

## ERIN HOFFMAN // WIND, NOT SAND: MAPPING DYNAMIC EMOTION ACROSS A PRODUCT LANDSCAPE

- Game as infinitely patient
- Game culture resists accessibility = mainstream
- Trip Hawkins: Founder of EA
  - ↳ Games = art, game devs = artists → evoke emotion
  - ↳ Product/app usually don't focus on core emotion, unlike games
- FUN
  - Raph Koster: A Theory of Fun - Fun = learning, games = teachers
  - "Depth hierarchy of nerd-dom" on fun
    - ↳ how play connects to learning, why fun is important
  - Can have fun, but not necessarily learning... how to make fun = learning
  - When students are really engaged in learning, not "fun"; a different state
- EMOTION
  - Paul Eckman: psychologist, photographed emotions & asked ppl to label ⇒ 7 emotions
    - 1) Disgust      3) sadness      5) Fear      7) Surprise
    - 2) Contempt    4) happiness    6) Anger
  - ↳ which of these is fun? something in all of them...
  - ↳ learning / fun = a process b/w these emotions

- sophia : fun = process by which we convert fear into happiness thru surprise

↳ imp: transition b/w emotions . an arc / progression

- No way to measure emotion, can only survey

- Dynamic emotion

↳ emotion as a landscape, not a fixed point of time

↳ hysteresis, momentum

↳ how to design for a specific progression?

↳ begin with pain points, sit in the pain to make transition out meaningful

- Emotional clustering

- Pokemon: incredibly complex, but young people will learn & create

↳ concrete, can play & master