

DESIGN FOR EMOTION MODELS

SYSTEM	EMOTIONAL LEVEL		
	How It Looks, Sounds, Feels	How It Interacts With the User	How We Characterize It
Physiological - Triune Brain	R-Complex (Reptilian Brain)	Limbic System (Mammalian Brain)	Neo-Cortex (Neo-Mammalian Brain)
Psychological	Unconscious	Unconscious & Conscious	Conscious
Greek - Types of Love	Eros	Philia	Agape
Common Term	Attraction/Lust	Bonding	Relationship & Commitment
MODEL			
Forlizzi (2000)	Fluent	Cognitive	Expressive
Jordan (2000)	Hedonic Benefits	Practical Benefits	Emotional Benefits
Desmet (2002)	Objects	Agents	Events
Fogg (2003)	Tool	Medium	Social Actor
Norman (2004)	Visceral	Behavioral	Reflective
van Gorp (2006)	Sensory	Interaction and Behavior	Personality

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