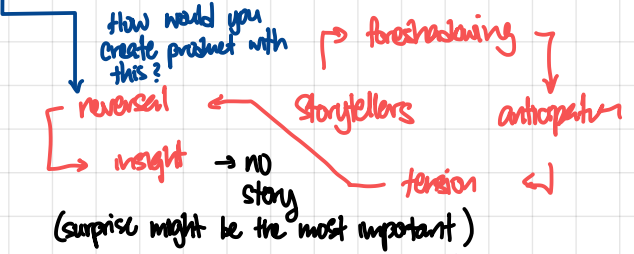
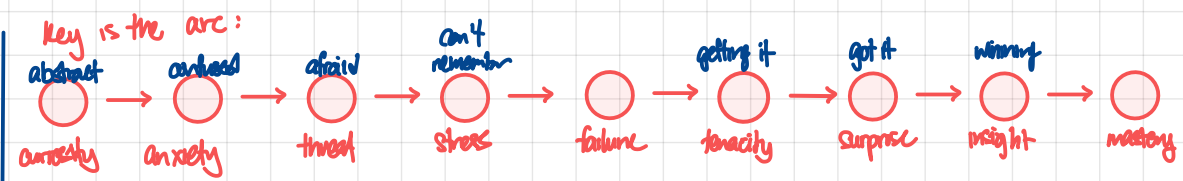


- Reason for not memorable
- ① No surprise
 - ② No discovery
 - ③ No choice
 - ④ No tension
 - ⑤ No reversal

- Bring out emotional transitions
powerless → powerful } Create the reversal, positive emotions

66 Start with a pain point (sit for extended period)

66 insights down - uninteresting → break it down → fade



Wind, not sand:
Mapping dynamic emotion across a product landscape

Erin Hoffman (sense of wonder)

SF on twitter
- ↓ on games
Introduction to game people

things that they care about
"games (nothing else)"
other people: food etc.

Games understood people
→ exist for those who play
→ infinitely patient
→ doesn't care how many times you try
→ loves the players.

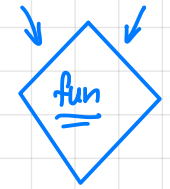
7 shades of basic emotions } there's hysterics

- ① Disgust
- ② Contempt
- ③ Sadness
- ④ Happiness
- ⑤ Fear
- ⑥ Anger
- ⑦ Surprise

you feel all these in "having fun"
↳ not one emotion, but a process between many!

When students were really engaged in learning, there was something going on that wasn't fun, it was sth deeper, special

What is the core emotion of your products?



fun is just another word to learning

[Gibson lab]

Game culture resist the idea of usability
usability = accessibility = mainstream
mainstream = gross

Game designers are Artists