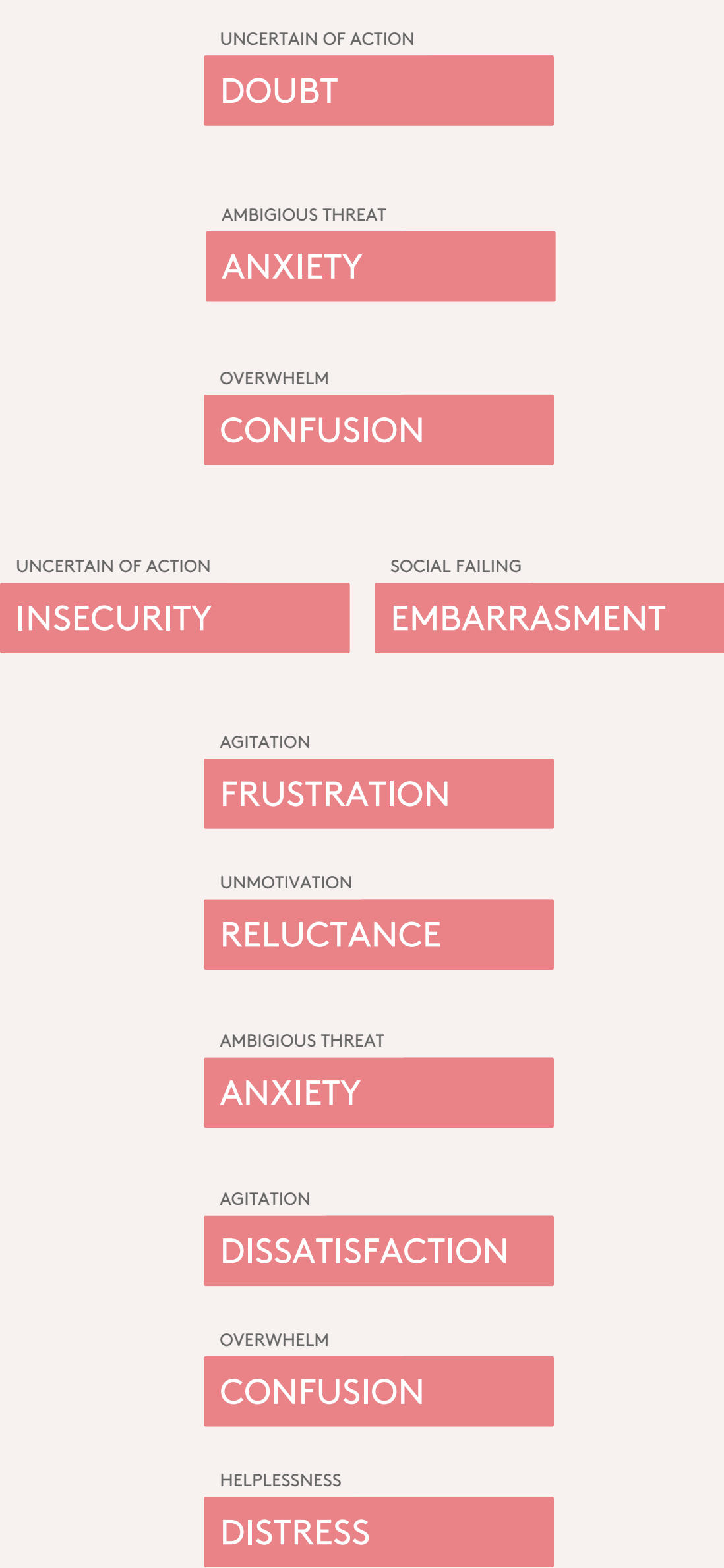
— Wrong Call to action, should be continue or next.

— Expectation management is low. Steps / prerequisites missing.

— Quite some assumptions made about people knowing how to store private keys.

# EMOTION CHAIN

Daedalus 1.0 - Create a new wallet.



## EXAMPLE OF A TASK COMPLETION

What do we need to change to take away all these negative emotions?

# NEGATIVE EMOTIONS

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You can label an organisation, project, product, task completion or ...

## PROVOCATION

- ☐ Anger
- ☐ Indignation
- ☐ Resentment

## SOCIAL HURT

- ☐ Loneliness
- ☐ Rejection
- ☐ Humiliation

## AMBIGUOUS THREAT

- ☐ Anxiety
- ☐ Distrust

## OVERWHELM

- ☐ Confusion
- ☐ Shock

## CONCRETE THREAT

- ☐ Fear
- ☐ Startle
- ☐ Worry

## ANTIPATHY

- ☐ Contempt
- ☐ Hate

## MISFORTUNE

- ☐ Sadness
- ☐ Disappointment
- ☐ Pity

## UNCERTAIN OF ACTION

- ☐ Doubt
- ☐ Nervousness
- ☐ Insecurity

## HELPLESSNESS

- ☐ Distress
- ☐ Desperation

## SELF-BLAME

- ☐ Guilt
- ☐ Regret

## REPULSION

- ☐ Disgust

## PAINFUL DESIRE

- ☐ Longing
- ☐ Envy
- ☐ Jealousy

## SOCIAL FAILING

- ☐ Shame
- ☐ Embarrassment

## AGITATION

- ☐ Annoyance
- ☐ Dissatisfaction
- ☐ Frustration

## UNMOTIVATION

- ☐ Boredom
- ☐ Reluctance

# NEGATIVE EMOTIONS

You can label an organisation, project, product, task completion or ...

## PROVOCATION

PROVOCATION

ANGER

PROVOCATION

INDIGNATION

PROVOCATION

RESENTMENT

## SOCIAL HURT

SOCIAL HURT

LONELINESS

SOCIAL HURT

REJECTION

SOCIAL HURT

HUMILIATION

## AMBIGIOUS THREAT

AMBIGIOUS THREAT

ANXIETY

AMBIGIOUS THREAT

DISTRUST

## OVERWHELM

OVERWHELM

CONFUSION

OVERWHELM

SHOCK

## CONCRETE THREAT

CONCRETE THREAT

FEAR

CONCRETE THREAT

STARTLE

CONCRETE THREAT

WORRY

## ANTIPATHY

CONTEMPT

CONTEMPT

CONTEMPT

HATE

## MISFORTUNE

MISFORTUNE

SADNESS

MISFORTUNE

DISAPPOINTMENT

MISFORTUNE

PITY

## UNCERTAINTY OF ACTION

UNCERTAIN OF ACTION

DOUBT

UNCERTAIN OF ACTION

NERVOUSNESS

UNCERTAIN OF ACTION

INSECURITY

## HELPLESSNESS

HELPLESSNESS

DISTRESS

HELPLESSNESS

DESPERATION

## SELF-BLAME

SELF-BLAME

GUILT

SELF-BLAME

REGRET

## REPULSION

REPULSION

DISGUST

## PAINFUL DESIRE

PAINFUL DESIRE

LONGING

PAINFUL DESIRE

ENVY

PAINFUL DESIRE

JEALOUSY

## SOCIAL FAILING

SOCIAL FAILING

SHAME

SOCIAL FAILING

EMBARRASMENT

## AGITATION

AGITATION

ANNOYANCE

AGITATION

DISSATISFACTION

AGITATION

FRUSTRATION

## UNMOTIVATION

UNMOTIVATION

BOREDOM

UNMOTIVATION

RELUCTANCE

# POSITIVE EMOTIONS

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You can label an organisation, project, product, task completion or ...

## ASPIRATION

- ☐ Lust
- ☐ Desire
- ☐ Worship

## ASSURANCE

- ☐ Courage
- ☐ Confidence
- ☐ Pride

## EMPATHY

- ☐ Kindness
- ☐ Sympathy
- ☐ Respect

## OPTIMISM

- ☐ Anticipation
- ☐ Hope

## AFFECTION

- ☐ Love
- ☐ Dreaminess
- ☐ Admiration

## ENJOYMENT

- ☐ Euphoria
- ☐ Amusement
- ☐ Joy

## ANIMATION

- ☐ Energetic
- ☐ Surprise

## INTEREST

- ☐ Enchantment
- ☐ Fascination
- ☐ Inspiration

## GRATIFICATION

- ☐ Satisfaction
- ☐ Relief
- ☐ Relaxation

# POSITIVE EMOTIONS

You can label an organisation, project, product, task completion or ...

## ASPIRATION

ASPIRATION

LUST

ASPIRATION

DESIRE

ASPIRATION

WORSHIP

## ASSURANCE

ASSURANCE

COURAGE

ASSURANCE

CONFIDENCE

ASSURANCE

PRIDE

## EMPATHY

EMPATHY

KINDNESS

EMPATHY

SYMPATHY

EMPATHY

RESPECT

## OPTIMISM

OPTIMISM

ANTICIPATION

OPTIMISM

HOPE

## AFFECTION

AFFECTION

LOVE

AFFECTION

DREAMINESS

AFFECTION

ADMIRATION

## ENJOYMENT

ENJOYMENT

EUPHORIA

ENJOYMENT

AMUSEMENT

ENJOYMENT

JOY

## ANIMATION

ANIMATION

ENERGETIC

ANIMATION

SURPRISE

## INTEREST

INTEREST

ENCHANTMENT

INTEREST

FASCINATION

INTEREST

INSPIRATION

## GRATIFICATION

GRATIFICATION

SATISFACTION

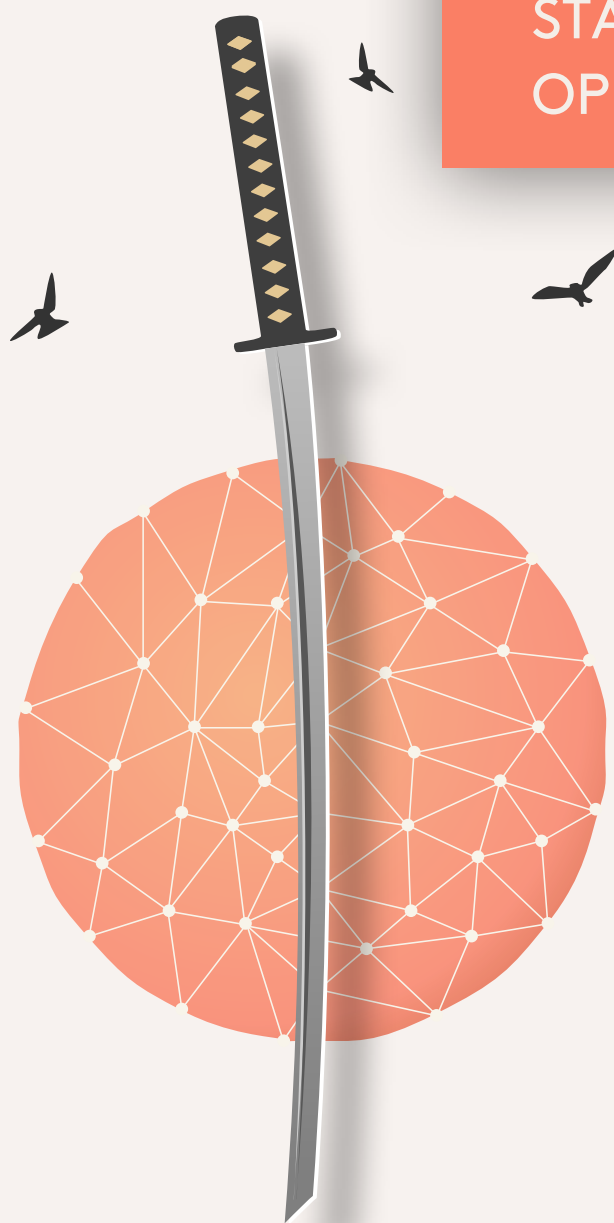
GRATIFICATION

RELIEF

GRATIFICATION

RELAXATION

FREE FOR  
STAKEPOOL  
OPERATORS



WORKSHOP

## DESIGN PRINCIPLES FIRST

Because purpose is nothing without meaning

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