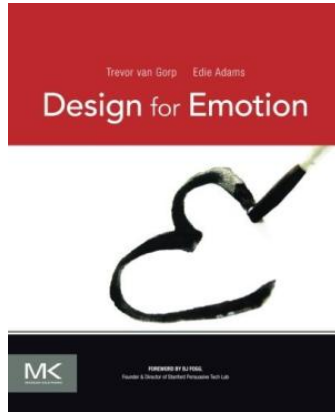


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DESIGN FOR EMOTION



Elsevier Science & Technology. Paperback. Book Condition: new. BRAND NEW, Design for Emotion, Trevor Van Gorp, Edie Adams, "Design for Emotion" introduces you to the why, what, when, where and how of designing for emotion. Improve user connection, satisfaction and loyalty by incorporating emotion and personality into your design process. The conscious and unconscious origins of emotions are explained, while real-world examples show how the design you create affects the emotions of your users. This isn't just another design theory...

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