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Positive Emotional Granularity Cards

Yoon, Jay; Pohlmeyer, Anna; Desmet, Pieter

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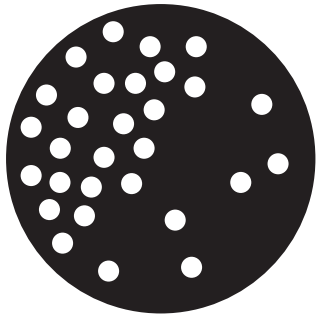Please check the document version above.

POSITIVE EMOTIONAL GRANULARITY CARDS

People can experience at least 25 different positive emotions in response to a product or a service (Desmet, 2012). This card-set demonstrates that 'feeling good' in human-product interaction has many different shades. We believe that the ability to deliberately design for such nuanced positive experiences starts with the ability to distinguish these nuances.

Delft Institute of Positive Design

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POSITIVE EMOTIONAL GRANULARITY CARDS

Positive emotional granularity cards are meant to support an emotion-focused design process by helping designers to get a nuanced understanding on positive emotions. The card-set consists of 25 cards, each of which represents a distinct positive emotion. The card-set incorporates definitions of emotion labels, eliciting conditions, and visuals of expressive behavioral manifestations. The visuals of expressive manifestations were developed and validated to clearly characterize the specific emotions.

The card-set can be used in both design research and design practice as a tool for communication and as a source of inspiration. For instance, designers are enabled to communicate their design intentions in terms of emotional impact, and end-users are enabled to report the distinctiveness of emotional experiences. Furthermore, divergent thinking in design conceptualization can be facilitated by exploring the relationship between varied eliciting conditions of positive emotions and product features.

For more information about our work, visit the website of Delft Institute of Positive Design - http://www.diopd.org

TERMS OF USE AND REFERENCE

In all communication materials, refer to the following publication.

- Yoon, J., Pohlmeyer, A.E., & Desmet, P.M.A. (2015). Positive Emotional Granularity Cards. Delft, Delft University of Technology. ISBN: 978-94-6186-440-6.

FURTHER READING

- Desmet, P. M. A. (2012). Faces of product pleasure: 25 positive emotions in human-product interactions. International Journal of Design, 6(2), 1–29.

- Yoon, J., Desmet, P. M. A., & Pohlmeyer, A. E. (2013). Embodied Typology of Positive Emotions: The Development of a Tool to Facilitate Emotional Granularity in Design (pp. 1195–1206). Presented at the 5th International Congress of International Association of Sciences of Design Research, Tokyo, Japan.

- Yoon, J., Pohlmeyer, A. E., & Desmet, P. M. A. (2014). Nuances of Emotions in Product Development: Seven Key Opportunities Identified by Design Professionals (pp. 643–652). Presented at the International Design Conference-DESIGN, Dubrovnik, Croatia.

SHARE THIS CARD-SET WITH OTHERS
Download a version of this card-set for free at: http://www.diopd.org/emotioncards

SHARE YOUR EXPERIENCES WITH US
We kindly ask you to tell us how you used the card-set in your design project or education via j.yoon@tudelft.nl. The obtained insights will be used to further improve the design of the card-set and its usage technique.

HOW TO USE THE CARD-SET

We have organized the manual to offer techniques in how the card-set can be used in a design process. There are three parts in which the card-set can be applied:

1. understanding nuances in positive emotions
2. determining emotional intention of a product
3. facilitating creativity in design conceptualization.

The card techniques described below can be used in both individual and group setting.

Note that the card techniques are not meant to be a prescriptive guide. The card-set can be used in different settings and can be adapted to other design methods depending on the situation. We encourage you to try new approaches in order to make it useful throughout all stages of your projects.

1. Understanding nuances in positive emotions

STEP 1: GETTING AN OVERVIEW OF NUANCES AMONG POSITIVE EMOTIONS
Split into groups of four designers. Browse through all cards in the deck and randomly take three cards (three per designer). Read the contents on the cards and reflect on how the texts and pictures on the cards are related with one another. Compare the three positive emotions thinking about how they are similar and how they are different from each other. Discard the positive emotion that seems dissimilar to the other two positive emotions. Explain how you compared them and why you discarded one with your group members. Have all members explain.

Next, start reflecting on the moments in which you had experienced the two remained positive emotions in relation to products. What was the product? What happened in the situations? Why did you feel this way? How did you react when you had this feeling? Have everyone share his or her own stories. After the round, iterate the same procedure if there are cards not reviewed yet.

STEP 2: IDENTIFYING USER EMOTIONS IN RELATION TO A PRODUCT
Select a product to discuss. Look at the product and discuss how you feel about it and what aspects of the product makes you feel good. Based on the discussion, draw the cards that best characterize these feelings. Record what your group discovers by sketching or writing them down on paper. Repeat the discussion based on the product's appearance, actual usage of the product, and consequence of using the product.

## 2. Determining emotional intention of a product

STEP 1: IDENTIFYING ACTIVITIES TO ADDRESS

Divide into groups of four designers. Specify a design context that you want to design for. Make a list of users' activities that may take place in this context as well as a list of users' goals, along the three stages of product usage: before, while, after using a product, respectively. Try to answer the question: What do people want to achieve? What procedure do they go through for this? Write them down in detail on a sheet of paper. Review the generated list and select key activities that are relevant to support through designs.

STEP 2. SPECIFYING POSITIVE EMOTIONS TO DESIGN FOR

In relation to the chosen key activities and involved goals, discuss what kind of positive emotions would be desirable to evoke and how they can support users' activities by browsing through the cards. Try to answer the question "what emotions do people expect to have while taking this action?" For each activity, draw cards that seem to be necessary to evoke and sort them out based on the degree to which positive emotions are most fitting for the given activity. Write down the activities and the positive emotions that your group would like to have on users. Make sure that you go through all cards so that you take all possibilities in terms of emotional impact into account.

3. Facilitating creativity in design conceptualization
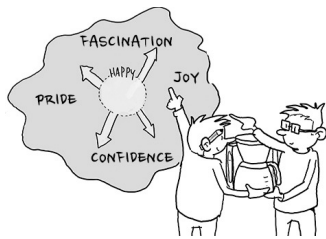
GROUP SETTING

STEP 1: UNDERSTANDING ELICITING CONDITIONS

Divide into groups of four designers. Clarify a product type or a context to design for. Randomly draw a card from the deck (one per designer). Have a look at the information and pictures and think about what it is that causes the positive emotional experience referring to the eliciting condition described on the card in your specified context. Write down the kind of conditions that need to be addressed to evoke the positive emotion.

STEP 2: GENERATING IDEAS

Start generating ideas that could evoke the positive emotion by trying to fulfill the conditions with your designs. Record your ideas by sketching or writing them down on paper. Explain your ideas and learn what other members came up with.

STEP 3: ELABORATING INITIAL IDEAS

Among the three positive emotions that the other members have chosen, select one that seems to be suitable to evoke together with the positive emotion on your card. Now, you start working on the newly chosen positive emotion. How can the initial ideas that the other member generated be further improved by considering the positive emotion on your card? Elaborate the initial ideas or come up with new ideas building on the initial ones. Explain how you further developed the ideas to your group. Repeat the same procedure until all of the 25 positive emotions have been explored.

INDIVIDUAL SETTING

STEP 1: UNDERSTANDING ELICITING CONDITIONS

Specify a product type or a context to design for. Randomly draw a card from the deck. Have a look at the information and pictures and think about what it is that causes the positive emotional experience referring to the eliciting condition described on the card in your specified context. Write down the conditions that need to be addressed to evoke the positive emotion the card indicates.

STEP 2: GENERATING IDEAS

Start generating ideas that could evoke the positive emotion by trying to fulfill the conditions. Record your ideas by sketching or writing them down on paper. Draw another random card and come up with ideas again, if you feel that the chosen positive emotion is tricky to design for or that you generated enough ideas and the flow of ideation dropped. Repeat the same procedure until all of the 25 positive emotions have been explored.

SYMPATHY

Altruistic, condolent

To experience an urge to identify with someone's feeling of misfortune or distress

It arises when one recognizes that someone is suffering a distress and is motivated to be helpful.

KINDNESS

Conducive, supportive

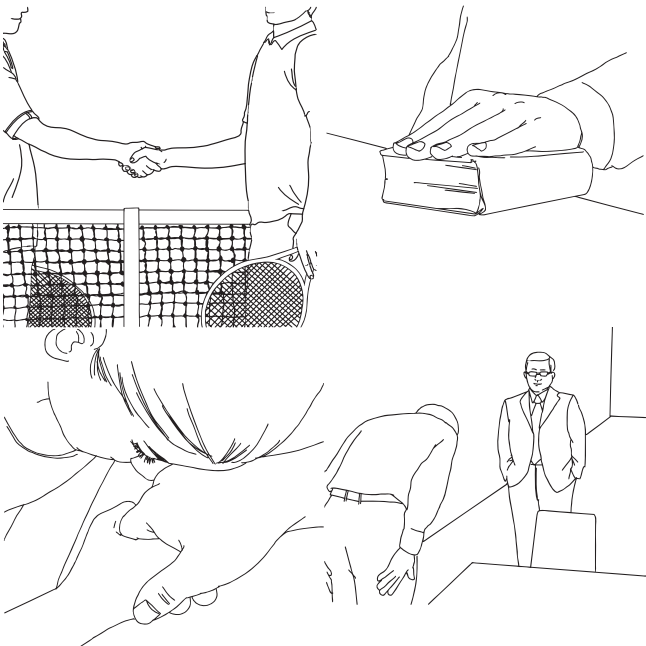To experience a tendency to protect or contribute to the well-being of someone

It arises when one finds relatedness with someone and is motivated to be conducive to his/her goal achievement.

RESPECT

Acceptant, appreciative

To experience a tendency to regard someone as worthy, good or valuable

It arises when a praiseworthy character of someone conforms to internal or external standard.

LOVE

Intimate, tender

To experience an urge to be affectionate and care for someone

It arises when an appealing character of someone provides a likelihood of mutual affection or something facilitates associations with a loved one.

ADMIRATION

Applauding, regardful

To experience an urge to prize and estimate someone for their worth or achievement

It arises when someone's praiseworthy behavior surpasses internal or external standard.

DREAMINESS

Meditative, reflective

To enjoy a calm state of introspection and thoughtfulness

It arises when something facilitates a stepping outside of the current experience and leads to associations with an experience (either in the past or future).

LUST

Erogenous, seductive

To experience a sexual appeal or appetite

It arises when someone's sexual appeal corresponds to one's appetite or facilitates associations with an erotic interaction.

DESIRE

Attracted, wishful

To experience a strong attraction to enjoy or own something

It arises when something potentially beneficial for personal concerns is expected to be reachable.

WORSHIP

Adulatory, praiseful

To experience an urge to idolize, honor, and be devoted to someone

It arises when an appealing character of someone surpasses one's internal or external standard or when something facilitates associations with an idolized one.

EUPHORIA

Exalted, lively

To be carried away by an overwhelming experience of intense joy

It arises when something extraordinary that enables to surpass one's boundaries happens.

JOY

Elated, opened up

To be pleased about (or taking pleasure in) something or some desirable event

It arises when something that facilitates goal accomplishment happens or provides sensory pleasure.

AMUSEMENT

Gleeful, playful

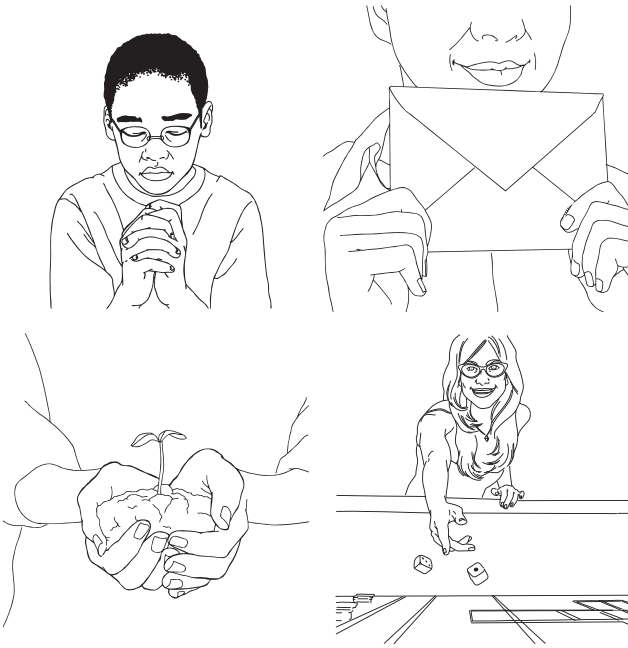To enjoy a playful state of humor or entertainment

It arises when one is awakened to the realization of a relational meaning of something absurd in a clever and witty way.

HOPE

Encouraged, motivated

To experience the belief that something good or wished for can possible happen

It arises when one finds a prospect of accomplishing his/her wishes.

ANTICIPATION

Awaiting, expectant

To eagerly await an anticipated desirable event that is expected to happen

It arises when one notices that there is a high chance that a desired event will actually take place.

SURPRISE

Attentive, explorative

To be pleased by something that happened suddenly, and was unexpected or unusual
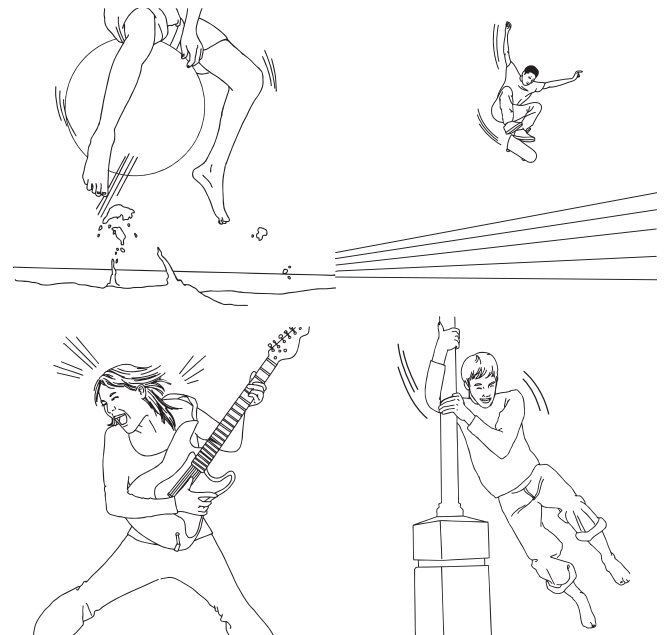

It arises when something unexpectedly happens beyond one's expectation.

ENERGETIC

Determined, lively

To enjoy a high-spirited state of being energized or vitalized
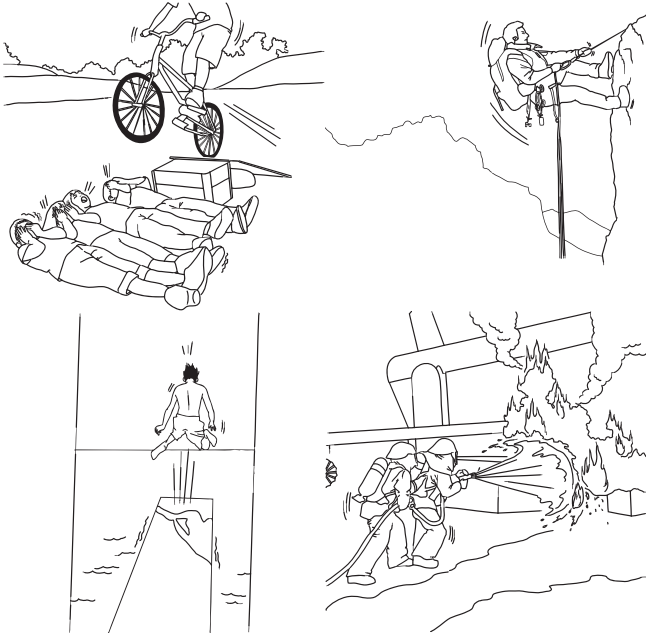

It arises when something pleasant facilitates the enthusiasm and determination to do something.

COURAGE

Challenged, perseverant

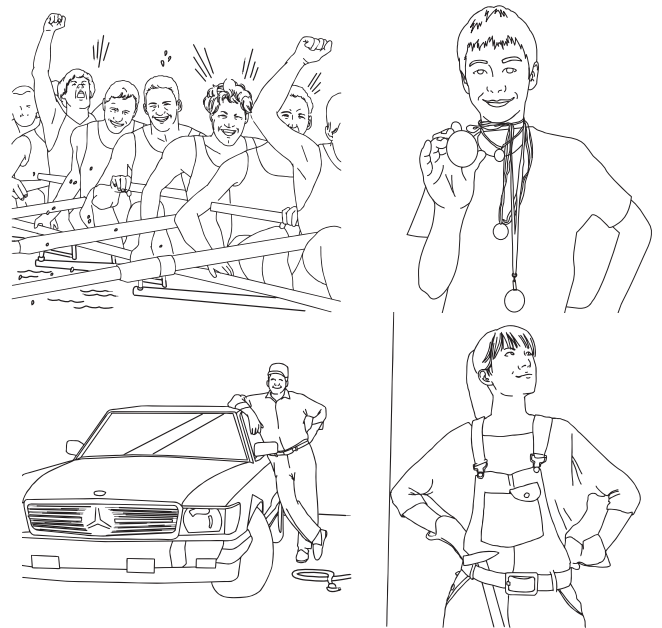To experience mental or moral strength to persevere and withstand danger or difficulties

It arises when it is certain that my behavior will ensure a removal of an obstacle and improve chance of goal accomplishment.

PRIDE

Self-gratified

To experience an enjoyable sense of self-worth or achievement

It arises when one's praiseworthy behavior surpasses internal or external standard, and:or one recognizes that others appreciate it.

CONFIDENCE

Challenged, determined

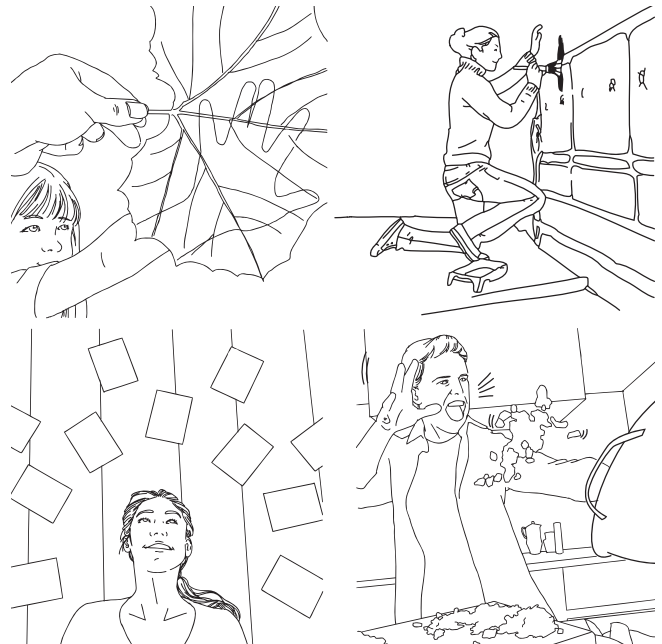To experience mental or moral strength to withstand or cope with the situation

It arises when it is certain that one is capable of overcoming a challenge in the process of realizing his/her goal.

INSPIRATION

Motivated, determined

To experience a sudden and overwhelming feeling of creative impulse

It arises when one is awakened to the realization of a relational meaning of something and is enabled to do something creative.

ENCHANTMENT

Engaged, spellbound

To be carried away by something that is experienced as overwhelmingly pleasant

It arises when an appealing and/or mysterious character of something facilitates physical or mental isolation in a pleasant way.

FASCINATION

Engaged, explorative

To experience an urge to explore, investigate, or to understand something

It arises when something unexpected and mysterious happens offering a clue to understanding.

RELIEF

Becalmed, soothed

To enjoy a calm state of being free from mental or physical tension or concern

It arises when it is certain that an undesirable event will not occur in any way.
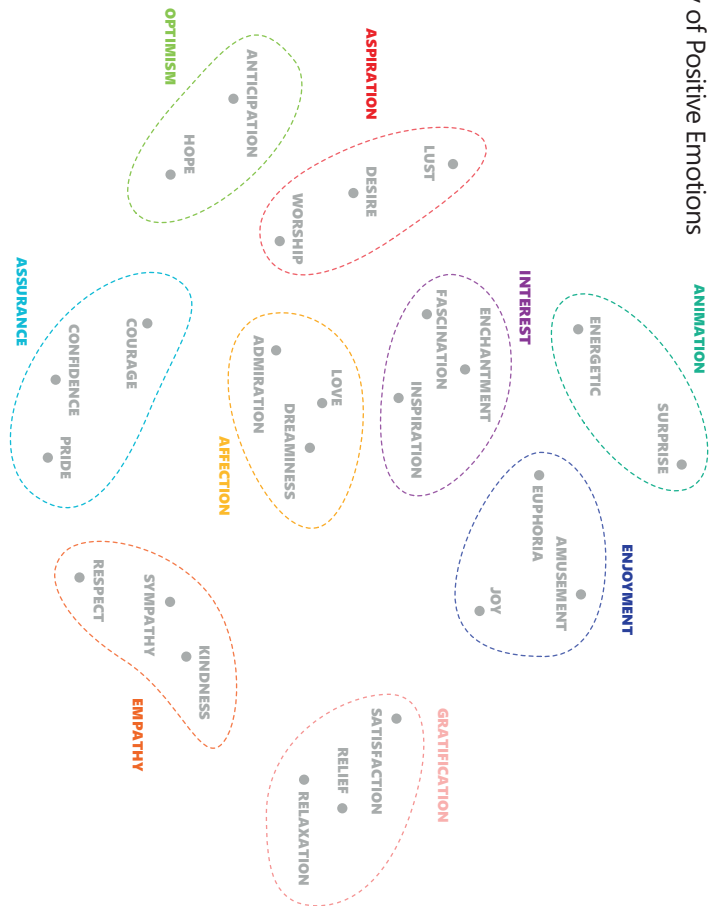
RELAXATION

Serene, unworried

To enjoy the recent removal of stress or discomfort

It arises when it is certain that an undesirable situation has gone away or changed into better situation.

SATISFACTION

Savoring, unworried

To enjoy the recent fulfillment of a need or desire

It arises when an expected desirable event has been realized conforming to or surpassing internal or external standard.

OPTIMISM

ANTICIPATION

HOPE

ASPIRATION

LUST

DESIRE

WORSHIP

ASSURANCE

CONFIDENCE

COURAGE

PRIDE

INTEREST

FASCINATION

ENCHANTMENT

INSPIRATION

AFFECTION

LOVE

ADMIRATION

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