

Wind, Not Sand: Mapping Dynamic Emotion Across A Product Landscape

Presented by Erin Hoffman

Game Design as an **ART**

↳ art is about provoking emotions

simple or complex

Game Design as an **education**

↳ educating through emotions

EMOTIONS

Eckman faces



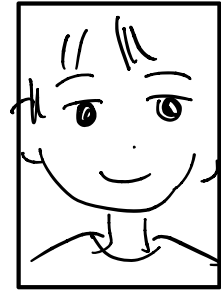
Disgust



Contempt



Sadness



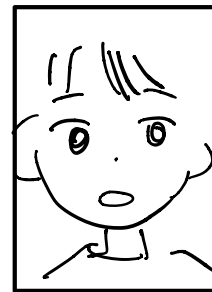
Happiness



Fear



Anger

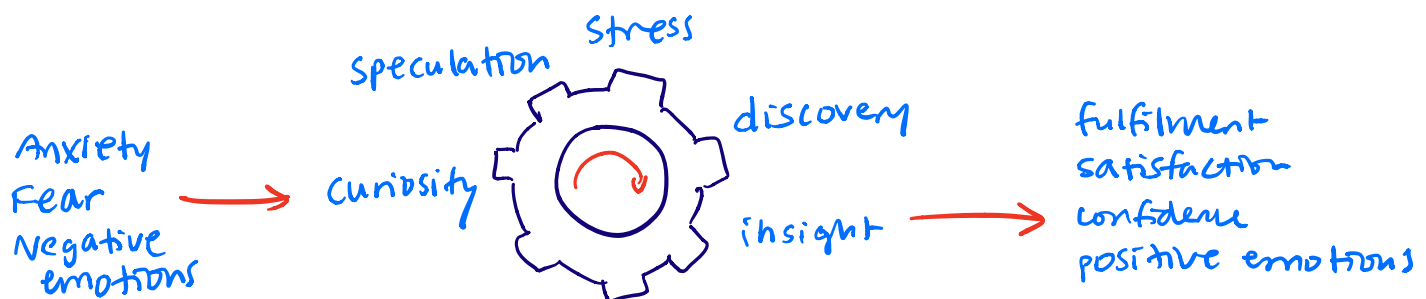


Surprise

→ the most important emotion for storytelling.

Fun/learning isn't one emotion, but a process between many

Fun is the cognitive mechanical process by which we convert fear into happiness through surprise



Designing with emotions

- Design in emotional arcs
 - ↳ consider the user's emotional journey. Where begin? where end?
- Emotions are dynamic — a landscape, not a fixed point in time

1. starting point is user's pain points

↳ bring about emotional transition

find pain points

confused → clear
powerless → powerful
unpopular → charismatic
stupid → genius

find the parallel to the pain point and map transition