



Workshop Design for Emotion
28 august 2009

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Emotion Sampling - Task 1:

Give examples of when you personally experienced each of the 10 emotions below. The cause can be anything; something that happened, something you did, something someone else did, and etcetera, as long as it is a personal and real example. For each emotion, describe why you felt this emotion, using max 150 words.

ADMIRATION

When I was in Egypt and stood for the first time before the Great Pyramid of Giza. You see it on pictures, but you cannot fully understand the vastness of this structure until you see it in front of your nose.

CONTEMPT

When I see a clearly poorly designed product and I think to myself "how on earth can a self-proclaimed designer do this?"

ANGER

A few days back I went into a Mc Donald's in Paris and had to wait in line for about 20 minutes, only to see the guy behind the counter give me a soggy and soupy ice cream that had been sitting around since I started queuing.

FEAR

The first few minutes of my graduation presentation. Seeing all the people gathered in front of me and realizing that this was IT.

HOPE

Right before I get on a plane to leave on a well deserved vacation to see my family and friends.

JOY

When I'm on a video conversation with my sister in France and my baby niece sees me on the camera and starts shouting my name and sends me kisses.

PRIDE

When my baby niece was starting to talk and I actually taught her how to count up to 3.

SADNESS

Seeing my brother in law talking about his brother who had died a couple of days before.

SATISFACTION

Having booked a luxury hotel for me and my girlfriend and realizing the cost was so low that it was comparable to what we had paid in the past for hostels.

SHAME

Having been drunk one night with my friends and remembering that I had made a fool of myself, but not remembering what exactly it was that I had done... and then having to face my friends all sobered up.



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Emotion Sampling - Task 2:

Generate three personal 'emotion samples.' With samples we mean short descriptions and visualisations of situations in which an emotion was experienced. For each sample, take a picture of a product or situation to or in which you have personally experienced an emotional response. It can be any emotion, as long as each was experienced in response to one of the following three given domains. Fabric care (e.g. washing, drying, ironing clothes); preparing food (e.g. cutting, cooking, food); air travel (e.g. check-in, inside the airplane). If you do not have a picture of the product or situation you can also make a sketch or draw a scenario. Use a separate A4 sheet for each of the three samples.

You can be creative in making the sheets, but make sure each sheet has the following information

On top of the page

- Your Name and Student Number
- The domain (either Fabric Care, Preparing Food, or Air Travel)

The rest of the page

- Picture, sketch or scenario that shows the product or situation
- A description of the emotion that you experienced
- An explanation of why you felt this particular emotion towards the particular product or situation – e.g., what happened; what people and what objects are involved; and what behaviours and expressions were shown, etcetera.

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AIR TRAVEL



I was amazed and fascinated by the whole concept of putting a baby in a bag as explained in the safety instructions found on board of a SkyEurope plane. I had never ever seen this before so it struck a curiosity vein in me.

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FABRIC CARE



I usually wait until I have a lot of dirty clothes before I do my laundry, to ensure that I have a full load for the washing machine. It bores me out of my mind to have to go through all of my socks once they are dry, trying to match them up so that I can put them away.

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PREPARING FOOD



After a trip to Athens we came back to the Netherlands with a suitcase filled exclusively with food. I had mixed feelings about it. On the one hand I was very satisfied and happy that we managed to bring some stuff with us (albeit quite a lot of it), but it also made me a bit sad to think that this was it, and that within a couple of days the little piece of Greece that we brought along with us would be eaten away, bringing a truly complete closure to our fantastic holiday.