



Exploring the Affective Loop

Petra Sundström, 2005-01-10



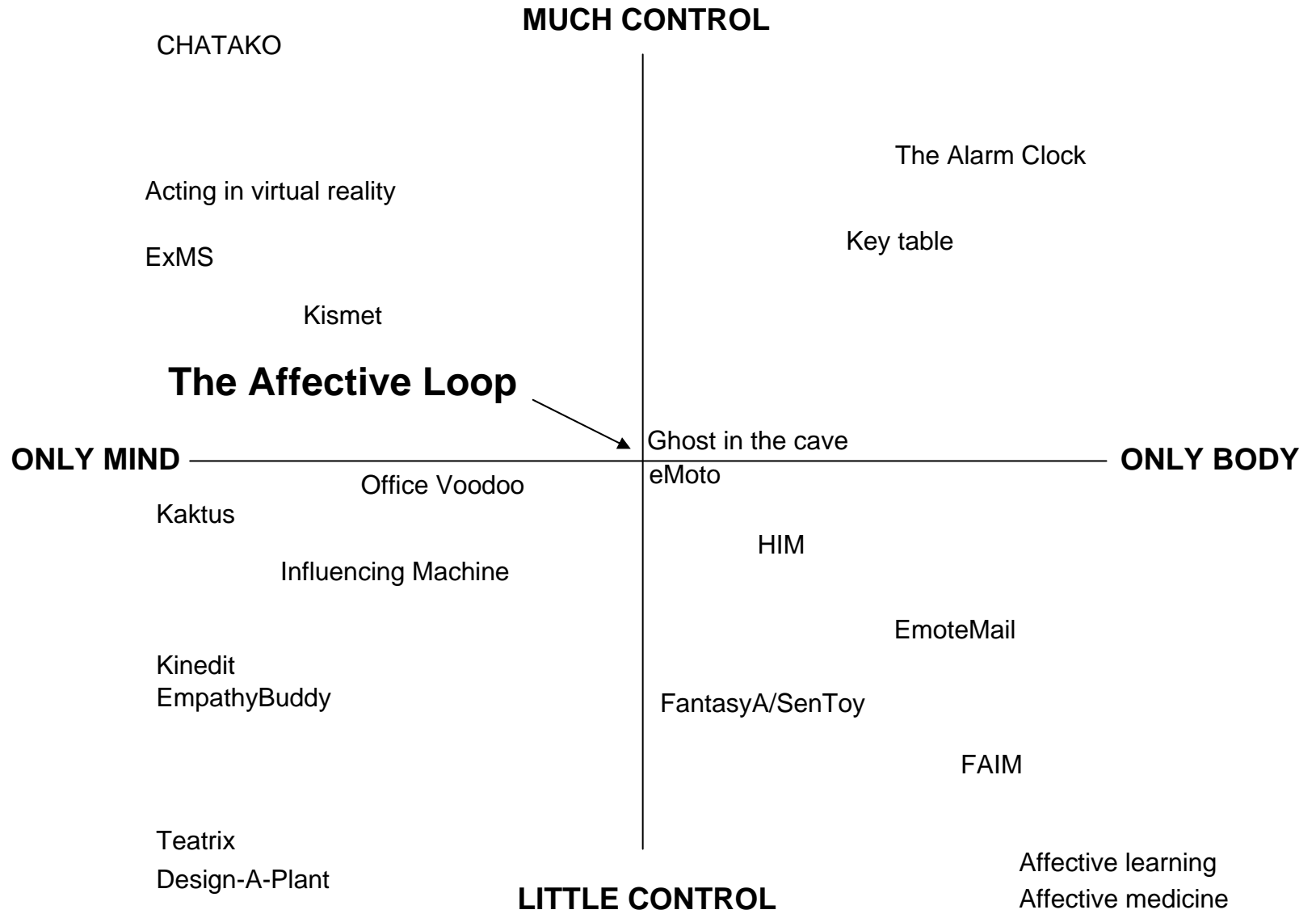
In short

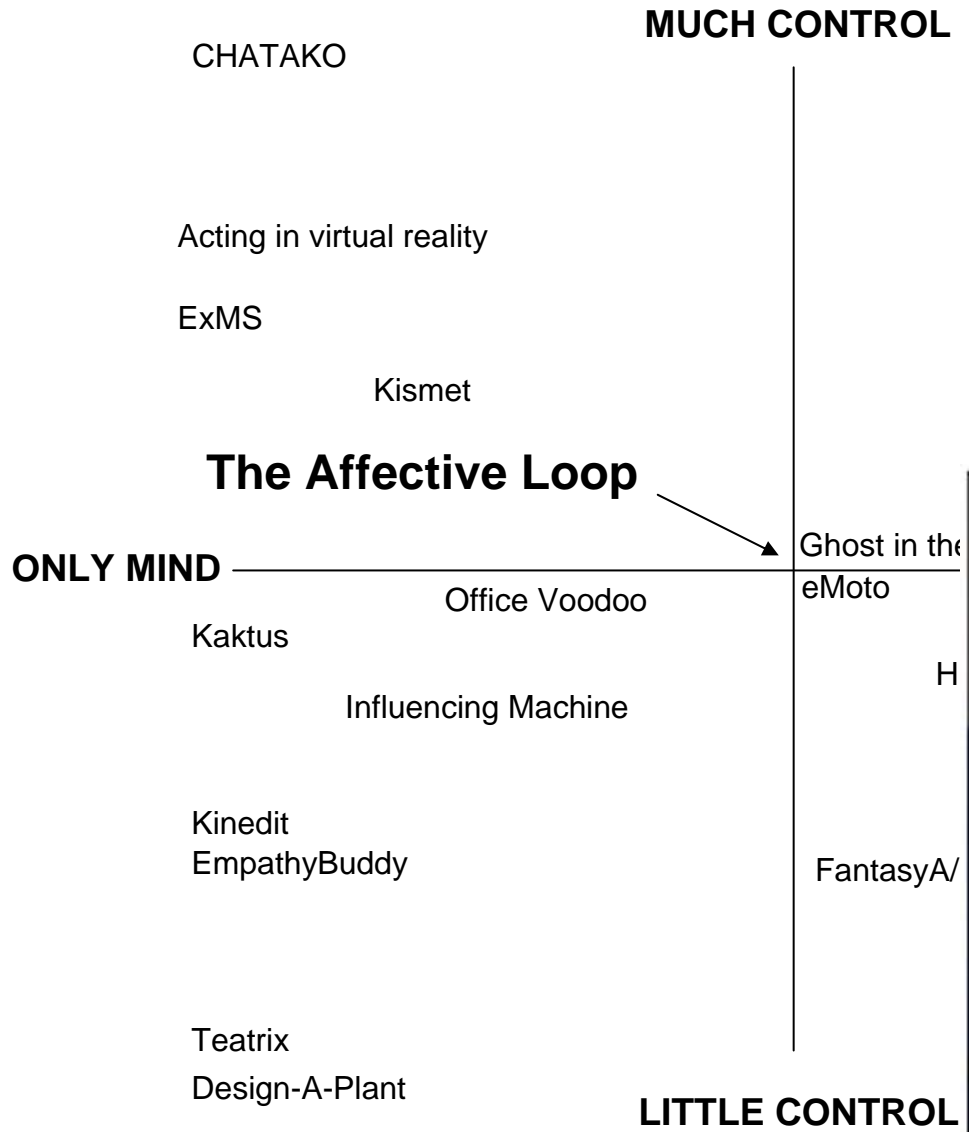
- The aim is to create a richer emotional experience in a digital context
- The method is user-centered
- The contributions are a definition of the affective loop including design principles and an analysis of the research area, an example prototype, and a description of problematic areas set up for further exploration



Emotions are...

- Interesting
- Important
- Experienced by both body and mind
- Communicated both digitally and in real life
- And so much more...



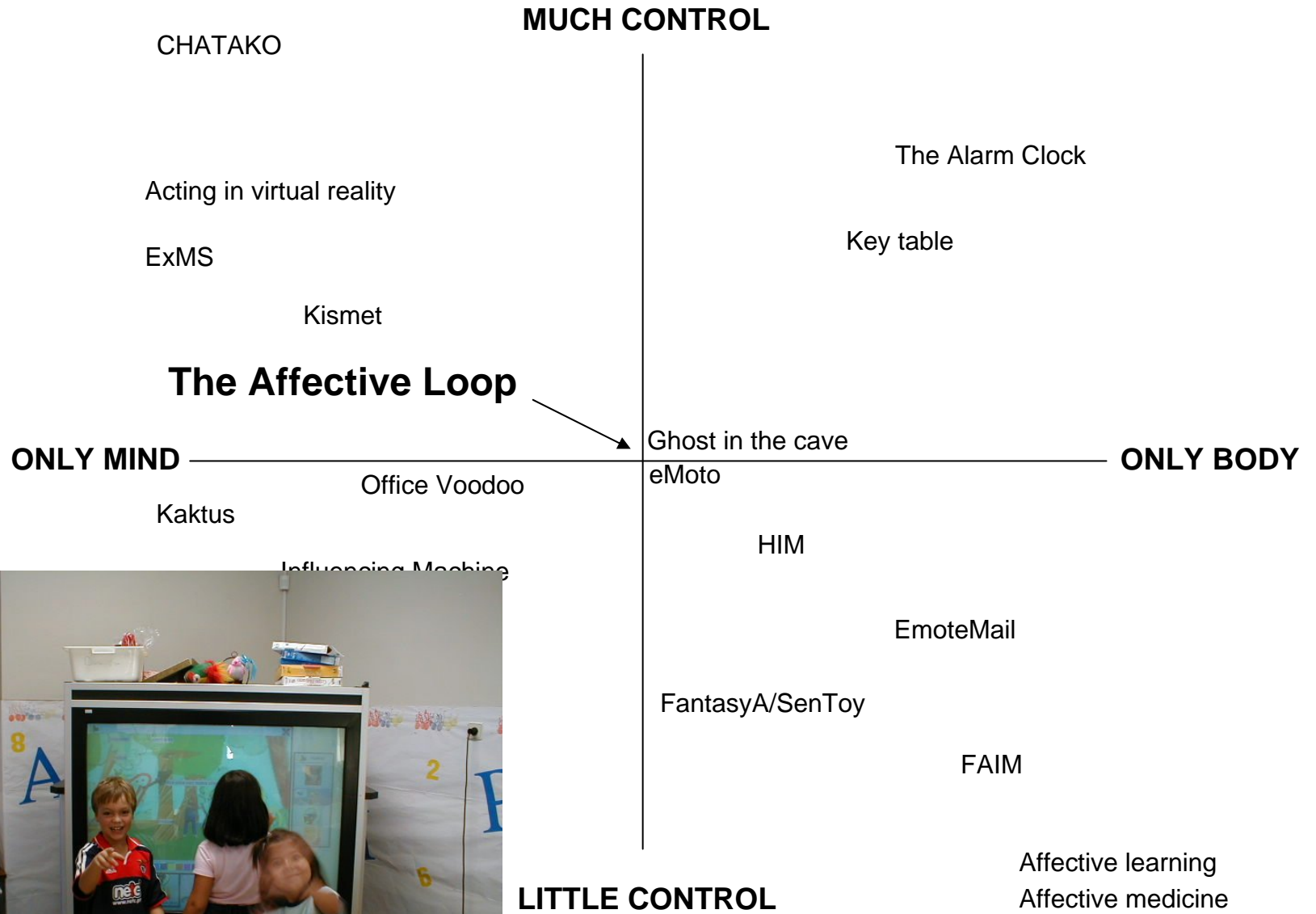


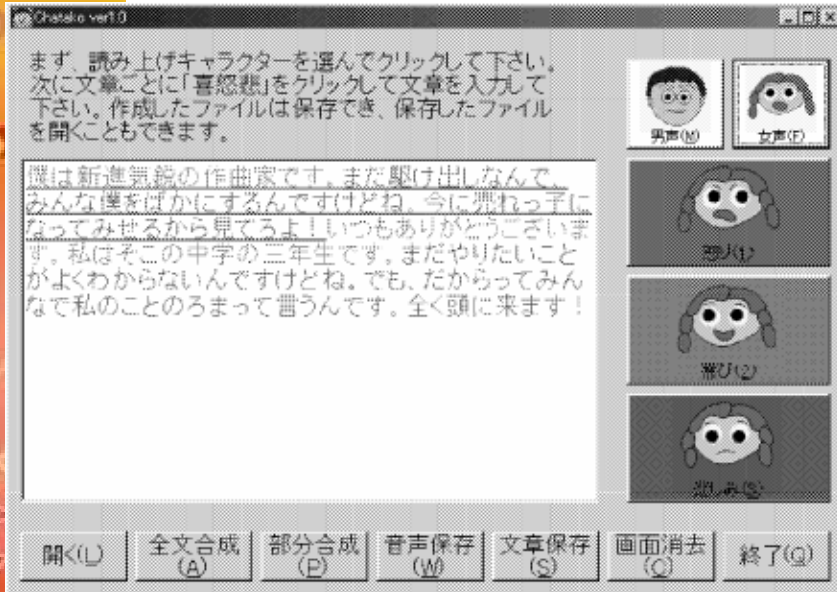
The Alarm Clock

Key table



DY





LITTLE CONTROL

The Alarm Clock

Key table

ONLY MIND

Ghost in the cave

ONLY BODY

Office Voodoo

eMoto

Kaktus

HIM

Influencing Machine

EmoteMail

Kinedit

EmpathyBuddy

FantasyA/SenToy

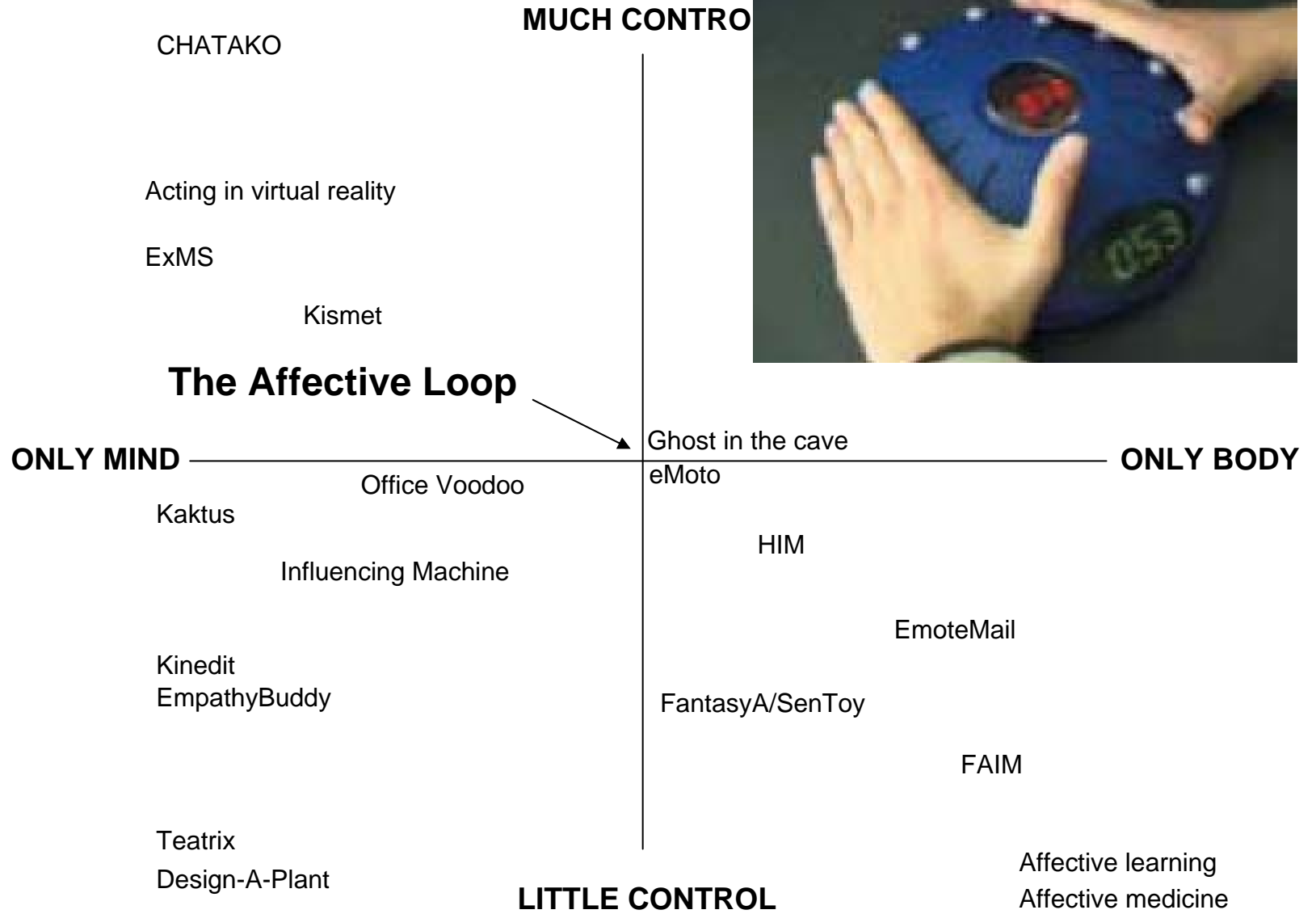
FAIM

Teatrix

Design-A-Plant

LITTLE CONTROL

Affective learning
Affective medicine







The Affective Loop

- Communication of emotions including at least two parties
- Expressions and response that attract 'natural' stimuli
- A fuzziness that will create interest and engagement
- Active involvement that continues over the emotional cycle

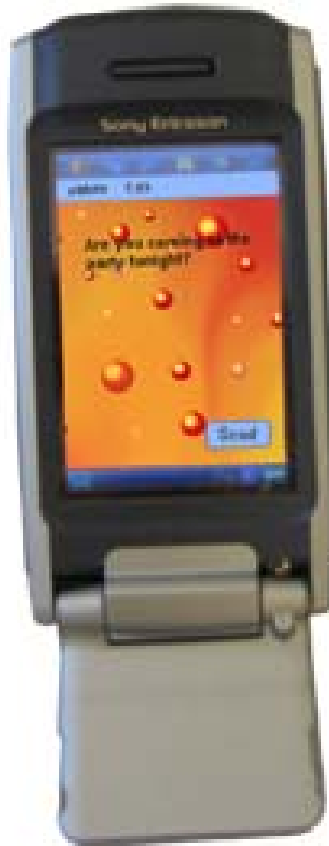


Design Principles

- Embodiment
- Flow
- Ambiguity
- Natural but designed expressions



eMoto



eMoto – a user scenario

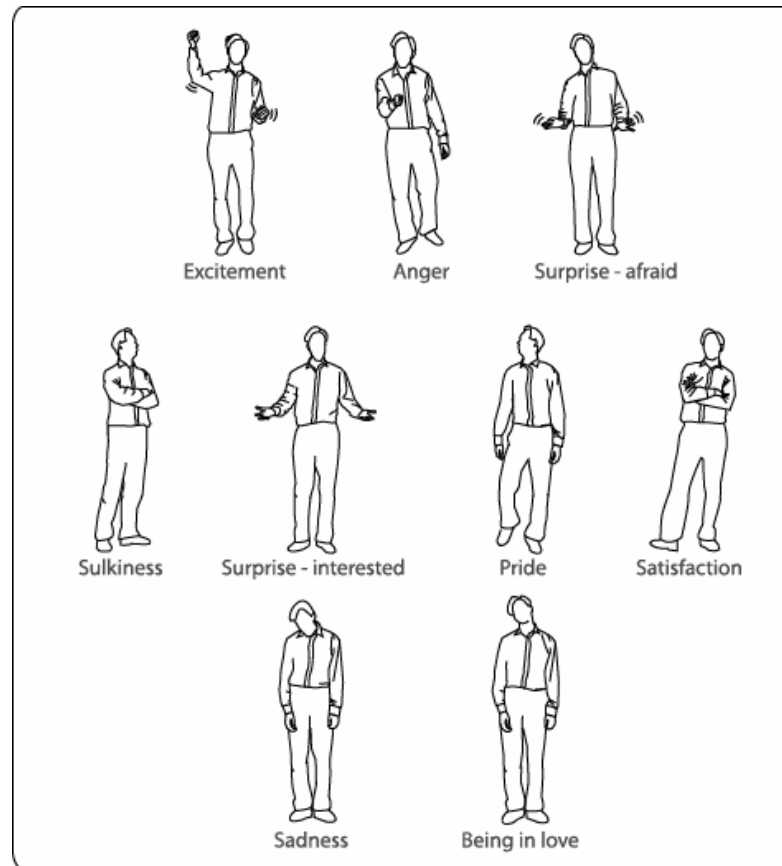


The Persona

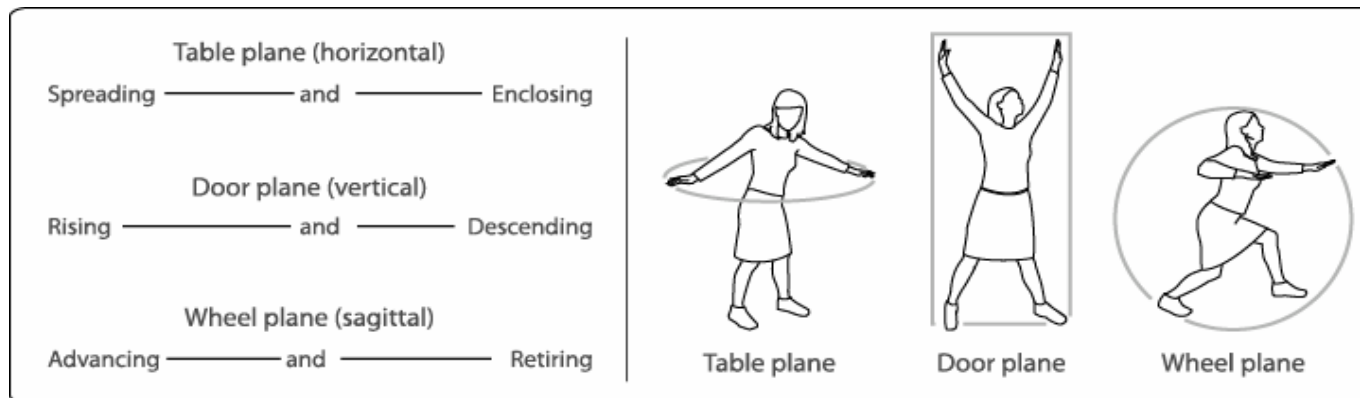
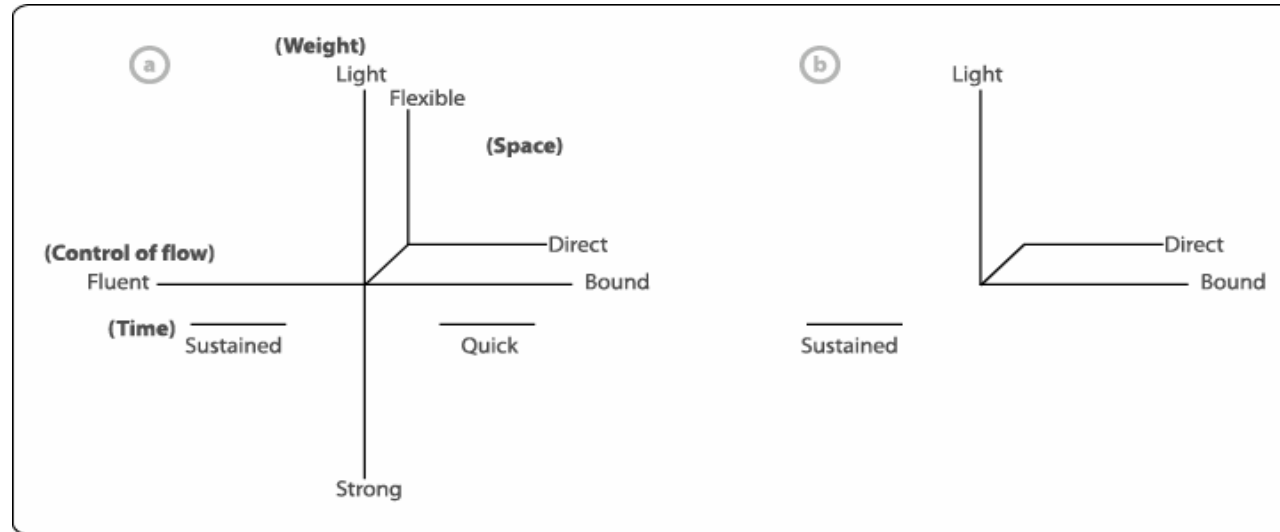
- A more specific group of users – do not have to and should not apply to all users
- A representative set up from real user data
- Sandra – social, extroverted, not technologically skilled but curious and open to new cool services...



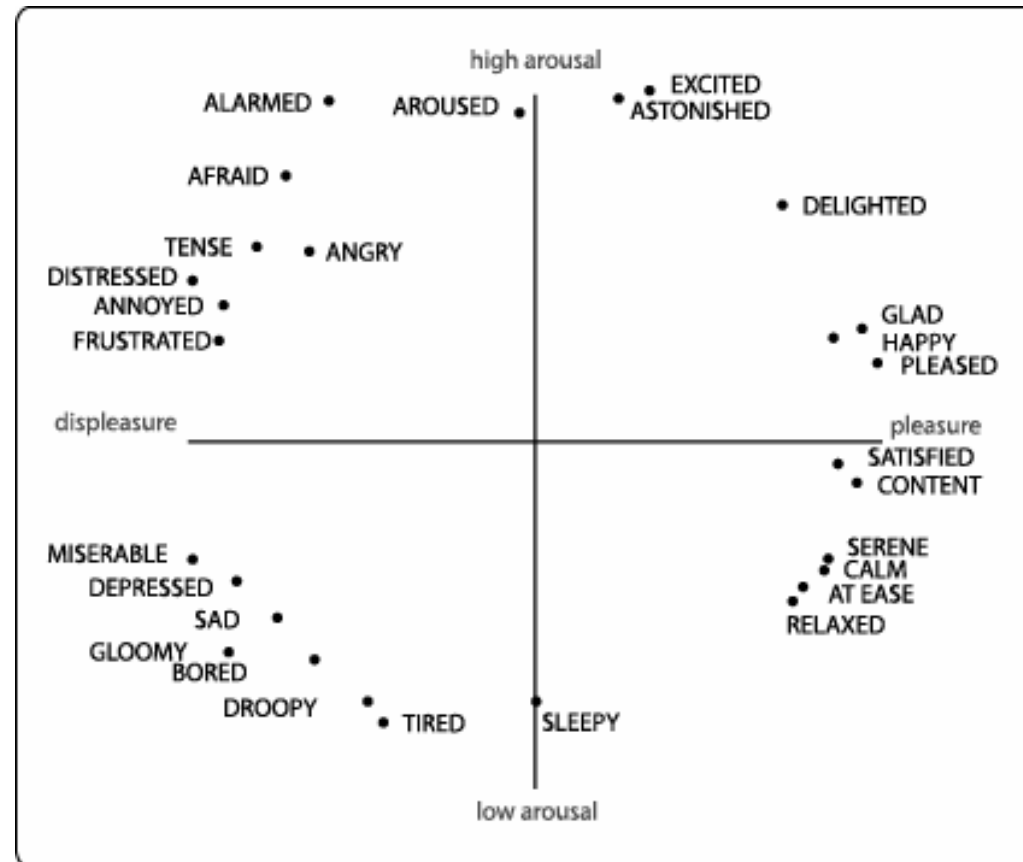
An analysis of emotional body language



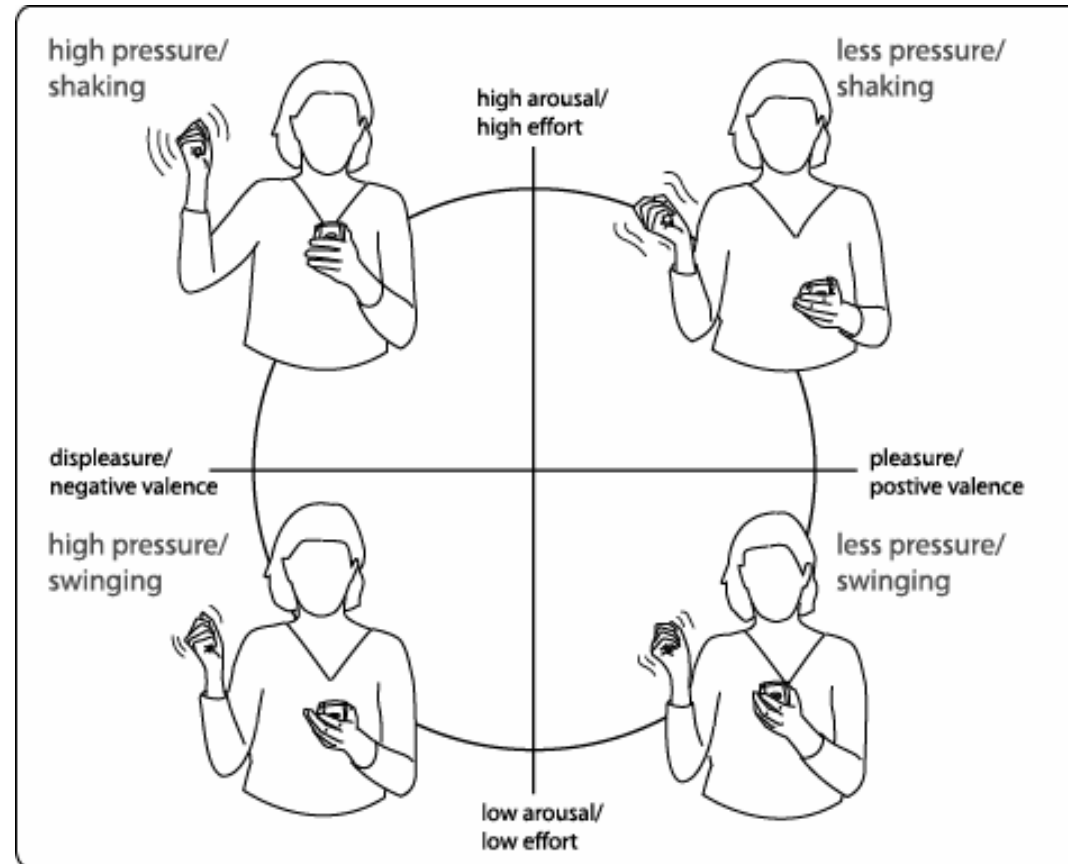
Laban – choreographer and movement analyzer



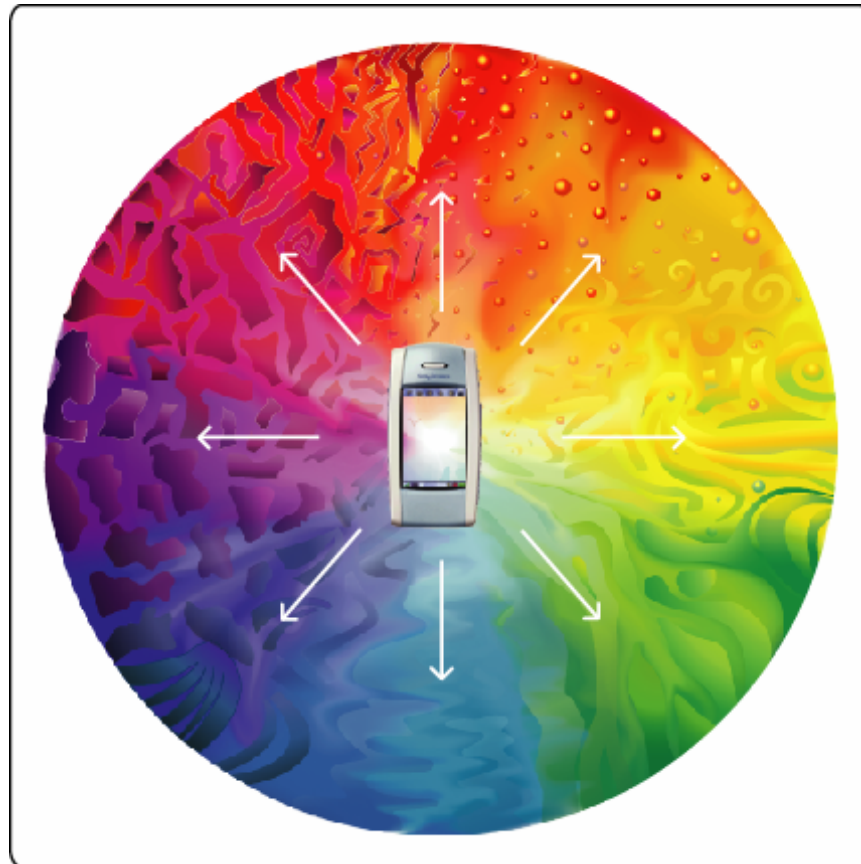
Russell - psychologist



Affective Gestures



Affective Expressions





Evaluation

- The two-tiered evaluation method
- Affective expressions – presented in a forthcoming licentiate thesis to be written by Anna Ståhl
- Affective gestures – qualitative lab-study including 18 subjects with similarities to the Persona, individual sessions

Example subjects





Problematic areas

- Control
- Harmony and Coherence
- Timing
- Personality



A few questions...