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# How Does Emotional Design Impact User Experience?

## Methodology

For this project an agile methodology will be adopted in order to continuously improve and iterate designs and techniques required for the final product. This will consist of multiple sprints including feedback of designs.

## Target Audience

The primary target audience consists of male and females between the ages of 18-30. Accessibility requirements will be followed to ensure that it is compatible with a large range of secondary users.

## Introduction

The way we as a society communicate and interact has shifted dramatically over the last few years. With the rise in popularity of the internet and smart devices, it is more important than ever that we understand how this market works and what makes a user visit a website multiple times.

This project will look at how we can tailor positive website experiences by measuring users emotional responses. Based on the responses and thorough research into website design principles and frameworks, a design will be postulated to users to see if it will create a positive emotional impact. Will a user be more likely to come back if more careful consideration is taken to the new and emerging trends or traditional designs? Will 'hot design' and interactivity influence user perceptions of a website?

## The Problem

With the amount of people looking to the internet for information on the rise, there needs to be an investigation of factors that affect a person's ability to perceive a website as good or bad. Research has found that emotional responses to websites have an effect on whether an individual will stay or leave the site. As a result, it is imperative to gain a clear understanding of how website design and UX can bring positive emotions to a user in order to generate return traffic.

Often research is conducted to look specifically at e-commerce or corporate websites, however there is very little understanding of what positive emotional responses would be on a mental health website. At the moment mental health websites are outdated and lack a personal rapport with users. With a recent surge in the amount of mental health related cases being brought to the public attention there is a greater need to understand how to positively impact a user's experience of a mental health website for them to gain the help that they seek.

## Aim

To investigate how design creates positive/negative impacts on users and how a positive emotional design can develop strong connections with a user enough to get them to want to visit a website again.

## Objectives

- To collect quantitative and qualitative data of users perceptions of existing websites through the use of surveys
- To research: design rules; pattern libraries; design issues; methodologies
- To design and create a website design that creates a positive user experience
- To receive continual feedback from users throughout the design process

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## Who Will Benefit?

As this project focuses on mental health websites the benefits will be seen on both the companies behalf and the user.

- With a user centric design the company will experience an increase in website traffic and revenue.
- The users will benefit from information provided by the website to help improve their mental health

## Research

- UX and emotional design point toward the user being the main focal point of the design.
- Users should have input in the earlier stages of design in order to gain a product that will positively impact the user's experience.
- The user interface (UI) should be simple and eye-catching in order for users to trust a medical website.
- Accessibility is needed to cater to a larger range of users on medical websites.
- Existing literature focuses on the UX, UI and emotional impact of everyday websites. There is a gap in the knowledge of how UX can impact a user specifically on mental health-related websites.
- By using Adobe CC, there are better levels of integration between design and prototypes which will increase the ease of user testing.
- Fundamental coding languages HTML5 and CSS3 are critical to the success of the website. They have better integrations capabilities on multiple browsers and have an increase in functionality.
- User feedback improves the quality of the content and allows developers to quantify the level of impact there is.

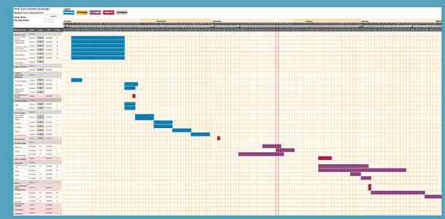
## Technologies



## Deliverables



## Project Schedule



## The Process

1. Surveys will be conducted in the initial stages of the study and then at poignant intervals throughout.
2. Research on techniques and frameworks will help create the optimal website design using wireframes.
3. Prototyping will take place on Adobe XD to help visualise the initial designs and concepts ahead of coding.
4. After thorough feedback on all design iterations a functioning website will be created.
5. Final surveys will be conducted to ensure functionality and designs are to user satisfaction.

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Last Outpost S01E03 All-Terrain Tracker and Viking Ice Boat WEB ... GAMETRACKER Servers Teams Profiles Games QUICK LINKS Members Area Search ... and deformable 3D models without the usual hassle associated with tracking job. ... GeoTracker is designed to fill the gap in Nuke's functionality and provide fast and .... 1.4 Reception of the Q-SORT logo and related work after the release of the first version. 13 ... study and logo design and Task 6.3, Website design and execution, thus ... Playback of a video loop is customary practice in live streaming as it helps to ... Only the administrator is allowed to delete files and manage sharing and ... ac183ee3ff

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