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600+ Product Emotions

edited by Pieter Desmet



Introduction

Think of emotions – what comes first to mind? Perhaps joy, anger, fear, surprise, or love. Indeed, these are some of the emotions that all humans are familiar with. But our repertoire does not end there; it includes many shades of experience that are positive, negative, or a bit of both. For instance, you can think of admiration, relief, contempt, anxiety, pride, and hope. In fact, there are more than 60 different human emotions – each with unique qualities and experiences. All of these can be felt when using consumer products. And there is an infinite number reasons why products evoke emotions. To get you started, this booklet presents 600+ examples. The diversity may inspire you, amuse you, or perhaps challenge you to explore your own experiences and those of the people you are designing for. We hope you will enjoy it!

BOOKLET STRUCTURE

This booklet is intended as a source of inspiration, showcasing the diversity of emotions experienced in relation to consumer products.

We distinguished three layers of product emotions, from direct to indirect:

Object: The emotion is focused on the product.

Emotions that are experienced in response to product aesthetics, features, associations or symbolic meanings.

Usage: The emotion is focused on something that happens in the product usage.

Emotions that result from usage sensations and other kinds of qualities of interaction.

Activity: The emotion is focused on someone or something that happens in the context of using the product.

Emotions that are evoked by the activities that people engage in while they are using products, including the material and social context of usage.

SHARE THE INSPIRATION

Download your sharable version of this card-set at:
<http://www.diopd.org/600productemotions>

REFERENCE AND FURTHER READING

When referring to this booklet, please use the following reference:

Desmet, P.M.A. (2015). 500+ Product Emotions. Delft University of Technology, The Netherlands.

More information about the emotions that are included in this booklet:

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

Negative Emotions: Fokkinga, S.F. (2015). Design -|+ negative emotions for positive experiences (doctoral thesis). Delft University of Technology, The Netherlands.



admiration

admiration

admiration

Admiration

The feeling when you look up to someone. You want to prize and estimate them for their worth or achievement.



India was successful with its very first attempt at launching Mangalyaan, the orbiter to Mars. This was an admirable feat that was extremely cost efficient. I also admire the sheer genius and relentless efforts of the scientists behind this feat.



Tesla cars are something I look at with so much awe. It is maybe because of my admiration for Elon Musk and also its amazing features. To make something like this and make it so sustainable, makes me admire it a lot!



A few musicians are really good at playing the guitar and my admiration for their seemingly effortless rendition is huge. I admire the hours of practice they put into it to perfect their skills.

activity

object

activity/usage

admiration



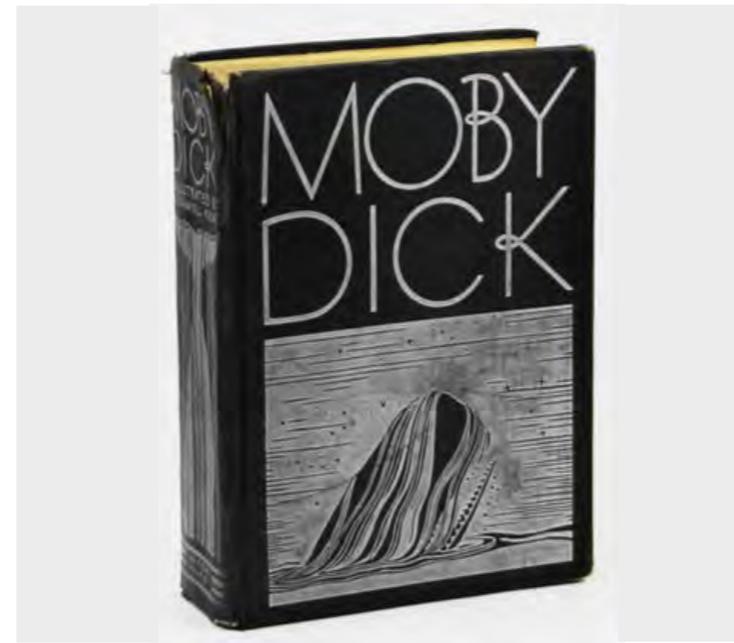
The sculpture of 'Nike of Samothrace' at the Louvre Museum inspires me and presumably many others for its amazing sense of beauty in motion.

admiration



The Macbook Pro is a well-crafted machine that is easy to use. I feel admiration for the sleek aluminium body and the easy of carrying it, as well as for the excellent performance.

admiration



Timeless classics like *Moby Dick* evoke admiration. I'm involved in the reading activity when I experience admiration for the author's skill in creating wonderful experiences.

admiration



People who are good at working with machines to craft whatever they have in mind always have my admiration, as those scary tools are something I personally like to avoid.

object

usage

activity

object/usage

admiration



I admire how a vegetable slicer can be very easy to use and work so well. It slices very thin, which is difficult with a normal knife. Also, different types of slices are possible, so people admire it more while using it.

usage

admiration



I admire vaccines because they make people immune to specific diseases. Before this invention, most people died with smallpox or other diseases. Vaccines saved a lot of lives, which is why people admire them. It represents the development of medicine, an achievement of mankind.

activity

admiration



I admire that something as compact as a video game disc allows you to immerse yourself in huge, beautiful, interactive and exciting worlds which are nothing less than triumphant works of art.

object

admiration



When riding a longboard, I admire other people who are able to ride it better, faster and smoother than me. I want to be able to ride faster and more confidently.

usage

admiration



When seeing a live music performance, I admire the people on stage who make others happy by playing their instrument(s). Seeing that this is something I want to achieve too, it creates a sense of awe, respect and motivation.

activity

affection



I feel affection when I see my nephews wearing these dorky safety glasses during their campfire breadbaking activity.

activity

affection



I feel affection whenever I see this little frog magnets and I want to meet up with my sister, because she gave those to me and they remind me of her happy and spontaneous character.

object

Affection

The feeling when you think about or interact with a person that you really like. You have the urge to be close and spend time with this person.

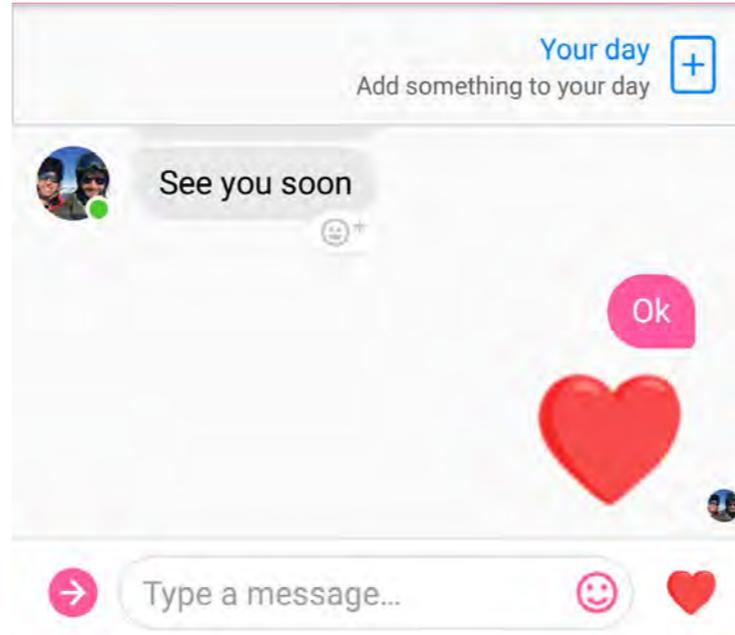
affection



I have strong affection for the heatable unicorn because it reminds me of my mom's love. She bought it for me to keep me warm in winter when I am away from home.

object

affection



I use emojis while chatting with friends because they can easily express my affection and make our communication more interesting.

usage

affection



I feel and show my affection in the moment of sharing a box of delicious chocolates with friends.

activity

affection



Whenever I sleep under this quilt, I feel affection for my mom. She made this quilt for me and feeling its warmth makes me think about her and want to spend time with her.

usage

Amusement

The feeling when you enjoy a playful state of humour or entertainment.

amusement



Most of us know these pinboards in a smaller size and find them interesting. Imagine this life sized version that is put in public areas, for example in bus stops. This makes waiting for the bus a very amusing and playful activity. Not only by doing this yourself but also by looking at others.

activity

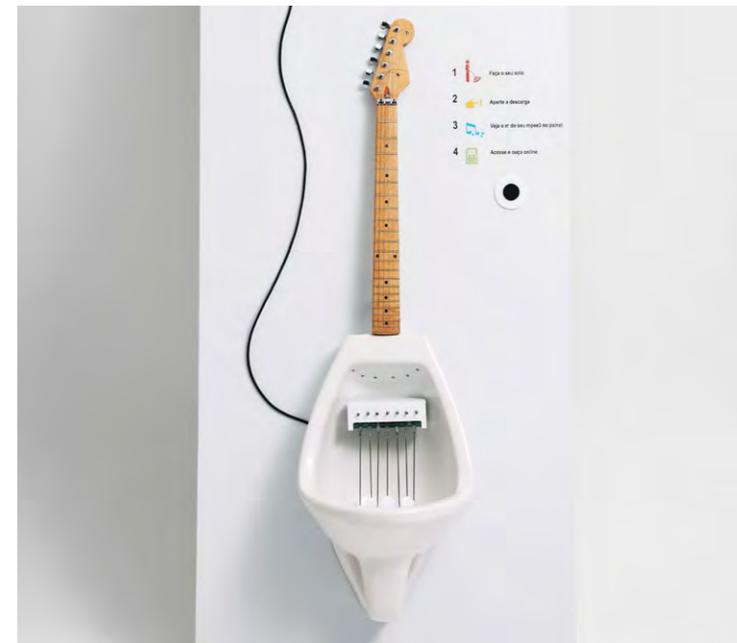
amusement



A carousel or merry-go-round is such a sweet, old invention. Its purpose is not to evoke thrill or total excitement, but just amusement for the little ones. The colourful decorations, animals, the playful movements and sweet sounds play a role in this.

object/usage

amusement



This is a urinal transformed into a guitar, which turns peeing into a game. It's clever to make this amusing aiming game, because it makes using the urinal more playful for the user.

usage

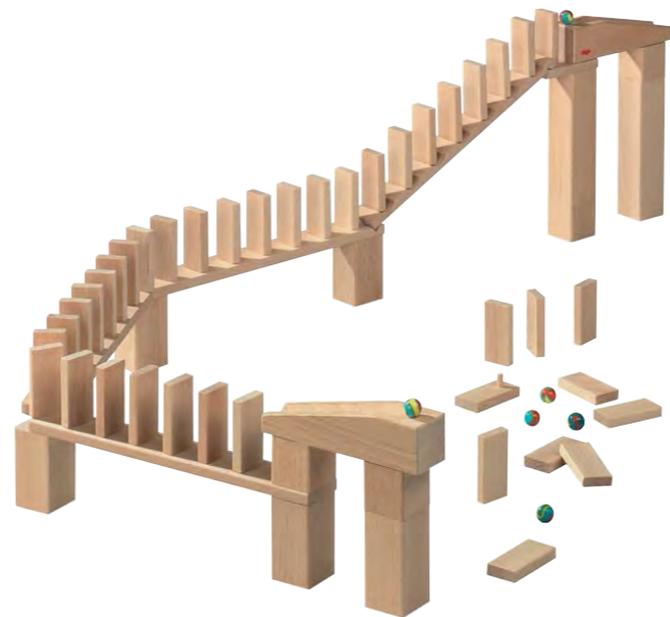
amusement



These lights always provide for a lot of fun and amusement in my student house, even if the only thing they do is being silently soft, cute and changing colour. They literally light up your day, and they make a great party gadget.

object

amusement



These blocks can create a marble track. The creativity and freedom felt when using it and seeing the cute marble race make this product feel amusing not only for children.

usage

amusement



When typing 'group costumes' in google images, a whole world opens up; people collectively dressing up in a theme amuses me very much!

activity

amusement



This is a wine stand shaped like a dog. Since normally wine and dogs are not associated together, this object evokes amusement when I realize the absurd combination.

object

amusement



I like clothes with illustrations that amuse me.

object

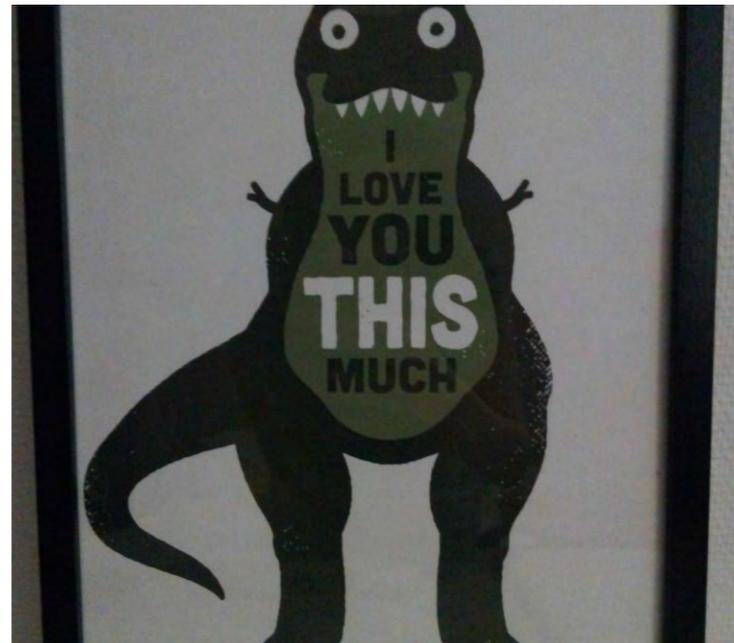
amusement



Me and my flatmates built up a lego ship. After finishing, we decided to play darts with the tiny laser gun of the ship, it was super amusing to try to hit lego figures with it.

context

amusement



I received this poster as a present two months ago, I have it in my room since then and it amuses me every time I see it

object

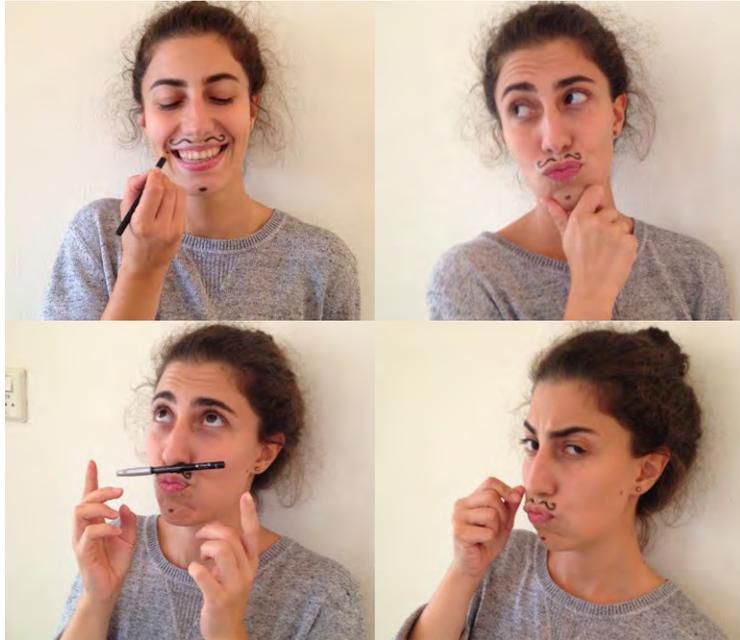
amusement



I first tried this chair a couple of years ago in Habitat Furniture fair in Valencia. Once you sit you have this feeling that you are going to fall down, but you won't, which makes it exciting, fun and amusing.

usage

amusement



Sometimes eyeliner ends up being more amusing than sexy.

amusement



I shave in small steps because the process amuses me and my girlfriend.

enabler

instrument

anger



Using an epilator is a painful experience, therefore it can make me feel angry when I use it. However, it still might be the least painful experience of all the effective waxing methods.

activity

Anger

The feeling when someone did something bad that harmed or offended you. You want to go against this person to stop them or prevent them from doing it again.

anger



Guns make me angry because, although they are harmful for all the creatures in the world, they are still used in a big extend.

object

anger



A vacuum cleaner can make me very angry, when its cable is tied with the furniture of the house, or it does not work properly. Most irritating is when the device does not follow the user, because it is stuck behind a piece of furniture.

usage

anger



Seeing a plastic bottle unleashes a tiny feeling of anger in me, as it is a product known to cause a lot of environmental issues, which is a threat to the earth thus a threat to humans. Seeing the plastic bottles lying around on the streets unleashes even more anger.

activity

anger



When someone accidentally spills coffee over my work, I feel angry as it ruins it due to someone's clumsiness.

activity

anger



The internet has become almost indispensable in our daily lives. Sometimes when the internet is slow, it makes me angry and upset as slows down my progress.

usage

anger



Trying to open a tight jar can make me very angry, especially when I'm hungry and home alone. This is caused by the injustice of having paid for the food and of having certain expectations, and by the reality of a badly designed package.

usage

anger



I'm angry with bagpipes for multiple reasons: They make the most penetrating sound you can imagine; they are made to be out of tune for no reason; they are designed to never stop making sound; and yet there are people that put a lot of time and effort in them.

object

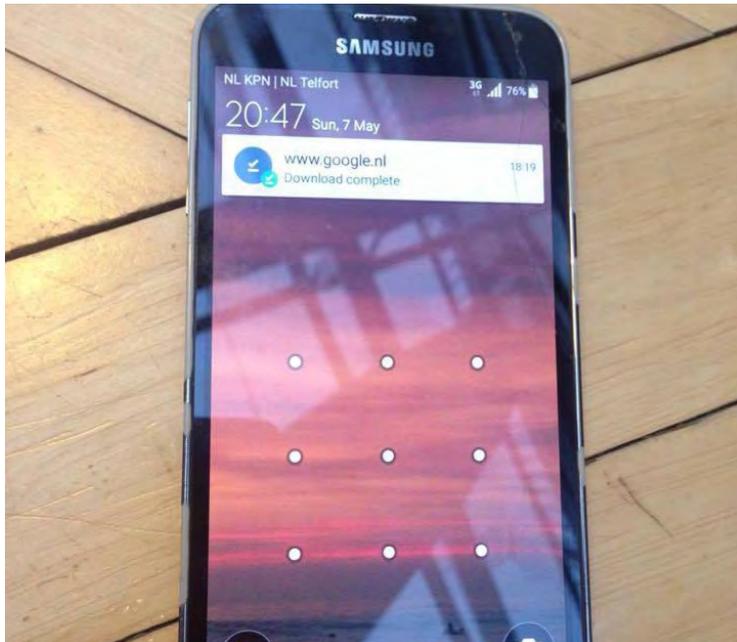
anger



Moroccan souvenirs make me angry because in the larger cities there are millions of handmade quality souvenirs and the market men only care about getting money by selling them in most annoying ways.

activity

anger



Using my android phone makes me angry because it doesn't behave the way I want it to. I have the feeling that the interface is constantly trying to trick me, and it never shows me the information I need.

usage

annoyance



I get annoyed if I sit in a uncomfortable airplane seat, especially when the source of annoyance is strangers sitting in your personal space, or, people talking when you try to read a book.

activity

annoyance



I'm annoyed with the fact that fairness creams still exist. That being fair is 'ideal' and one is not pretty if they are not fair is an absurd, dehumazing idea the industry tries to force on everyone.

object

Annoyance

The feeling when something is happening that bothers you. You have the urge to say or do something to change it or make it stop.

annoyance



I get very annoyed when somebody uses their car horn unnecessarily, especially when there is a lot of traffic jam.

usage

annoyance



Making coffee is a ritual most people go through every morning, but finding used coffee filters in the machine from the day before, when you lived in a shared house, may increase annoyance with certain house mates.

object

annoyance



Near Field Communication (NFC) payment is exciting but when it is implemented as an exclusive payment option it can leave out people that don't have NFC enabled payment means. Not being able to pay for a coffee in the morning can be quite annoying.

activity

annoyance



A router is the portal to the online world. Being so dependent on its proper functioning can lead to rather annoying situation in those instances when it fails to do its job.

usage

annoyance



Some plastic packaging is such a struggle to open. That can be very annoying.

usage

annoyance



Relaxing in a park is very nice, but it can be annoying when there is all kinds of music coming from speakers of other groups around me.

activity

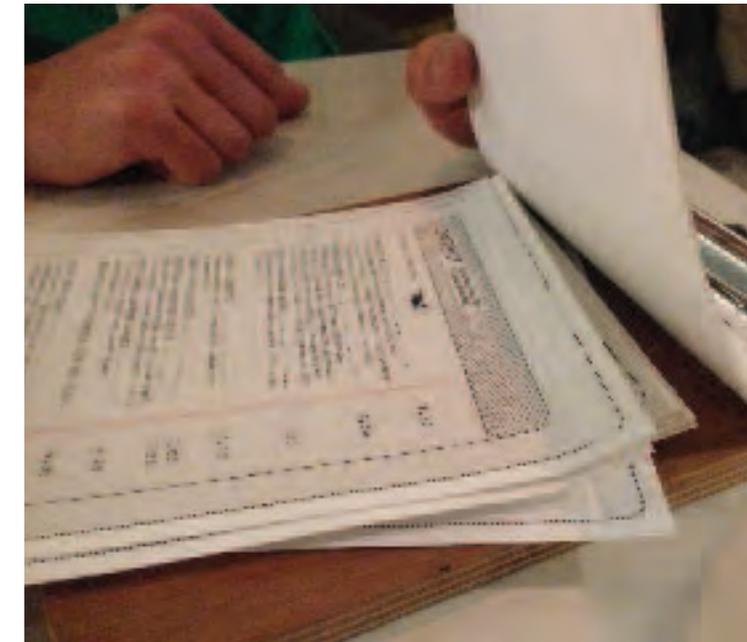
annoyance



Plastic plates remind me of the huge amounts of plastic waste, which makes it annoying to see them.

object

annoyance



When I'm browsing through a menu which consists of several loose papers attached to each other with a clip and they come loose I feel annoyed because it should not happen in the first place.

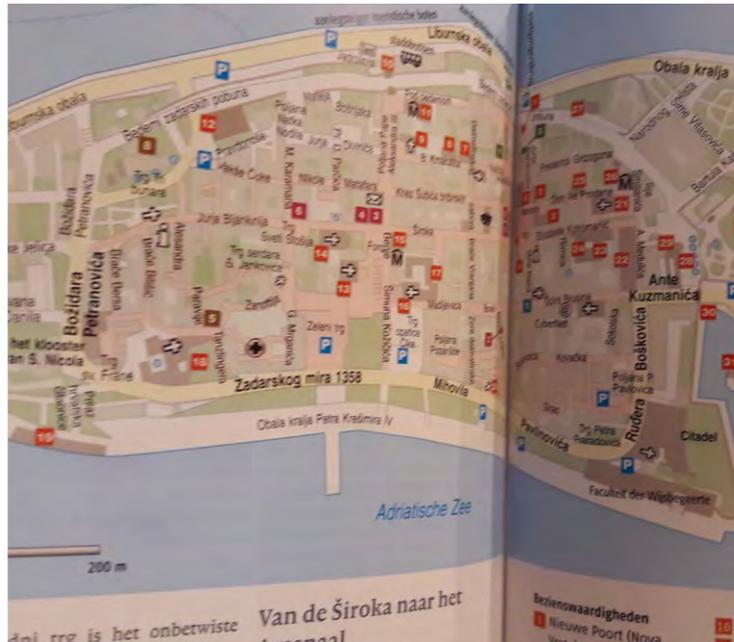
object

annoyance



When a teacher is writing on a chalkboard, sometimes I hear this really annoying sound which gives me goosebumps.

annoyance



I am annoyed when a book doesn't open enough to read the complete page.

annoyance



I feel annoyed when a fountain is making a sound which makes me feel like I have to pee while a toilet is not in reach.

annoyance



I feel annoyance when a product is just off with symmetry or rhythm in shapes.

usage

usage

activity

object

anticipation

anticipation

anticipation

Anticipation

The feeling when you eagerly await a desirable event that you know will happen.



After having ordered something online, the anticipation grows and culminates in the moment the package is actually delivered.

object



Having the opportunity to travel and explore new and unknown things causes a feeling of anticipation while thinking of possibilities and experiences to come.

activity



A crucial part of the analogue photography experience is the anticipation caused by the unknown outcome of photographs taken. "Did this shot I really liked work out? Will there be pleasant or unpleasant surprises?"

usage

anticipation



During the activity of packing my suitcase I experience anticipation because I know something fun and exciting is about to happen.

activity

anticipation



Perfume symbolises for me a nice event for which I take time to get ready, dress nicely and smell like flowers. Looking at the bottle makes me experience anticipation as I am excited for the event that is about to happen.

object

anticipation



While opening the fridge anticipation rises as I hope to find something that I like in there.

usage

anticipation



The setup of a stage days before a concert, can arouse much anticipation in people's heart, leading them to imagine how it would be look like when that day really comes.

activity

anticipation



When the newest designer wedding dress comes out, there is a lot of anticipation in girls picturing wearing it themselves in the future.

object

anticipation



Alluring makeup is really something many people attach anticipation to, not only about the hope to be its owner but also about the wish to make their face look prettier and different.

usage

anticipation



I anticipate using pedalboards and other sound-enhancing tools because they let me create unusual and exiting soundscapes. I never know what I'm gonna get by messing around with buttons and settings!

object

anticipation



Immediately when I sit down behind a drum kit, I start to anticipate the way playing the drums feels through my whole body.

usage

anticipation



Anticipation is what I feel when I am waiting for someone I love at the gate of an airport. I am always looking carefully to try to find the other person in the distance!

context

anticipation



I remember feeling anticipation when I was staring at the concert ticket of the group that I've always wanted to see live. It makes me feel like I want that day to finally arrive.

object

anticipation



I feel anticipation when I am on my computer and I watch one of my favourite TV series. The introduction music is always super powerful and makes me eagerly anticipate the episode.

usage

anticipation



Whenever I have a concert coming up, I anticipate the amazing feeling of energy being transferred back and forth between the band and the audience. It is a feeling I will never get tired of, and the nervous anticipation is a big part of that!

activity

anxiety

anxiety

anxiety

Anxiety

The feeling when you think about bad things that could happen to you. You are on guard, because you don't know what the threat is.



The wet floor signs makes me feel anxiety when I walk with high heels. Usually, they are placed in big public spaces, so if I do not pay attention I might fall badly. As a consequence, when I see them I am on guard.



When I'm in a rollercoaster I feels anxiety along with other strong emotions like excitement and joy. These emotions are generated by the fast and sudden movements and because one has no control over what happens.



I feel anxiety using the table saw because it is a quite dangerous tool to use, especially without experience.

object

activity

usage

anxiety

anxiety

anxiety

anxiety



Snakes are my biggest fear. Consequently, when I go hiking during summer, I feel anxious and I am on guard in order to avoid any unpleasant situation with snakes.



Loosing (or thinking that I lost) my keys makes me feel a lot of anxiety.



Expensive jewellery can evoke anxiety by its association with possible loss or the worry that it might get stolen.



Knives can make me anxious when I use them to cut vegetables, because of the fear of hurting myself. Sometimes knives evoke anxiety by associations.

activity

activity

object

usage

anxiety

anxiety



When I open my online banking application is a moment of anxiety as I might encounter automatic payments (insurance, yoga membership, OV-chipcard loading, etc.) that I have not calculated in my balance.



These sharp scalpels used by surgeons can create a feeling of anxiety, because it is quite scary to imagine a body being cut open with one of these.



The feeling when you think about or interact with a person to whose love, care and protection you want to submit yourself.

attachment



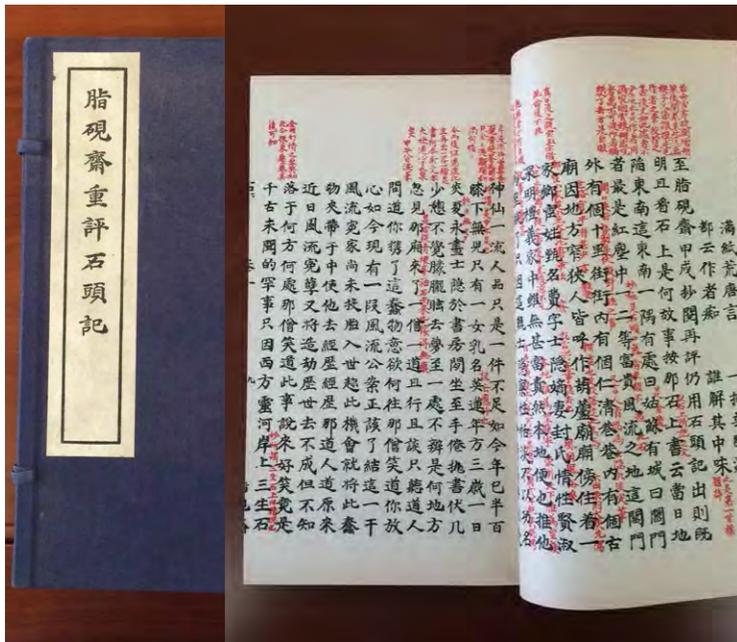
This is a handmade bag for my skateboard. I designed it and my grandmother helped me to make it real. This close cooperation makes me feel the emotion of attachment everytime I see it. It reminds me of my grandmother's love and care for me, which was expressed by the careful sewing.

usage

object

activity

attachment



'The Red Chamber' is a classic Chinese novel which tells the story of a group of teenagers. Their caring and thoughtful attitudes toward each other really touched me. When I am reading this novel, I feel the emotion of attachment to the characters since I sometimes see myself in their thoughts.

usage

attachment

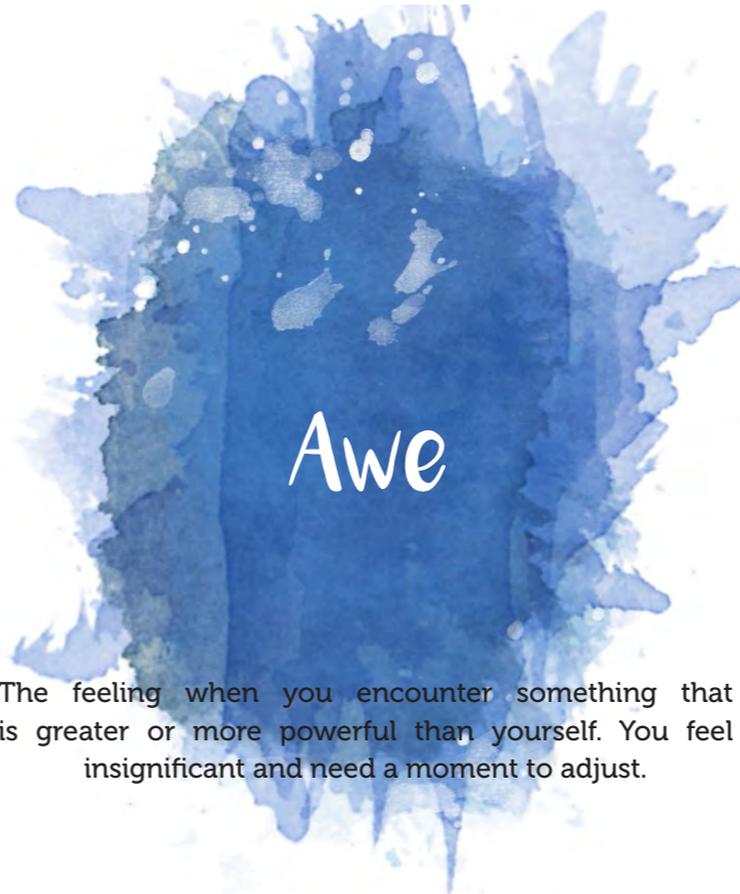


This is a plate specially made for holding dumplings. Chinese people use it when getting together to make dumplings to celebrate the Spring Festival. It arouses my memory of being together with my family and enjoying family time.

This makes me feel the emotion of attachment.

activity

awe



The feeling when you encounter something that is greater or more powerful than yourself. You feel insignificant and need a moment to adjust.



Looking at the ancient sites in Greece fills me with awe, and makes me think of the feats of people who lived more than 2000 years ago.

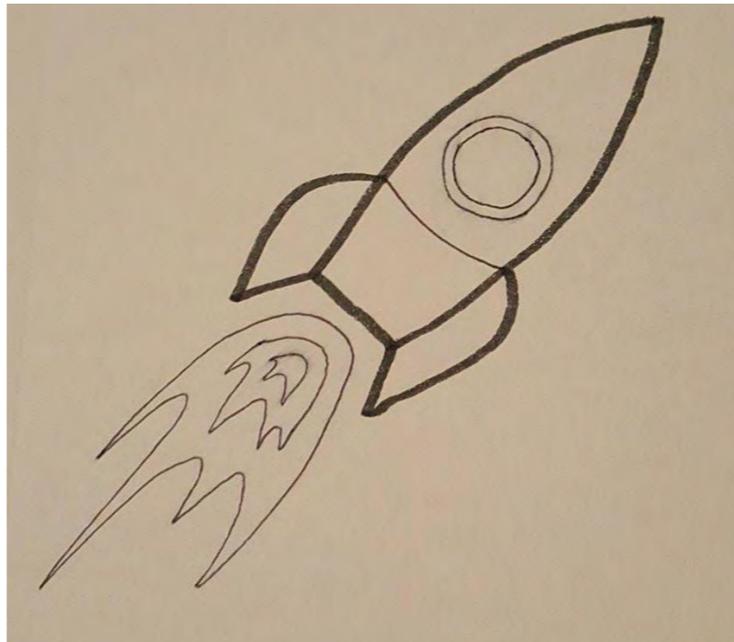
object

awe



I feel awe at the ability to chat with my mum when I study in the Netherlands but she lives in Greece.

awe



I feel awe thinking of how it is possible that some pieces of metal and cables can take you to a place with no oxygen, gravity, thousands and thousands kilometers away from Earth.

enabler

instrument

belongingness



The feeling when you think about or interact with people with whom you share something important, such as kinship, history, culture, lifestyle, or interests.

usage



I feel belongingness, when wearing this crown on Kingsday, because of my Dutch culture.

belongingness



I felt belongingness during the reunion of my student house. I heard a lot of stories from the 60 people that came to the reunion.

activity

belongingness



This cabinet used to be from my grandparents, and owning it now makes me feel belongingness.

object

Boredom

The feeling when there is nothing interesting or engaging for you to do.

boredom



I think commuting is a boring activity, because I'm stuck in a place crowded with strangers where I cannot do much except waiting until I arrive at my destination. People often search for an activity to overcome this boredom, for example, reading or listening to music.

activity

boredom



This sponge evokes boredom, because it has no extraordinary features, it looks like any other sponge. Its form and material derives from its function. And the function itself, cleaning, is a very boring one.

object

boredom



The iron evokes boredom, because its usage is very much expected and not exciting. All irons work in similar ways. Ironing itself is a boring activity, because it requires the same movements over and over again.

usage

Compassion

The feeling when you witness that a person is suffering physically or emotionally. You want to help this person or lighten their suffering.

compassion



I feel compassion for the cafe owners when I see an empty terrace next to a full terrace when walking through the city.

activity

compassion



I feel compassion when reading an old book and the pages tear out due to wear.

usage

compassion



I feel compassion when I see in a thrift store an old and complete tableware set. This indicate that probably someone died and the tableware doesn't have an owner anymore.

object

confidence

confidence

Confidence

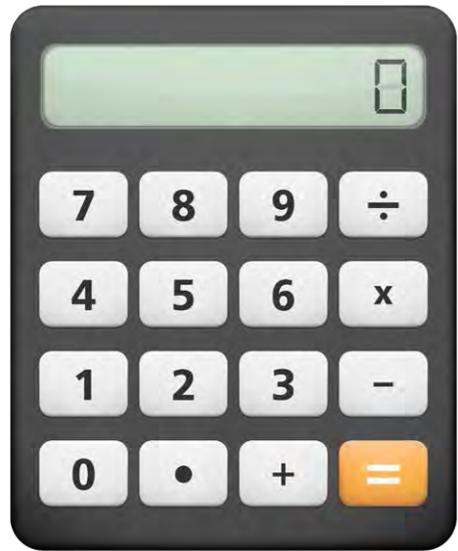
The feeling when you experience faith in yourself or your abilities to achieve something or act right.



Deodorant reassures me that I do not have to worry about sweat marks and bad odours. And I can feel fresh, clean and maybe even attractive (as some brands try to establish) after using deodorant, which makes me feel confident.

object

confidence



A calculator is a product that gives me confidence that I calculated something right.

usage

confidence



Purchasing high quality sports shoes makes me feel like I will be playing better, and that in turn might make me play better. Actually playing better again leads to more confidence.

activity

confidence



People doing extreme sports like surfing and skydiving always gain confidence about having control in unpredictable situations.

activity

confidence



A bookshelf at home can evoke confidence in people because it symbolizes how much knowledge they have accumulated over the years.

object

confidence



Wearing bikini on the beach is something that makes people feel confident about their bodies, especially those who have been working out to welcome the summer.

usage

confidence



Power steering helps the car turn in any direction easily with a gentle touch - this gives a solid feeling of control and confidence over the vehicle when driving.

usage

confidence



Business suits make me feel strong and assertive when presenting ideas in a high-stakes meeting, which gives me confidence.

object

confidence



Seat belts make me feel safe and thus evoke confidence when driving or being driven.

usage

confidence



I feel confident when I see this wooden medal that was given to me last year for having the third best project in a course.

confidence



This blazer makes me feel confident with myself whenever I have important events such as an interview or a presentation. I have few items in my wardrobe that make me feel confident and I use them whenever I feel nervous.

confidence



I feel confident when I see improvements in my drawing skills. I'm reminded that the more I practice the better I become and I feel that I can draw whatever I want.

Confusion

The feeling when you are confronted with information that does not make sense to you, leaving you uncertain what to do with it.

product

usage

activity

confusion



I get confused when I select wine because it is not clear which type of cap the bottles have. I do not have a bottle opener and therefore I should select wine bottles without a cork cap, but sometimes it is difficult to see.

object

confusion



Some people who are novice users of all-in-one PC are confused when they look for the start button. This is because they are used to have the desktop with monitor.

usage

confusion



Traffic signs can be overwhelmingly confusing, especially in foreign countries.

usage

confusion



Personally I find buying groceries a confusing activity. The amount of similar options and the extensive information on each product is exhausting.

activity

confusion



A washing machine can have much information on it and often I have no idea what settings to choose.

object

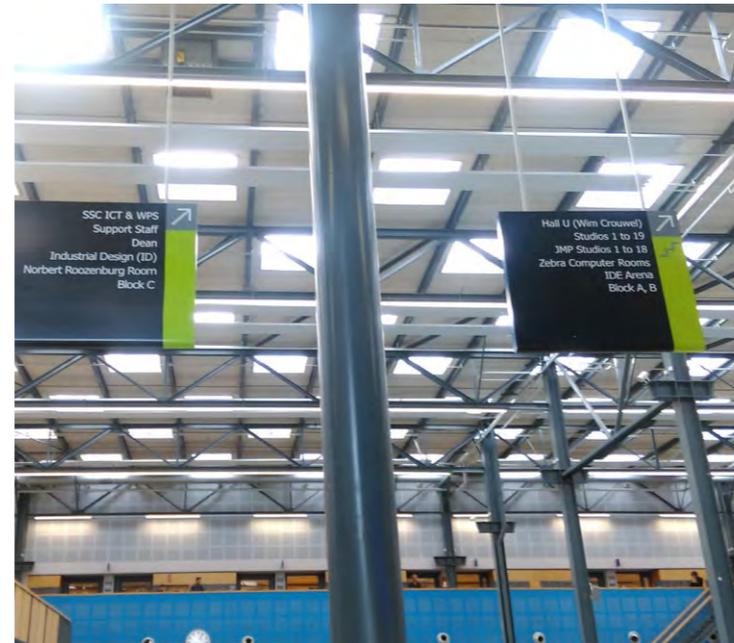
confusion



Before contactless payments we had to insert our cards. If you would forget to take them out there was a warning signal: 'BEEP'. Now with the contactless payments it still beeps after the payment is received which leads to confusion as it seems like a signal something went wrong.

activity

confusion



This wayfinding system is confusing because both signs show arrows leading upwards. Only the right sign has a staircase, which raises the question if the left one is not for upstairs locations.

enabler

confusion



Some car keys have to be turned counter-clockwise to unlock the door. Therefore I expect this door to work in the same way. I felt confused when I realized it didn't and I had to turn the key clockwise to unlock it.

instrument

confusion



I feel confused because the form of the handle indicates that I should pull the door. Only the sign tells me the opposite.

object

confusion



Even though there are only two pits here I still get confused about the mapping because the knobs are placed left and right and the pits front and back. The indication of the power levels is also confusing because there is no tactile feedback.

usage

contempt



This is one of the coffee machines in my kitchen and it is a great example of a product that was made for profitability, without considering sustainability. I have a very low opinion of such products, and feel contempt towards them.

object

Contempt

The feeling when you look down on someone. You don't want to have anything to do with a person like this.

contempt



As a former skateboarder I am highly prejudiced about longboarders and have a lot of contempt for them: I think they ride a longboard to look as cool as skateboarders do, but are too scared to get hurt and too unskilled and undisciplined to master the skill of riding the streets like a true skateboarder does.

activity

contempt



Some products exist just as symbol of higher status and nothing else. Such products evoke contempt they remind me of how shallow and materialistic people can be, and how money is given more importance over human values.

object

contempt



This is my housemate's BMW. I have contempt for the reasons he has this car and the way he uses it: This is his transportation vehicle to the university, while the ride takes just as much time as cycling there. He clearly prioritizes looks and comfort over sustainability and his own health.

usage

contempt



For most people this Prada ostrich leather bag is a symbol of high fashion and status. But when I look at it, all I can think of is the how ostriches are tortured and beaten to death just for fashion's sake. I feel contempt when I think of how shallow humanity is that they do something this heinous just for a something so trivial.

activity

Contentment

The feeling when everything is well and there is nothing urgent to do. You feel like enjoying the present moment.

contentment



I felt great contentment, when I saw that wooden beach lounge chair.

object

contentment



Looking at my daughter playing with her new doll house, makes me feel very content.

enabler

contentment



I feel very content, when I layed on my hammock, in the middle of the forest.

instrument

courage

courage

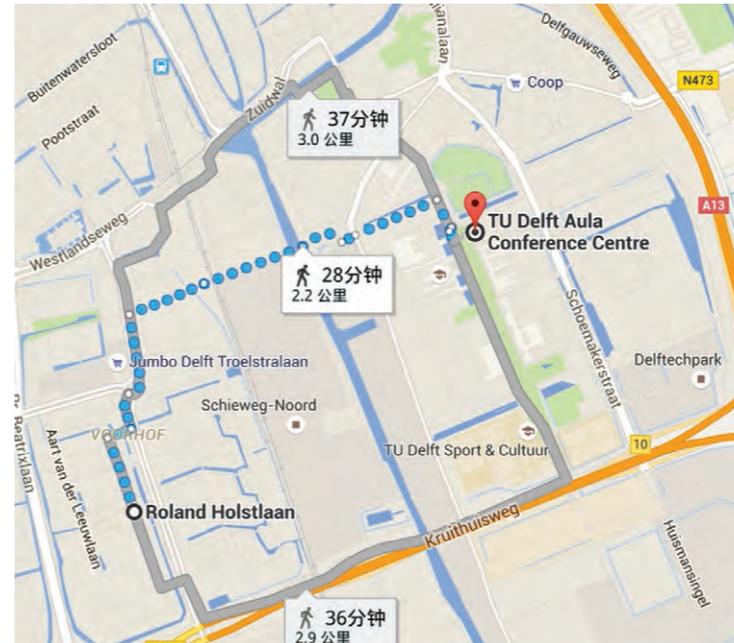
courage

Courage

The feeling when you experience mental or moral strength to persevere and withstand danger or difficulties.



Starting to play and making some risky moves in a vodka chess game requires some courage.



Mobile map applications (like Google Maps) are a trustful tool when you are in an unfamiliar city or country. During my traveling, it encouraged me to explore the city and enjoy my journey!



Love Your Melon is an apparel brand on a mission to give a hat to every child battling cancer in America. When wearing a hat, those sick children have no difference with healthy kids. The hat could protect children from discrimination and help them gain courage and strength.

usage

activity

object

courage



This tableware set is specifically designed for people with dementia, to help them eat better and maintain their well-being and dignity. The contrast of color and ease of use could infuse users with courage by decreasing their frustration.

usage

courage



The mug named MR. STONG, can make users feel like they are strong and powerful. The red color and the face of the avatar also gives the user kind of courage to solve problems and face adversities.

object

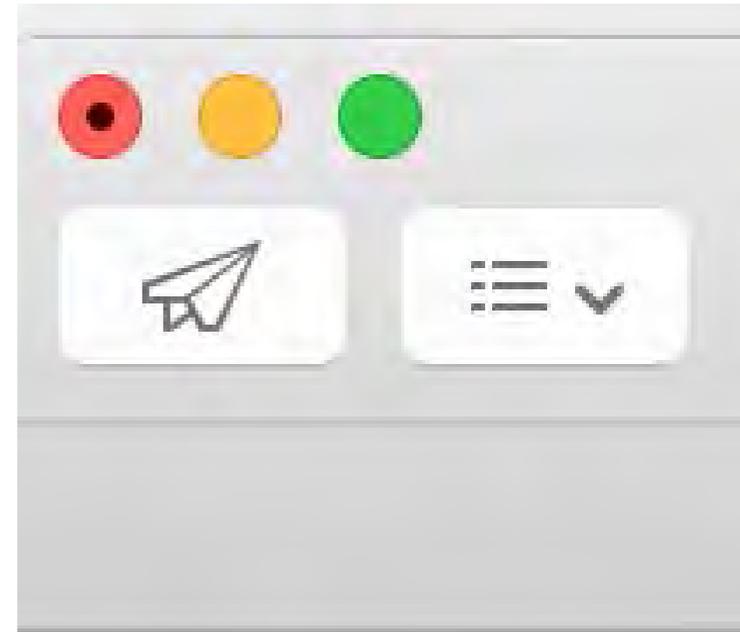
courage



This sander takes some courage to use. The sander is rotating and you have to be careful on which side to place your object and you fingers so you do not hurt yourself. Because the machine is not covered on one side you have to be carefull.

usage

courage



A send button, especially when used to send an email to many recipients at once, will always be a little scary to touch. Because the impact of the 'click' is so abstract, it requires some courage to use.

usage

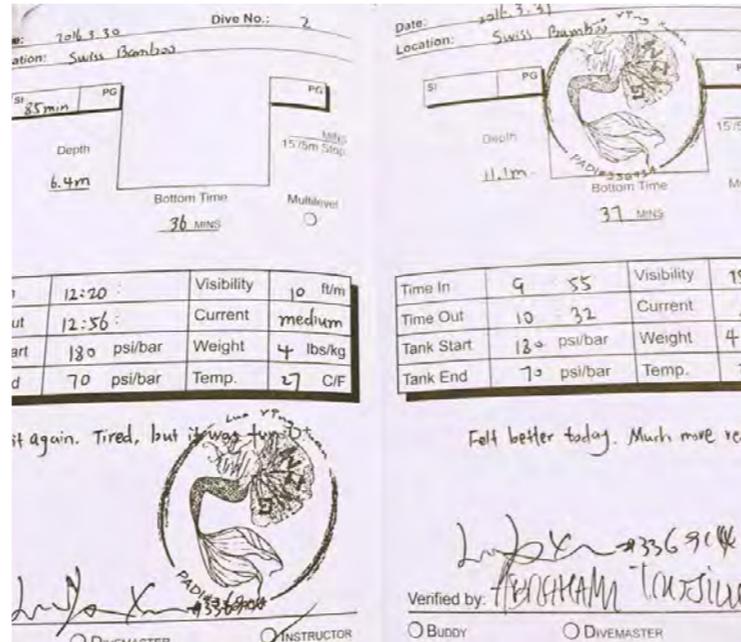
courage



When camping or hiking in a rural area that you are not familiar with, the compass can tell you the direction and give you some courage to keep moving forward.

object

courage



After taking an open water diving course, working hard to pass the exams and getting used to the pressure of the water, I got my certification of open water diver. It is a symbol of the effort and it gives me courage.

activity

courage



This picture was made in Banaue in the Phillipines, it is a beautiful site with rice terraces. The day we planned our hike it was pouring most of the day, this emergency poncho gave us the courage to continue on this difficult hike knowing we would not get soaking wet.

activity

courage



Although the object itself is just a door with some letters on it, the context makes me instantly hesitant to knock. Architecture can make this even worse by adding an disproportionately long corridor leading to it, or by raising the ceiling.

activity

delight

delight

delight

Delight

The feeling when something happens that pleases your senses.



I feel delight when tasting my favourite icecream from my favourite icecream place.



I felt delight when I was icecating on natural ice with friends. Especially when it has been a while.



I felt delight when I saw this rainbow looking out of my window the day I arrived in Marocco for a holiday.

usage

activity

object

desire

desire

desire

Desire

The feeling when you are strongly attracted so something.
You want to enjoy or own it.



When I see my pen I desire to have the skill (or the patience to learn) to write compelling stories or create beautiful pen drawings.



The outstanding aesthetic aspect of a sports car evokes desire. It is usually a luxury product with high price and an exceptional quality. The fact that the sports car is not affordable by many makes the product even more desirable.



Tiramisu is my favourite sweet, thus when I see it or think about it, I immediately desire one.

object

object

usage

desire



After a busy day or an intense practice, a massage is the most desirable thing, because it offers relaxation.

desire



Castiglioni is one of my favourite designers. The Castiglioni lamp is a very elegant lamp which makes me feel desire. I would love to own one at some point of my life.

desire



Going on a vacation is always a desire for many people.

desire



During the day, a cup of coffee could be a desired moment of refreshment. Just making a coffee or ordering one from the cafe outside can be a highly desirable moment.

activity

object

activity

usage

desire



Most women agree that a Chanel bag is highly desirable.

object

desire



Using an fitness equipment evokes desire since the more users exercise on the machine, the better figure they get.

usage

desire



A credit card can give its user the power of spending. Therefore, many people desire for a credit card.

activity/usage

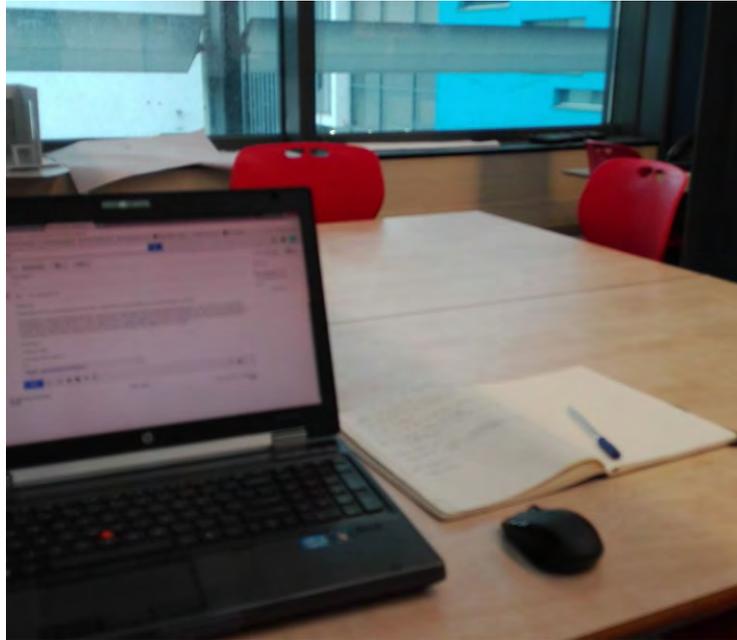
desire



While I was baking a cake with this flower shaped baking mould together with my sister for Mom's day, I desired the next day to start fast, so that I could share this special cake with the rest of my family.

activity

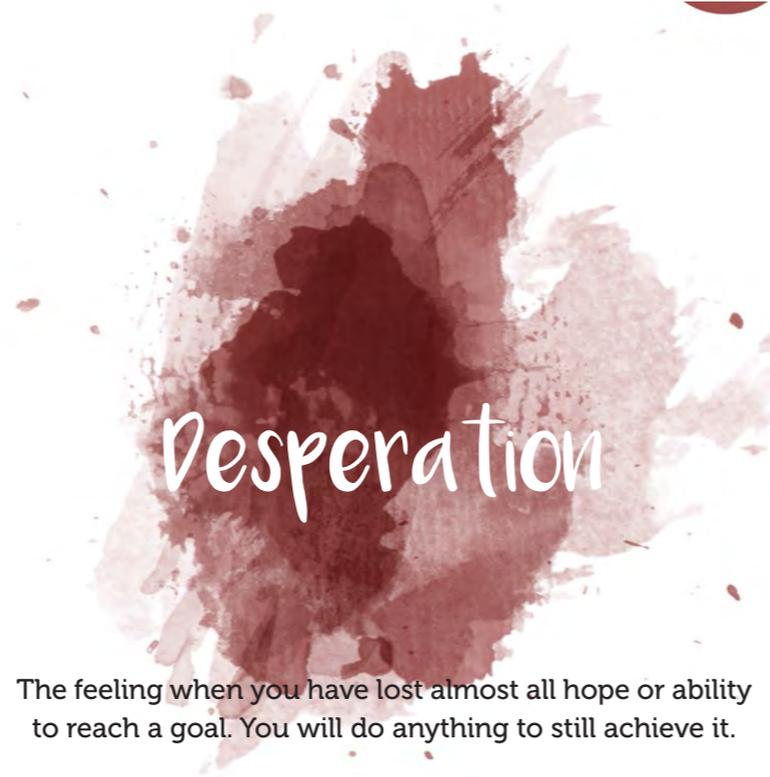
desire



When working on my almost six year-old laptop, which has gotten pretty slow, I desire to have the money to buy a new one, so that I can work more efficiently.

usage

desperation



The feeling when you have lost almost all hope or ability to reach a goal. You will do anything to still achieve it.

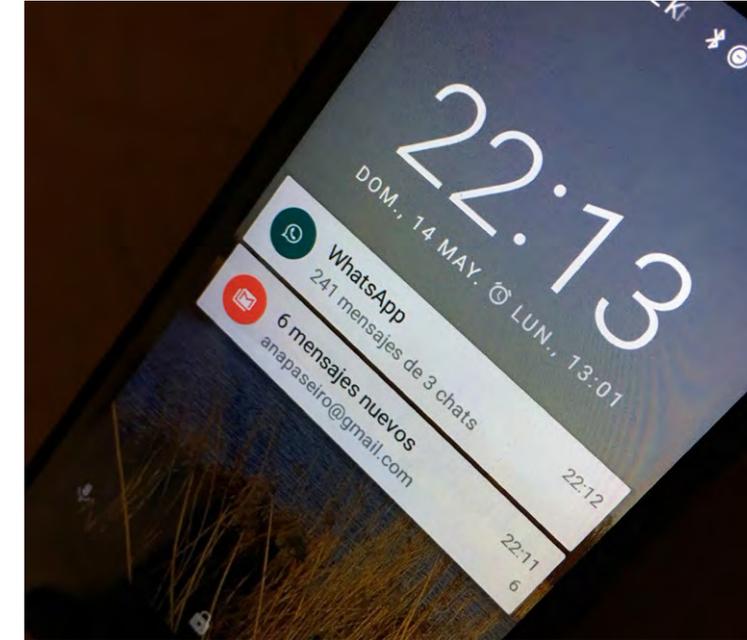
usage

desperation



When you are using your computer because you have a deadline, and suddenly windows 10 decides to start a mandatory update, it can make you feel desperate.

object



When you come from a long working day and then you see the amount of notifications that you have on your phone, but you want to relax and disconnect, it can make you feel despair.

desperation



I get in desperation when my favourite piece of clothing gets dirty, and the stain does not come out even though I tried all different cleaning products.

activity

determination



The feeling when you are working on a demanding problem or task that you believe you can handle. You feel engaged to accomplish it.

activity

determination



The sound of the starting gun gives the runners a signal to try their best. As a runner, I feel determined to reach my goal of running as fast as I can until the end.

activity



I feel determination when I am using this bag because it reminds me of the old days when I was in my bachelor studies and used it to bring a lot of books to the library to immerse myself in my study to fulfil the study goal.

determination



This is a character from a computer game who has a brave characteristic and a positive mindset in any adverse situation. When I see it, I feel determined just like I was in the game and nothing can stop me from chasing my dream.

object

determination



I always love notebooks with good quality paper. It makes me feel determined and inspired to write.

usage

determination



I feel determination when using the bow and arrow to shot a target.

usage

determination



This is a headband used to show and remind the determination of fighting for a personal goal. When I see the object and the words on it, I feel determined to persuade my goal.

object

Disappointment

The feeling when you find out that something you had hoped for has not happened.

disappointment



When the zipper of your new pencil case is damaged and you can't make it work.

disappointment



I recently bought a new desk chair, continuing my long search for an adequate one. Somehow, desk chairs, no matter how expensive and supposedly well-engineered they are, have the tendency to be disappointing with respect to comfort.

disappointment



I feel disappointed when I open the box of my Big Mac, since it looks less tasty than the advertisement did.

activity

object

object

disappointment



As an effort to act more sustainably, people opt to use plastic bags more and more rarely. Instead, many use paper bags, be it to transport groceries or other things. It is disappointing that people care only superficially about doing the right thing ecologically speaking, as many are deliberately choosing an even less sustainable solution to replace plastic bags.

usage

disappointment



Apple is a company greatly admired for their well designed products and services and the perfect integration of their products amongst one another. Last year, Apple came out with a battery case for iPhones, which falls short with respect to almost all of these things, how disappointing.

activity

disappointment



It can be really disappointing when I want to find some information on websites which only have a Dutch version. The machine translation can make the situation even worse.

activity

disappointment



The appearance of the AH-to-go yogurt really satisfied me. It makes me feel that I can enjoy a healthy meal even though I was in a hurry. However, when I open the foil cover, it seems like only half of the yogurt is left. It really makes me feel disappointed.

object

disappointment



A crane machine is always stuffed with all kinds of colourful toys. The arrangement of the toys gives me the illusion that I can easily get the toys out. But every time I paid and tried to grab the toy out, it would fall down just beside the hole.

usage

disappointment



The packaging of the meal evokes disappointment. While ordering the user checks the menu and selects the product based on the visuals provided. Food is advertised in elegant service accessories like ceramic plates and glass. However, the actual product is served in disposable packages, like plastic and paper.

object

disappointment



When the user puts the meal inside the microwave and sets the required time for warming up, he or she expects the meal to be warm enough. Sometimes, however, depending on the amount and type of food, is it not enough. In that case tasting the food is a disappointment.

usage

disappointment



The scale may evoke disappointment when the user is trying to loose weight and checks during the process. Smaller numbers than the ones appearing on the device were expected...

activity

disappointment



A lottery brings disappointment to most people as the chances of winning the money are small.

activity

disappointment



Packaged food is sometimes disappointing, especially when it comes to aesthetics. It often looks totally different to what I expect from package. I get disappointed when I open the package.

object

disappointment



I bought this bike, because it looked decent and I expected it not to break. Now the different parts are breaking and that makes me feel disappointed.

object

disappointment



I bought this camera to capture social moments with my friends, but the pictures look too dark or unrecognisable most of the times.

usage

disappointment



When you love the wild nature but the society doesn't respect the environment and leaves evidence of this.

activity

disappointment



When your food doesn't look like the one in the menu.

object

disgust



The trash container brings a feeling of disgust because of the activity in which it is involved. The activity of throwing trash away includes the process of cleaning the trash can in the kitchen, which is not a pleasant work to do. The activity is always in the wet, dark and isolated basement, which also add to the feeling of disgust.

activity

Disgust

The feeling when you **encounter** something that you **don't want to get into contact with in any way (neither see, hear, feel, smell, or taste it)**, because you expect it is bad for you. You want to get it away from you.

disgust



The fur garments that are made from the skin of wild animals make me feel disgusted. A lot of animals are killed and many species went to extinct because of the human consumption.

object

disgust



When using this kind of brush to clean the toilet, the dirty water will splash. I only use this when the toilet is dirty and really needs to be clean. I always feel disgust when using the brush as long as there is some water splash on my skin, no matter if the toilet is clean or not.

usage

disgust



The smell and the flavour of chewing gum is fresh and clean. The remaining, however, is disgusting. My feeling gets stronger when people spit their chewing gum everywhere.

object

disgust



When cooking a knife is used to cut various things. If the user is experienced in cooking it is possible that s/he is used to interacting with meat, touching, feeling the texture etc. However, a person cutting meat for the first time, would often feels disgusted by doing so.

activity

disgust



This coffee cup is designed with a visual element of a leaking coffee stain. It is deliberately visualized in a realistic way. By the behavior of the cartoon character, it is aimed to exaggerate the feeling.

object

disgust



Sexual activity usually consists of lust, desire and love. During the the activity both partners don't hesitate to share intimate physical experience. During the sexual intercourse, it is regarded normal and desirable that bodily fluids to interact with the other one and condom is an element in this activity. However touching the condom suddenly feels disgusting.

usage

disgust



After wearing the same sandals for seval times without cleaning them, it arouses disgust when your clean feet sense the dirt and other particles on the surface of sandals.

usage

disgust



When you are waiting in line, there are always some people cutting the line and act as normal as possible. I feel really disgusted if I see people pretending they were there, especially when I am in a hurry.

activity

disgust



The Seattle gum wall collects a million wads of chewing gum plastered on the walls. Although they are in fancy colors and became a tourist attraction after two decades of passersby sticking gums onto the walls, the moment you see it you would feel really disgusted.

object

disgust



I get disgusted when I see this car. The aesthetics are terrible. The car looks like two designs had a baby with technical difficulties, but fiat mass produced it anyway,

object

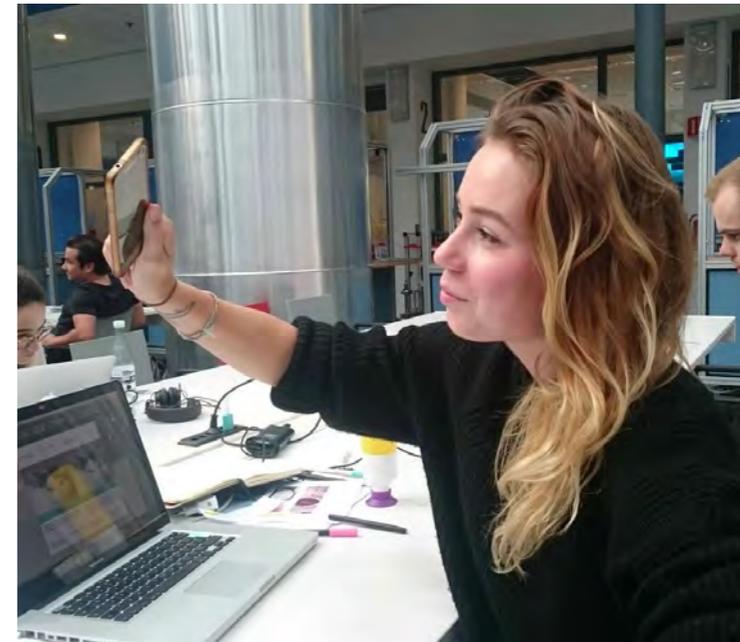
disgust



I get disgusted when using of a 'yellow rag'. The are cold and wet and they feel like they are full of germs accumulated with the previous use.

instrument

disgust



I feel disgusted with myself when I make a lot selfies to pick the best for social media. I feel shallow and stupid but I kind of do it anyway.

enabler

disgust



The printing on the cigarette boxes brings a feeling of disgust because it represents human organs affected by smoking.

activity

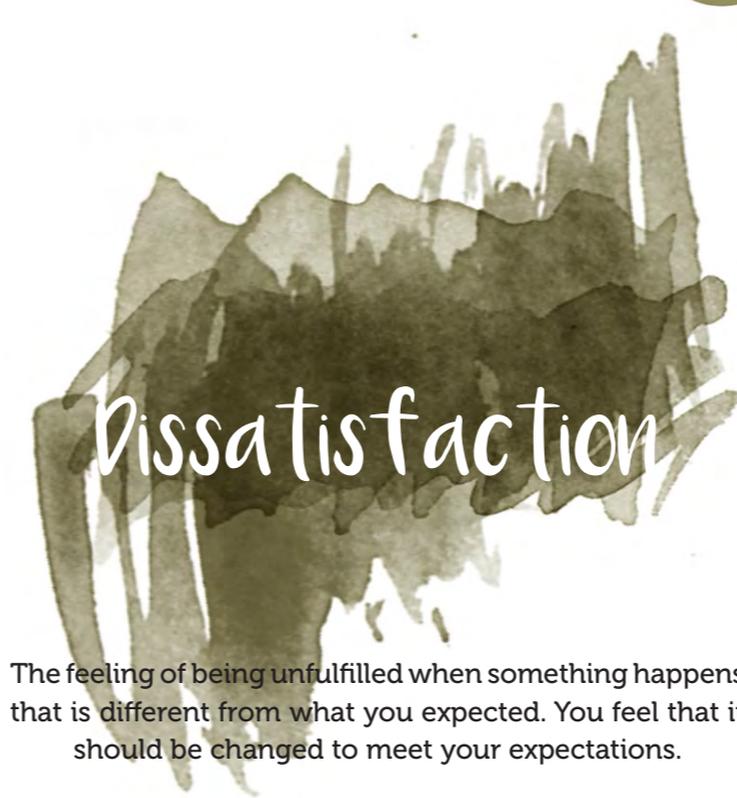
disgust



The hand towel in public toilets brings a feeling of disgust because of its usage. The part you are using is not separated from the part that others have used.

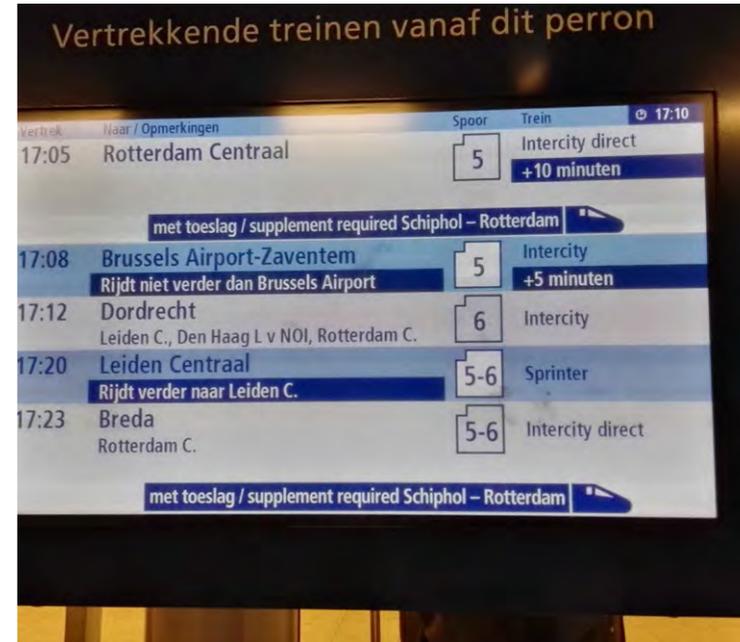
usage

dissatisfaction



The feeling of being unfulfilled when something happens that is different from what you expected. You feel that it should be changed to meet your expectations.

instrument



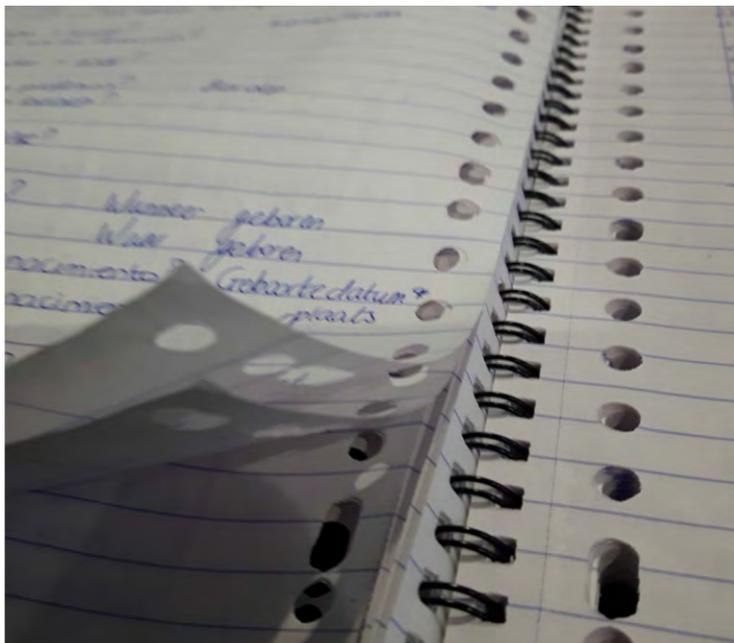
I feel dissatisfied about the train delay when I have an important appointment because it ruins my plan.

dissatisfaction



I am dissatisfied when I want to make a nice dinner, but the recipe does not match my expectation. Moreover, it looks horrible.

dissatisfaction



During use I turned the pages to hard. It made me feel dissatisfied, because I think the product need to manage this force.

dissatisfaction



I enjoy listening music, but when I want to listen in public I always have to untie my earplugs. I hate to do that, it costs time, that is why this product normally gives me a dissatisfied feeling.

dissatisfaction



When I closed the package I pulled too hard and the plastic package tore. This made me feel dissatisfied about the product, because it always happens to me.

enabler

usage

activity

object

dissatisfaction



I am dissatisfied when I pay a lot for a dish at a restaurant but the portion is so small and the ingredients are not special

object

doubt



The feeling when you have to do something, but there is more than one course of action to choose from. You don't know which option you should choose.

activity

doubt



The donation jar is something that reminds people of those who are suffering in society and in dial need for general help. It will also arouse doubt in donators. Will the money go directly to the people in need and will it be used efficiently?

object



As a special kind of product, nail polish is very pleasant to look at in terms of various colours. But at the same time, people can feel doubtful about if the colour will look nice one their hand.

doubt



This series of products from the Design Academy of Eindhoven changed the shape of the separate parts of daily products, which generates a lot of doubt for people about how to use them to achieve the modified functions.

usage/object

doubt



Having to choose what to wear in the morning could be a doubtful activity for some people. There are certain aspects to consider such as the weather, event, time and so on. In addition to that, there are too many choices possible in the closet. It brings doubt to the people until the moment they have decided what to wear and leave the house.

usage/object

doubt



The aesthetics of this product do not represent the generic characteristics of its category (a kettle). The ambiguous form leads the user to be uncertain of the purpose, the function and the usage of the product. It seems like a sculpture, which creates a perception that it is for watching rather than using.

usage/object

doubt



If you cannot determine one menu for the pizza, this option is possible; having a menu for each half. The process of choosing the menu and combining the selected two could bring a lot of doubts. When the pizza is served, the user still has to decide which one to eat first.

usage

doubt



We know it is unhealthy, but we also know that it tastes good. The temptation of the fast, greasy food is high enough to make people give up their healthy diet. But, the doubt inside people's mind is difficult to get rid of.

usage

doubt



In Turkey, fortune telling out of the leftover grounds of Turkish coffee is a social activity among friends. One person checks the other's cup and makes up a story by interpreting the patterns. Due to the abstract forms of the patterns, different interpretations and associations are possible. The activity enabled by the cup involves the emotion of doubt.

activity

doubt



A stone cushion looks like a stone, but it is placed as a pillow on the couch. People doubt about its looks, and not sure if it is a soft cushion or a hard stone.

activity

doubt



Earphones usually have a right and left side. Often, there is no indication or the indication is too small to figure out which is left or right. Sometimes people just put earphones to their ears and when it feels a bit strange, they swap them.

This behavior shows that earphones bring doubt.

usage

doubt



Generally, taking vitamin is known as being good for one's health. However, I always feel doubt about the vitamin's effect even though I take them every morning.

activity

doubt



A few years ago I bought this old polaroid camera and some film which is pretty expensive. I often doubted whether I had everything right in the picture before pressing the lever.

interaction

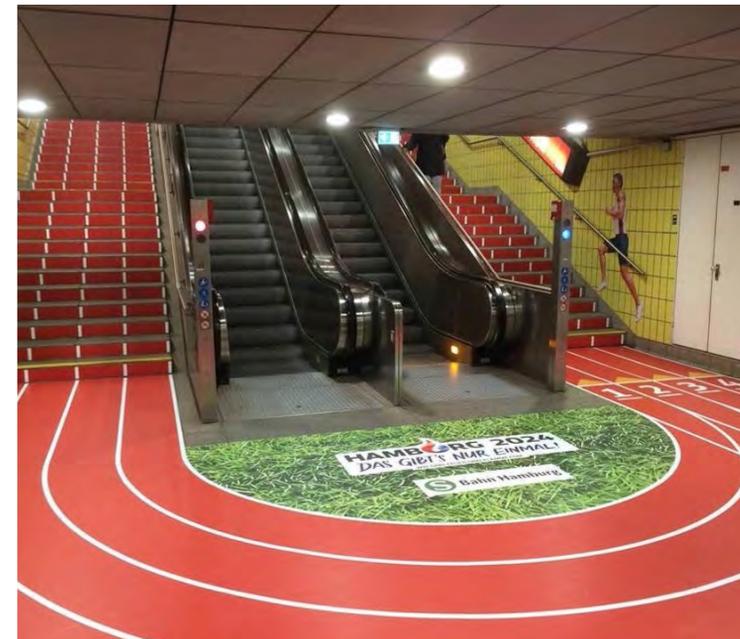
doubt



When I buy something that I don't really need, like a cookie from the vending machine, I take out my bankcard. Then as soon as I have it in my hand and look at it, I sometimes start doubting and sometimes reverse my initial decision.

object

doubt



I was doubting about taking the stairs or using the escalator. I think it is good for my health to use the stairs, but it is easy to choose for the escalator.

activity

doubt



This feature of the product says it has 3 photos left, however I doubt if that is true. This product already failed earlier, so I have my doubts.

object

doubt



I always have my doubts while using the bins, because sometimes it is hard to separate.

usage

doubt



When I leave my house and almost too late to catch a train but discover that I don't have my keys and I cannot find them. There is doubt between searching just a bit longer for my keys and increasing the chance of missing the train or leaving the house without keys, hoping one of my housemates will be home later.

action

Dreaminess

The feeling when you enjoy a calm state of introspection and thoughtfulness

dreaminess



Playing music on my headphones help me zone out from reality and get dreamy. I get to think and visualize each song in my head and that is one of the best feelings one can have.

activity

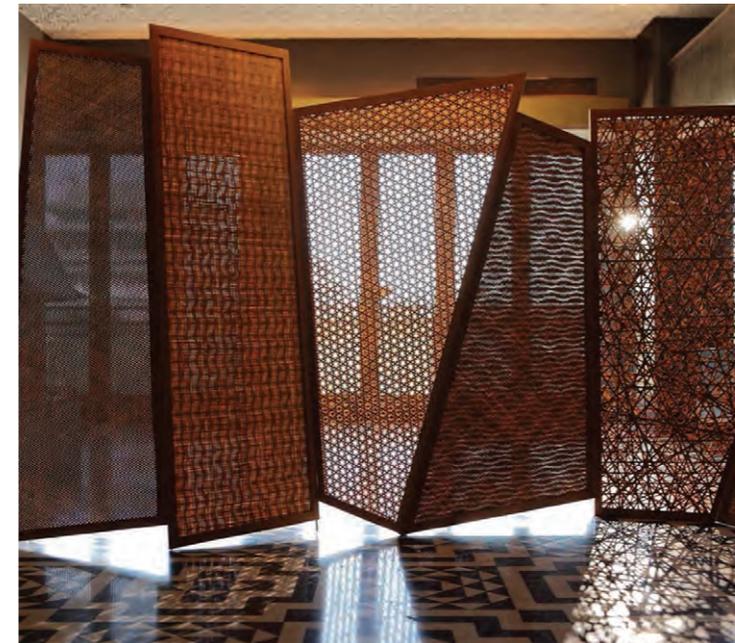
dreaminess



V (vinyl collectable), reminds me of V for Vendetta which is my all time favourite movie and makes me think about the how it would be if such a thing happened in real life.

object

dreaminess



An aesthetic wooden divider could offer people a kind of serenity and dreaminess. It invites the users to configure their personal space for thinking, studying or just escaping from the outer environment. Meanwhile, the space is not totally isolated so users can see the sunshine through the scattered hollows.

object

dreaminess



Impressionist paintings by among others Monet and Renoir make me dream of beautiful gardens, romantic flowers, piano music, flamboyant dresses and graceful dances. I wish I could be there for one day.

object

dreaminess



This was a thoughtful gift from someone I am no longer in touch with. This bag has a significance of its own. It has travelled to many, many places along with me, sincerely bearing the weight of all the junk I put in during travel. It is a constant reminder of my love for travel and everytime I see this bag, I get dreamy about all the places I've visited.

usage

dreaminess



The peppy and refreshing sound of a guitar can always lead people into a calm and enjoyable state of mind. Meanwhile, it stimulates dreamy imagination. By playing guitar the performer creates a fascinating environment influencing all of the audience.

activity

dreaminess



MUJI's body-fit cushion could provide ultimate comfort when users are in the mood to be lazy, to indulge in a little catnap, to read or think. Users could enjoy a calm state of thoughtfulness leaning on it.

usage

Elevation

The feeling when you witness someone's noble or good deed. You have the urge to praise this person and to also do good yourself.

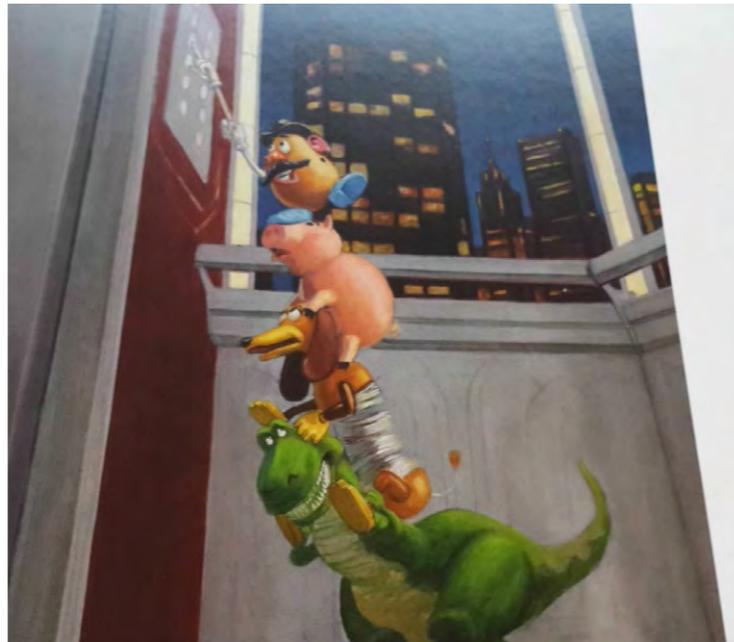
elevation



Band-aids are cool. It elevates me that people take their time to design something so 'mehh' yet so invaluable for when you papercut yourself.

usage

elevation



I feel elevated when I see the beautiful movies that Pixar creates for us humans with all their tools and creativity. It inspires me to also use my imagination to make others happy.

activity

elevation



This is a self made cajon, a percussive musical instrument. Any object that is created by people that aims to let others express themselves elevates me. I admire people who live to make others happy.

object

Embarrassment

The feeling when people suddenly focus unwanted attention on you in a situation that is not in your control. You have the urge to get away from the attention.

embarrassment



I feel embarrassed when friends start playing with a football because football is my anti-talent, yet I wish I could join for the gezelligheid.

activity

embarrassment



When some user is trying to get into the train station or to get out of the station without paying, the doors start to beep loudly. The person becomes the focus of attention of the people around. Since this is an activity that is against the norms and standards the person involved may feel embarrassment.

activity

embarrassment



A bedpan is always associated with a negative experience. It is used for a highly personal activity which becomes public, thus becoming a source of embarrassment.

object

embarrassment



For some women having a undesired makeup failing can cause an unwanted attention, and therefore causing embarrassment for the personal failing or carelessness.

usage

embarrassment

embarrassment

embarrassment

embarrassment



Suppositories are medication taken via rectum or vagina. They evoke embarrassment, because the way of taking the suppository.



Bulimic people have problems with admitting their problem to themselves. Thus, when they encounter food they desire and they consume big amount of it, they feel embarrassed of themselves.



When adults need to put on braces usually the first weeks wearing them they feel embarrassed, because usually braces are worn by teenagers and kids.



Using a raincoat you don't feel comfortable with (at school), but you must (from your mother) to protect you from rain gives a lot of embarrassment.

object/usage

activity

usage

object/usage

embarrassment



That moment when your pincard is rejected at the counter. You can feel embarrassed, because the people around you can think you don't have enough money. The more people around you, the more this emotion is strengthened.

activity

embarrassment



Pulling a door when having to push it or the other way around in public can make you feel embarrassed.

usage

embarrassment



I look at my unfinished drawings and unfinished-drawing-related tools and stuff and feel embarrassed about my procrastination tendencies. I know I could be much more focussed and thorough with my personal projects.

object

embarrassment



I feel embarrassed when I put on sunscreen because I'm supposed to be a tough-skinned beach-bummy island boy but still sometimes lose the fight to Mr. Sun and am forced to look like a white shiny doofus.

usage

enchantment

Enchantment

The feeling when you are captivated by something delightful or extraordinary.



People play astonishing jazz music with a DW drum set. I feel enchanted by the person who can play beautiful music. Thus I also feel enchantment when seeing this magical drum set.

activity

enchantment



The shape and the material of the Harley-Davidson makes me excited. I am enchanted by the excellent combination of elegance and masculinity.

object

enchantment



This bike lane, designed by Daan Roosegaarde, is inspired by Van Gogh's enchanting 'Starry Night'. By using this lane you feel enchanted and guided by the enlightenment whilst you bike through a dark area.

usage

enchantment



The special function and amazing performance were emphasized by the superstar Kobe. I am enchanted by the outstanding performance of Kobe. And I naturally attribute this kind of emotion on the sneakers he wears.

object/usage

enchantment



The lights and the Christmas balls evoke enchantment, when placed in a Christmas tree. The lights reflect in the shiny material of the balls, spreading a magical, warm yellow light in the living room.

object

enchantment



Sailing in this boat with friends, feeling the wind in your hair, feeling the wide openness of the waters, getting caught by that moment: this activity provides enchantment.

activity

enchantment



Lighting a match evokes enchantment when there is this short sparkling moment when the sulfur sets fire. It also happens when you place a new match in the light of a candle.

usage

enchantment



The moment when you walk down the aisle in that enchanting wedding dress, you enchant your soon-to-be husband and your guests with beauty.

activity

enchantment



This sugar spoon is enchanting due to the beauty it has. The ambiguity of the shape supports this, because you can give your own interpretation to this. Is it a tree with leaves or the ears and antlers of a deer? It keeps you staring at it, following the outlines of an enchanting shape.

object

energetic

Energetic

The feeling when you are high-spirited or vitalized.



Sport shoes are designed to increase the level of dynamic of its owner as we can see from the colour, stream line and form. Just looking at sport shoes can initiate energetic that makes the users feel that they are ready for any activity.

object

energetic



All driver knows that when the traffic light turns from red into green, it is the time to start roaring their car's engine again so they can continue their journey to finally arrive at the destination. Therefore, green traffic light evokes energetic in its user's mind.

activity/usage

energetic



The wind turbines are energetic objects, because when there is some wind they constantly turn and produce energy.

object

energetic



People use a yoga mat during their practice, which it is usually very energetic and intense. Thus, the yoga mat makes people enjoy a high-spirited state of having energy.

activity

energetic



Concert light is one of the key elements in concert that stimulates the audience's mood. Well designed concert light is created to be correspondent with the rhythm of music which makes the audience feel energetic and ready to start moving their body.

activity



The feeling when something good has happened to someone else, but not to you. You keep wishing that the good thing had happened to you instead.



When somebody is celebrating, you can feel envy if you are not part of it.



When someone can lift heavy equipment it can arouse envy in those who cannot.



In Japan, people take a bath everyday. In my flat, there are only two showers. I know it is usual in the Netherlands, especially in student houses. However, some apartments have bathtubs. I feel strong envy about it.



envy



Even though everyone knows that ballet shoes are very hard and painful to use, one can hold a deep desire to have them. In fact, what one adores is the entire activity of dancing, the moves, the well shaped body and the beauty of the dance, rather than just the shoe itself.

activity

envy



Many luxurious products are only available for a limited group of people. People that like the Leica camera, but are not able to get the limited editions, would be envious of these Leica owners.

activity

envy



Bang & Olufsen are known for their beautifully crafted, high end consumer products. The speaker shown in the image is a good example of a product that exceeds its function and fulfills a role in expressing the owner's identity and social status. The subtle, smooth interactions with this product emphasize its luxury.

activity

envy



A pearl necklace is a symbol of wealth and fortune. Women who wear a pearl necklace show off their femininity, classic beauty and spendable income to others. With such jewellery the size of the pearl is in direct relation to the size of your bank account; a common trigger for envy.

activity

envy



Many products capitalize on people's inherent need to collect things. Pokemon cards are a good example: when they were in fashion, kids would bend over backwards (i.e. beg their parents) to get the cards they wanted. The kid in class with the most 'powerful' cards was surely envied by many of his classmates.

envy



Wearing a wig is both the result from and cause of envy. If one desires beautiful hair, but does not have it, one wants to imitate and pretend as if one does. Every time when putting it on, though, the realisation of it being fake and uncomfortable causes the emotion of envy again.

envy



An award evokes envy due to its symbolic meaning. It symbolises success and accomplishment. In that sense a person competing with another in the same field desires the award. If the other is the winner, one can feel envious.

Euphoria

The feeling when you are carried away by an overwhelming experience of intense joy.

activity

activity

activity

euphoria



The thrill of going downhill or jumping down a big gap and the sense of accomplishment when landing a trick that I have been trying for hours - these are the things that bring me in a state of euphoria while skateboarding.

usage

euphoria



The mobility a car provides in itself is a catalyst for euphoric feelings, a cabriolet amplifies the perceived freedom by its open nature. This is the old car of my father and the one I therefore got to drive after getting my driver's licence until I got my own car. Being associated with this achievement (driver's licence) along with the memories of driving to school in summer make for an euphoric experience.

object

euphoria



The tennis racket is the crucial product in enabling people to play the sport. A such, it represents the emotional spectrum arising from playing the sport. In my case, as tennis is my favourite sport, it stands for the euphoria i feel while standing on the court or after having won a point, set, or match.

usage

euphoria



This printer is the model I own and as such it stands for the creativity it facilitates. Furthermore I built it myself and as such it has an emotional value on top of a purely functional one. The objects it allows me to construct and its open nature which allows me to modify it at any point make for a very euphoric experience every time I achieve a new, personally unprecedented milestone.

activity

euphoria

euphoria

euphoria



Each week this trophy is handed out to the Man of the Match. It is a symbol of honour and a celebration of the person's performance and role in the team. Winning this trophy evokes a moment of euphoria for the particular player.



Bouquets can evoke euphoria, when you have received them for an achievement. Graduating or becoming the champion of a sports competition are achievements that you are directly remembered of, when seeing the bouquet with flowers in your home.



The use of my sport shoes enables me to play actions on the playing field. When the level of performance of these actions are high, it evokes euphoria.

Excitement

The feeling when you expect something good or nice will happen to you. You cannot stop thinking about this.

activity

object

usage

excitement



This tool is the best friend of a model maker. Its almost addictive to carve , scoop peel, and cut foam models with this.

usage

excitement



We are working on this exhibition for three months . Many surprises were expected on site. Actual time of construction was short and intense . As soon as we started building it on site, everyone was tired but the energy was fueled by excitement and just couldn't wait to see it complete!

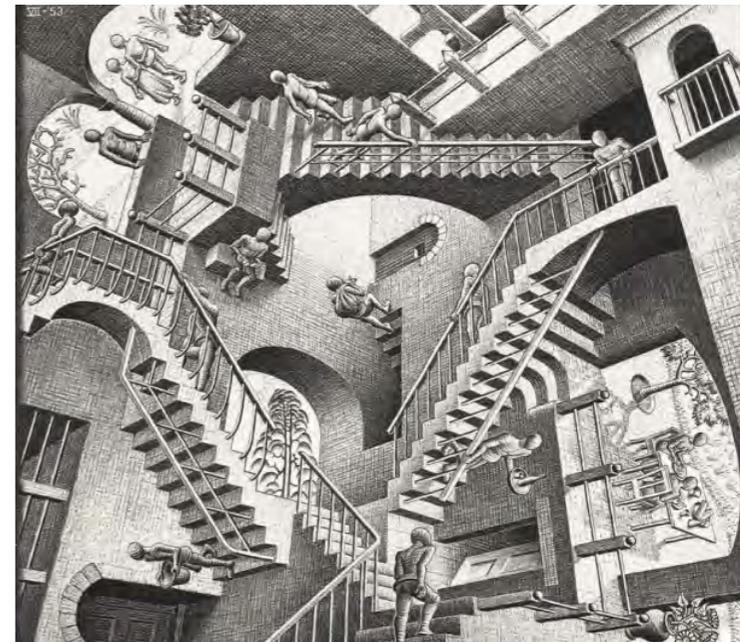
activity

fascination



The feeling of when you have the urge to explore, investigate, or understand something.

object



Seeing surrealistic art, especially from M.C. Escher always makes me curious. I want to investigate how the perspective works.

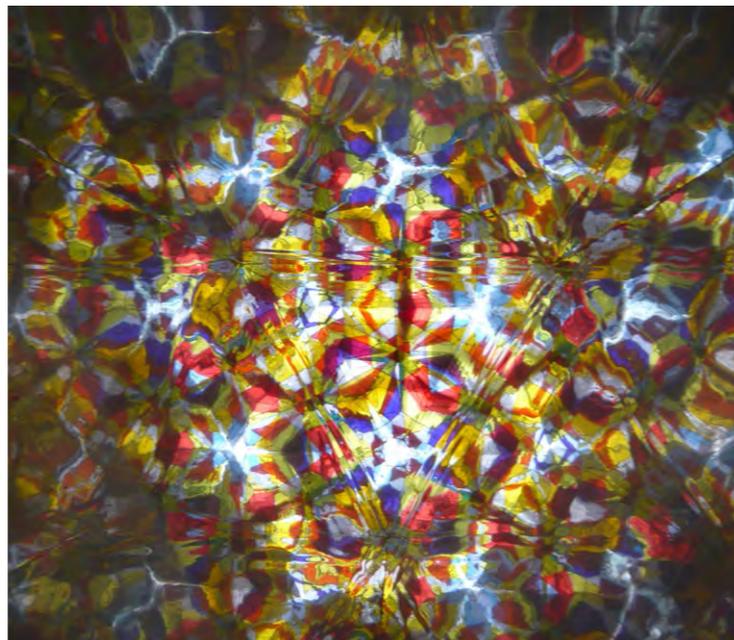
fascination



It is a beautiful and interesting colour and material combination. The way how the colors are mixed into the glass makes it very interesting and gives me a fascinating feeling. On the other hand it makes me very curious about how it was made.

object

fascination



By looking into this mysterious tube-shaped object while slowly turning it, you get to see fantastic and extra ordinary features, which makes you feel fascinated.

usage

fascination



At a flea market, I know there would be tons of objects and I can only partly imagine what they would be. Furthermore, there is a good chance they will be affordable. Walking around and exploring at a flea market makes me feel fascinated.

activity

fascination



3D-glasses enable people to view movies with an extra dimension. This picture illustrates very well how people are fully engaged in the movie. It almost looks as though they are in another dimension themselves.

activity

fascination



The novel and futuristic appearance of a hover-board leaves many people feeling fascinated. Even though I now encounter people riding on such a thing more often, I am still amazed by the technological possibility of riding without steering.

object

fascination



This is the gesture-based interactive lamp Fonckel. The intention of the design is to give users fluent control over their light settings in a tangible way. Its organic shape invites people to touch it and explore how it works. Through experimenting the user can discover his light preferences.

usage

fascination



Blowing bubbles is fascinating, because it is always a surprise what kind of shape will come out. Furthermore, I found the reflection in the bubbles always fascinating.

activity

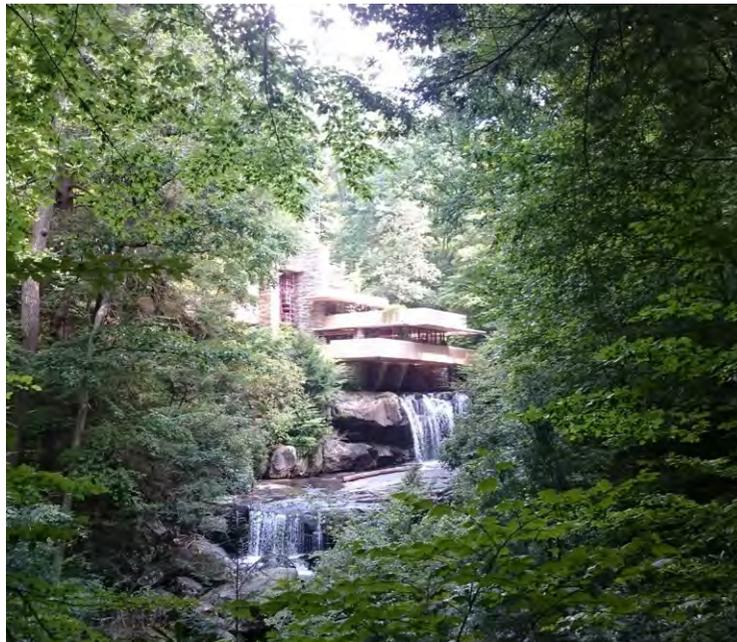
fascination



Rowing for me is very fascinating, feeling the boat accelerate, hearing the 'klunk' when eight oars together finish their stroke: goose bumps.

activity

fascination



I find it fascinating how this building is created to make it look like a waterfall emerges from the house. In addition, I like that the building was built in 1935, but looks quite modern.

fascination



A book is no more than some paper and ink, and yet it provides us with deep experiences and emotions just by placing letters on a page. The power of this simplicity truly fascinates me.

fascination



When flying in an airplane, I am fascinated by the fact that you are floating meters and meters above the ground.

activity

activity

activity

Fear

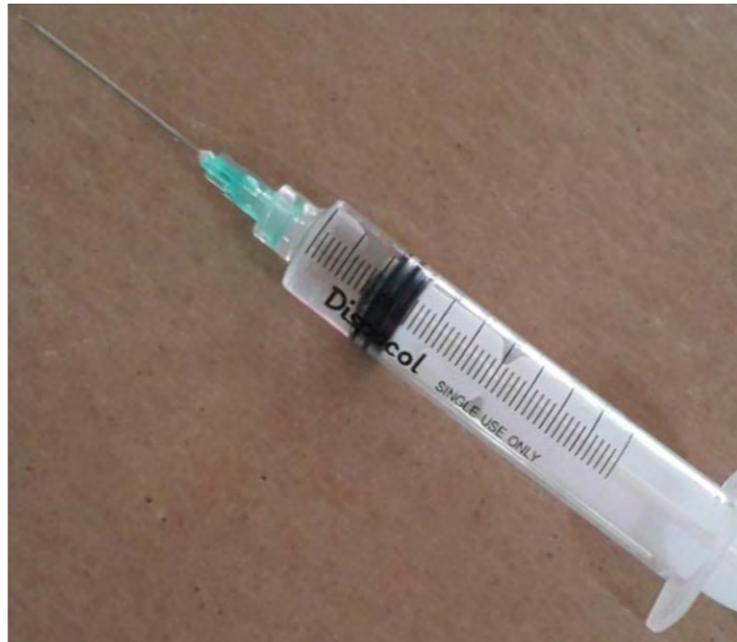
The feeling when you encounter or think about a thing or person that can harm you. You have the urge to avoid or get away from the threat.

fear



When you have to talk to a crowd of people and your mind goes blank in the middle of the speech.

fear



When you are afraid of the needles and you see the syringe with which you are going to be injected.

fear



When the matchstick is being consumed and the flame is close to your fingers.

Frustration

The feeling when you want to achieve something, but find your action blocked. Nevertheless, you keep trying.

activity

object

usage

frustration



Eierlegende Wollmilchsau - a word from the German idiom - literally translates to Egg laying woolmilkpork. It is used to describe objects causing frustration in users by not considering usability but instead by merely trying to incorporate as many unrelated functions as possible.

activity

frustration



'I get frustrated by all these buttons, it is unclear what I have to do. It is not clear to me what the difference between disposable and anonymous OV-Chipkaart is.' - a participant of UXAD usability test of the GVB Ticket Machine in Amsterdam says in relation to her troubles navigating the confusing menu structure of the device.

object

frustration



Be it Mac OS's spinning beach ball, Microsoft's Hourglass or any other kind of loading indicator - they all cause frustration in the user by their mere presence. Not able to continue doing what they were doing only seconds before with the potential prospect of a system crash and loss of data can be a very frustrating experience.

usage

frustration



Try to fit in something and not be able to, is highly frustrating and the best example is clothes. This has an influence in the self-perception and how we are perceived by others.

activity

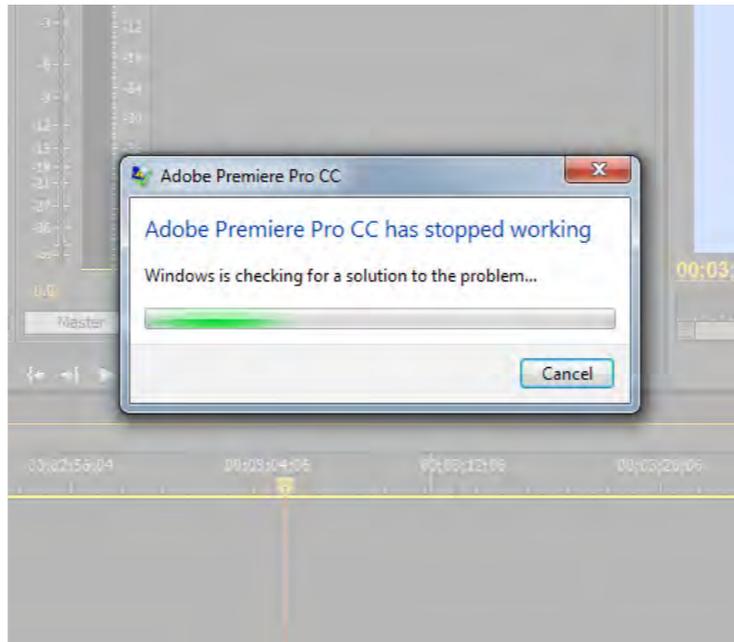
frustration



Who has not faced one of these signs and felt frustration? The symbolic meaning of these construction signs triggers a feeling of frustration because it is a problem that you are not able to solve, it does not depend on you. It is out of your control, therefore causing anger and disappointment.

object

frustration



Technology is the frustration of this century. The unexpected behavior of a specific software (e.g. Adobe suite) is commonly a source of frustration. Besides, the inability of doing something to fix it increases the feeling.

usage

frustration



The use of this dinner knife evokes frustration when the knife is not sharpened and I want to cut the meat on my plate. It takes a lot of effort to get the meat sliced into smaller parts that you can eat.

usage

frustration



Dice are used for the activity of playing a board game, like Risk or Monopoly. After rolling the dices, when a player does not get the numbers he or she wants, the dices can lead to a lot of frustration.

activity

frustration



My toilet roll holder evokes frustration, when one of my house- mates placed the toilet roll in the holder with the downwards part of the roll located at the wall side. I know that I have to hit the wall with my hands when using it, and the illogicality of placing the roll in this way frustrates me.

object

frustration



In a formal context, the idea is to look impeccable. Yet, keeping things neat in formal attire is quite a challenge. The bowtie, for instance, is prone to being tilted. Nervousness about how they are being perceived in such a judgemental context forces people to repeatedly straighten it, or check whether it is still straight.

activity

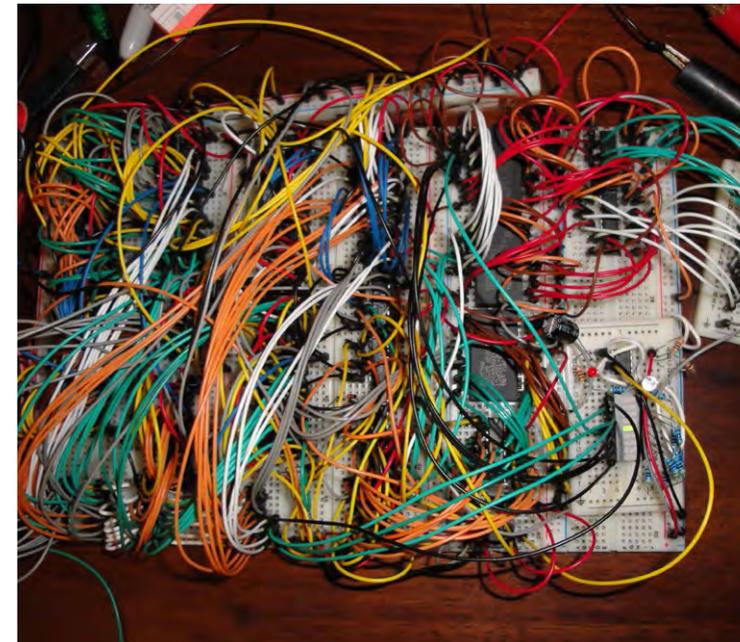
frustration



A form, although arguably not a product, may elicit frustration. Through what it stands for, bureaucracy, one may think, without evaluating its contents, that its existence is what makes life so cumbersome or overly complicated.

object

frustration



There is an infinite number of ways to connect a set of electronic wires and components. Even when there is a clear idea of how things should be connected, mistakes are easily made. Frustration is caused by inability to trace a problem and consequentially required seemingly infinite amount of fixes.

usage

frustration



Speed bumps are not only frustrating with a car, but also when riding a bike, even at a speed of 5km/h. The specific type shown on the picture is the worst, because it gives me headaches.

object/usage

frustration



When after a lot of training you can not win a table tennis set and you think it is useless to keep trying.

activity

frustration



When one of your markers is damaged and you know you won't be able to use that colour.

object

frustration



When you can't tear off the cling film correctly and you are a perfectionist.

usage

frustration



I get frustrated when the bridge is open. It should enable me to cross the water. But when it's open, it blocks me on my journey.

enabler

frustration



"I get frustrated each time I see the teatowelhook lying on the floor and having to stick it to the wall again. It is supposed to stick to the wall, but it falls off every few days. It is a hassle to hang it back every time.

instrument

frustration



When I entered a competition that I wanted to win, I ended up being last. I received a 'poedelprijs' or a consolation prize. This medal reminds me of my failure and frustration I felt due to losing.

object

Gratitude

The feeling when someone goes out of their way to do something good or nice for you. You have the urge to do something back and get closer to this person.

gratitude



People in Japan often make thousands of crane with Origami for sick people. They make this for wishing sick people' fast recovery. A crane means living for long age in Japan. People who receive this from friends or family feel gratitude for them. At the same time, people who make these cranes can express their gratitude feeling in the past days to sick people.

activity

gratitude



While working in hospitality, cash money (in contrast to digital money) nudges people to give tips, enabling gratitude.

enabler

gratitude



I feel gratitude for a mad cover of bicycle. It protects us from receiving mad in rainy days. If there is a bicycle in rainy day, it would cast much mad to both of the rider himself /herself and others. Thanks to this small product, we can reach our destination without putting dirty mad on ourselves.

object

gratitude



In Japan, there are many disasters like earthquakes, Tsunami, Typhoon. Every time when we suffer from those disasters, people from all over the world try to help or rescue us. We often feel gratitude for people in the world through many products which are carried from other places. At the same time, we feel gratitude for many convenient products like airplanes instant foods and so on.

activity

gratitude



While seeing this monument from the second world war, I feel gratitude towards the people who risked their lives to give us a better life now.

object

gratitude



After finishing hiking I clean my boots and I feel gratitude towards them, since they have protected my feet and kept me safe.

instrument

guilt



The feeling when you think you have done harm to someone. You blame yourself and cannot stop thinking about this.

activity



Disposable plastic products such as cutlery, plates and cups are very much associated with not living sustainably. Their appearance emphasises that they are mass produced purely for our convenience. They are cheap, easy to use and easy to get rid of.

guilt



Every morning we turn on the shower and wait till the water is warm enough for a comfortable shower. You know you should not waste this much water, yet you really do not want to take a cold shower. Hearing the water fall makes you feel really guilty.

activity

guilt



I noticed this yesterday when returning some beer bottles: the deposit machine has an option to donate your deposit to charity, rather than receiving a coupon to spend in the supermarket. I can imagine this button makes a lot of people feel guilty when they still choose to keep the money.

activity

guilt



The guy who suddenly turns around feels guilty towards the guy spilling the beers, where the guy spilling the beers feels guilty for spilling it over someone else.

activity

guilt



Assuming that you would share this with a good friend after a long day of work, however before she arrived, you already eat the whole bowl of chocolate yourself. Seeing the bowl will result in a feeling of guilt. More than shame since, guilt is an emotion specifically about something you did (your actions), whereas shame is an emotion about who you are (your 'qualities').

activity

guilt



Imagine that this guy really likes to listen to Justin Bieber: it is his guilty pleasure. This has not resulted in a feeling of shame, since the difference is that shame is a social emotion, as it requires other people. Guilt is more of a personal emotion.

guilt



Imprisonment is the limitation of personal freedom in order to induce guilt.

guilt



Cigarettes could trigger a sense of guilt in the consumer that is trying to stop smoking without success.

guilt



Guilt is sometimes the reason which brings people to pray. They hope that God will forgive them and forget about their sins.

activity

activity

activity

activity

guilt



Our Playstation is a great facilitator of pointless distraction. I have found myself feeling guilty for many times after playing games for too long when I should have been studying.

guilt



My gym key makes me feel guilty as it is a constant reminder that I need to go to the gym more often.

guilt



The containers in a street food restaurant bring the feeling of guilt because we use too many of them in a meal, and there is always a mess when we leave. This means a lot of work for the cleaner.

guilt



The 'sleepless' app leads to a feeling of guilt because it shows when I need to go to sleep in order to have enough sleeping hours, but I never follow its advice, and that I am hurting myself.

activity

activity

activity

object

guilt



The coffee cup leads to a feeling of guilt, because it forms a pleasant smiling face when I take the first sip. However, when I continue to drink the coffee, I feel like I am tearing this smiling face apart.

usage

happy-for



I feel happy for my roommate who had a rough day, came back from school, got rained upon and get a cup of tea at home. The cup of tea does them so much good and they feel a lot better, which makes me happy.

instrument

happy-for



When someone receives a Merci chocolate box I feel happy for them, they are getting the appreciation for something they did good.

enabler

Happy-for

The feeling when something good happens to another person. You enjoy this because you like the person or think they deserve it.

happy-for



I feel happy when i see my plants, as I see the care that I put into it reflected in their flowers.

object

hate



The intense feeling when you think about a bad person who is doing very bad things. You would want something bad to happen to this person.

activity

hate



Beats by Dre. Headphones cost an awful lot of money and don't bring any justifiable quality to the table. Instead of spending money on development in order to deliver a good product to the customer, this product is a symbol for the power of marketing. Millions of dollars to build a brand identity solely to exploit people with an external locus of identity.

object



The global tobacco industry knows what the implications of smoking are. While I strongly support the right to self-determination, the product vision sold by companies is aimed at manipulating people into smoking, nowadays especially in under-developed countries. The cigarette is therefore a symbol of the shameless exploitation by influential persons and big companies.

hate



Many people tend to choose convenience over responsibility. The plastic six-pack holder, for example, has catastrophic effects on the environments and nature, everyone knows the pictures of strangulated seagulls or deformed turtles. It may evoke hate in some people that we live in a society which tolerates these products out of mere convenience.

usage

hate



The fast fashion industry destroys people's life in developing countries and manipulates people in the Western world to buy and use clothes for short periods of time so they can sell more. It is a destroying system. Full of activities that I hate.

activity

hate



I hate how guns can get the worst feelings of people and lead them to finish the life of some or use it to manipulate the situation to their convenience. I deeply hate what this product represents.

object

hate



A rotating water knob is very annoying, especially when your hands are wet. It never works easily, so it makes me to hate the water knob.

usage

hate



I hate to be forced to buy groceries in plastic packages. It is such a shallow use and the consequence is a huge waste. It is not required to have all those plastic boxes. I hate to have to use this product.

usage

hate



Food disposal in the sink is something that is almost unavoidable in life. But the wasted food in the sink makes a bad smell and cleaning the sink make me feel disgusted. I hate this phenomenon.

activity

hate



In many, this car will bring about a feeling of hate that is not limited to the car (which is obnoxiously big), but may also include its owner (self-important polluters?). In some it may even bring about a loathing of society and humanity.

object

hate



There is a lot to hate about plastic bags, like their environmental burdens to lacking strength, their looks and their reuseability. For many, though, it is a necessary evil, and they would simply feel a dislike. For environmentalist these do however represent an attitude problem of society, which they feel strongly about.

object/usage

hate



When you try to rescue the chips lol

It is not an exaggeration that people wish harm upon malfunctioning vending machines. Because the machine 'tricks' you and then teases you with it, it is easily personified as a bully.

usage

hope



The feeling when you believe that something good or wished-for can possibly happen.

usage

hope



The diet pills reflect the hope of users who want to lose weight. When they see the product and use it, they imagine themselves with the ideal image, a slimmer body. They are hoping to achieve their goal by taking the pills.

usage



Yut, Korean traditional candy as seen in the picture, stands for bringing good luck for admission or employment. It is usually given as a gift by friends and family to the people who are taking an exam or interview. It symbolises the hope of a person and people around him or her.

hope



The piggy bank is used for collecting a small change. Often people set a goal of what to do with the collected money when the piggy bank is full. After setting a certain goal, putting the coins into the piggy bank reflects the hope of a person over a long period of time.

usage

hope



When the ball is drawn, it gives a short feeling of hope to the people who participate in this activity. They might become the owner of a brand new fridge or microwave, or even of a large sum of money.

activity

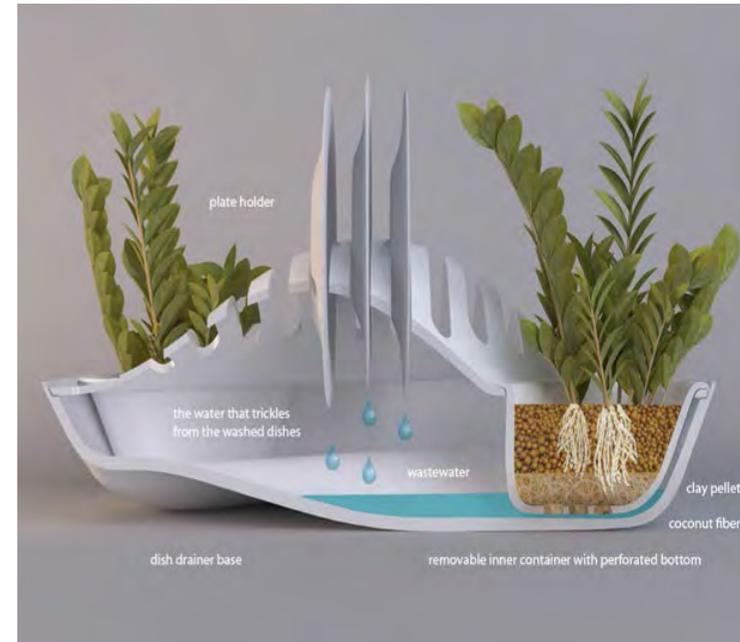
hope



A donation box is the result of kindness in humanity since it collects good will in form of money in order to help those in need. When people see it, they know there is hope in this world.

object

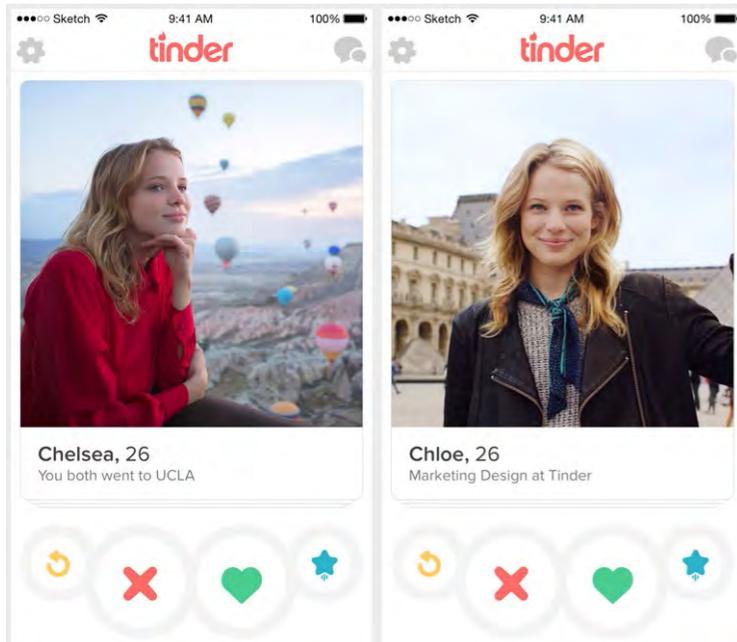
hope



When using this dish drainer you are getting conscious about your ability to help nature and your environment. This brings hope for the future. It gives you the insight that you can combine your daily activities with saving and reusing water for greater purposes.

activity

hope



Dating applications are designed to easily help single people to find the love of their life. Due to the great number of members, when users use it they feel hope because there must be one person on that app that might become her/his partner.

usage

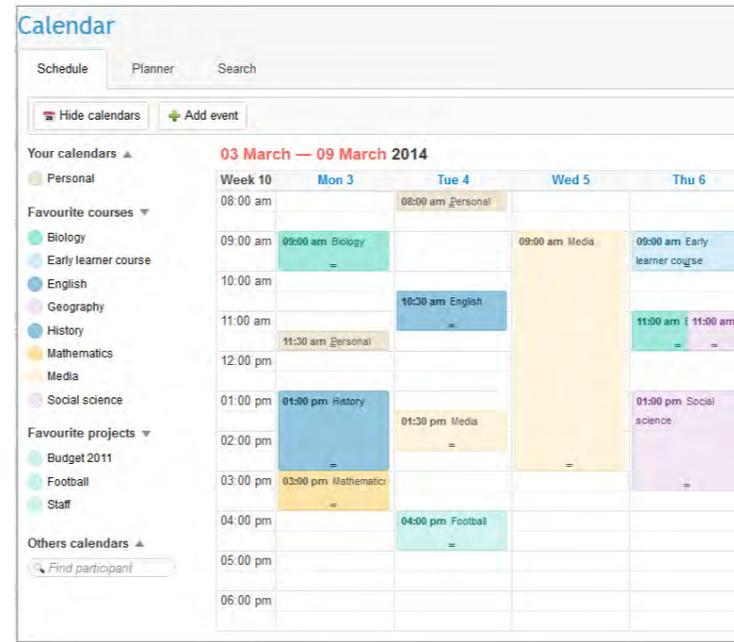
hope



This aesthetically pleasing and innovative egg package brings hope, as it shows that designers can address simple products when designing and it still remains possible to improve the look, use and expression.

object

hope



Looking at my iCal agenda always gives me hope as I see that more relaxed weeks are coming up just after this one. That hardly ever seems to be the case, but my brain still maintains to believe in this hopeful fairy tale.

usage



The feeling when someone's action goes against your moral values. You can't believe that a person could do something like this. You have the urge to speak out about what this person did.

indignation



When people pass the car on the right side while this part of the road is closed off, my boyfriend always reprimands them, even though they can not hear him.

indignation



I feel indignation when I see this lying on the street, because it represents an industry focused on addiction, that adds to the habit of only thinking about and acting upon your own needs.

indignation



I feel the urge to tell the people that left this behind that a disposable barbecue is actually ment to be disposed off, instead of leaving it in a picknick spot for others to find it.

Insecurity

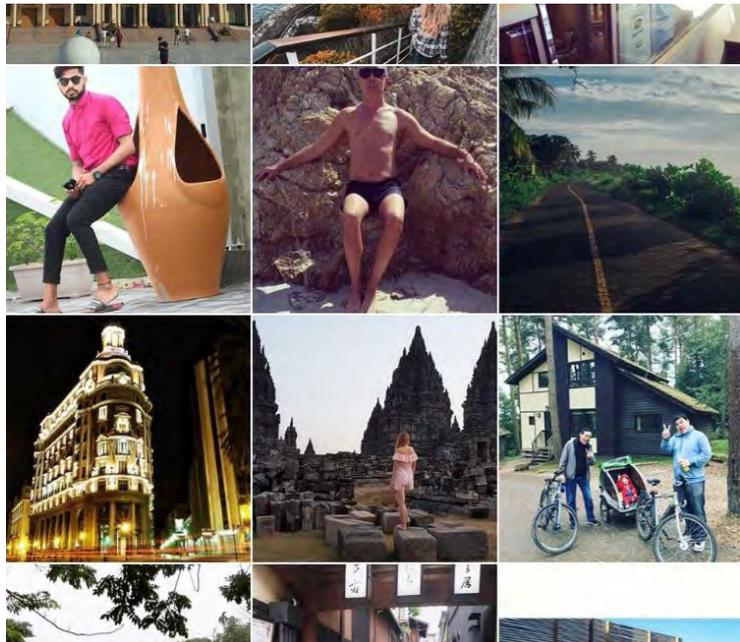
The feeling when you are uncertain about your ability to do something or to measure up to a certain standard. This uncertainty has a negative effect on your self-esteem.

activity

object

usage

insecurity



While viewing my instagram feed, I feel insecure about my own life because I see all the interesting parts from the lives of other.

activity

insecurity



As an international student, I felt insecure when I first used my bicycle in the Netherlands due to very crowded bicycle lanes with very fast Dutch riders.

usage

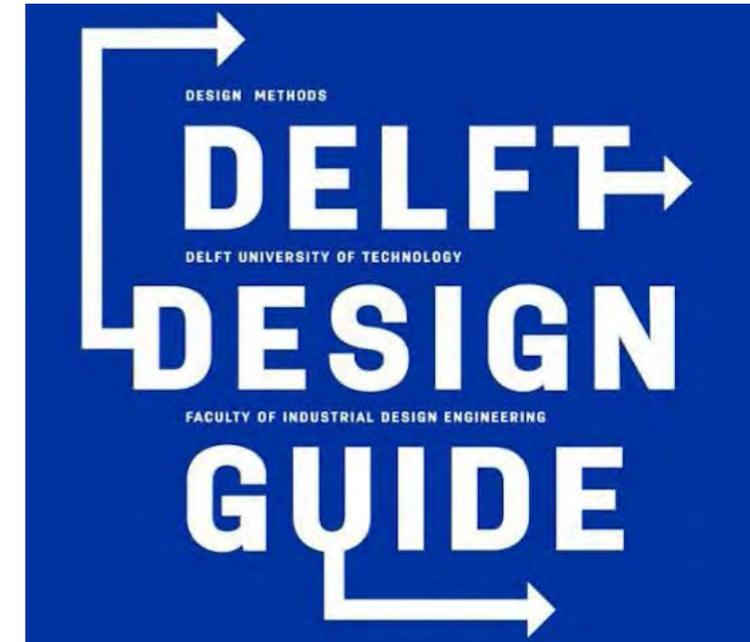
insecurity



For four years I trained 25 hours a week, but this year I decided to quit. This decision was hard to make and every time I watch a race I feel insecure about my decision. Watching the races give me a proud and nostalgic feeling of what I have reached over the years, but make me feel insecure about if it was the right decision, because I still like the sport.

activity

insecurity



I did not do my bachelors at TUDelft. I feel insecure when students or teachers mention the Delft Design Guide, since I am then not sure whether I have all necessary knowledge, which others do have.

activity

insecurity



For my job I needed 90kg of new stuff and clothes and the first thing I thought of were to stack all these stuff. It made me feel insecure about that situation, because I have a small student room and not that much of storage space.

activity

insecurity



I always feel insecure when I need to put the washing powder into the washing machine, because I never know how much I need to use for the amount of clothes I want to wash. The cup for the washing powder also doesn't show the right amount I have to use.

activity

inspiration

Inspiration

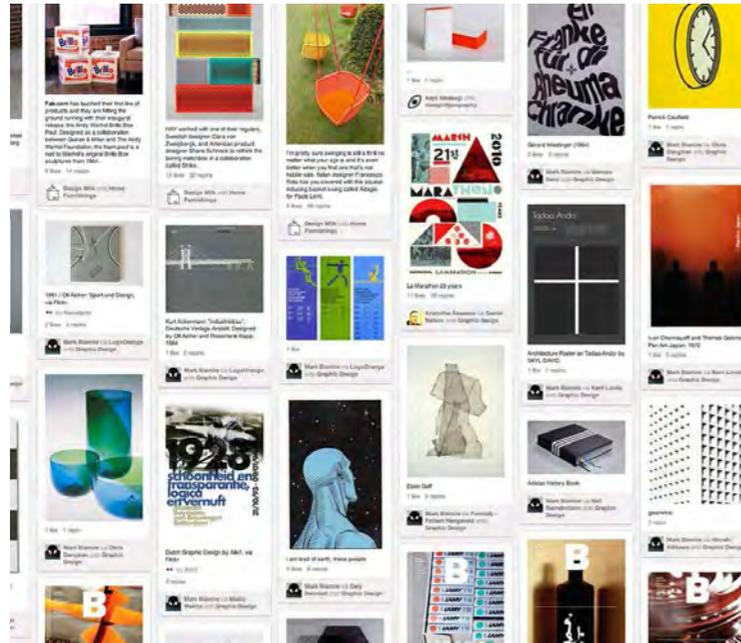
The feeling when you have a sudden and overwhelming feeling of creative impulse.



The usage of the piano evokes inspiration. Once the instrument is played it makes the melody that triggers the players' imagination and the feeling of a creative impulse.

usage

inspiration



On Pinterest, people can collect and share amazing pictures, unique designs and novel ideas with others. It is like a bank of all kinds of visual materials. I use to go to Pinterest to get some inspiration.

object

inspiration



A tea ceremony includes several actions and follows a series of procedures. It requires the person to focus on the flavour of tea itself. By focusing on the actions like boiling the water, cleaning the kettle, sipping the tea etc, people can get ride of the busy schedule and be inspired by the inner peace.

usage

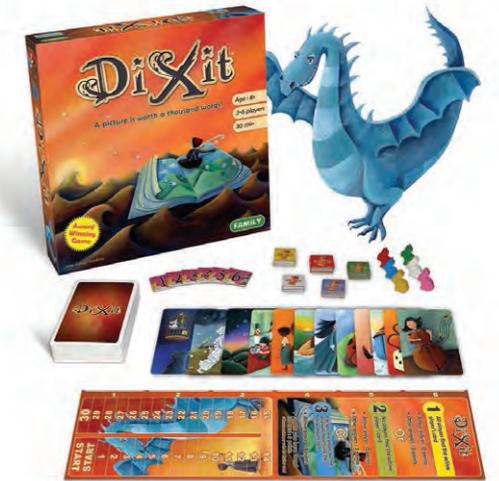
inspiration



During a brainstorming session, people can express their opinions frankly without worrying about being criticised by others. They can share their ideas and also get inspired by others'. Different kinds of facilitating skills and tools can also inspire them.

activity

inspiration



Dixit is a really inspiring card game. Every player would choose a card to fit the theme and explain the idea behinds it. It is really interesting to see how other people interpret the words and may result in totally different stories.

activity

inspiration



The clock completes one revolution every 24 hours with the hope that your perception of time will change allowing space for all the little things in life that cannot be counted. It inspires people a sense of renewal, calm, and perhaps most importantly, balance.

object

inspiration



Kongming lock is a traditional Chinese intellectual toy. It comes in different shapes and sizes, with different internal structures. But they are usually easy to take apart and difficult to reassemble. The process of reassembling is really inspiring. It allows people to try out all kinds of solutions and think deeply.

usage

inspiration



Attending a TED talk can inspire the audience in the way that the show is motivating and makes them think. Furthermore, the idea from TED talk can be developed on the audience's mind and when they spread it forward to other people it creates more inspiration.

activity

inspiration



Pantone has said that colour 'has always been an integral part of how a culture expresses the attitudes and emotions of the times.' The pantone book has given inspiration to its users for many years.

object/usage

interest

interest

interest

Interest

The feeling when you encounter something new and relevant that you do not immediately understand. You have the urge to find out more about it through exploration.



I feel interest when someone is really enjoying music with their headphones on, what kind of music is she listening to that is so much fun?



When I touch an object and this feels totally different than how it shows, I am interested in what the material is, or how it is made. The object in the picture looks like concrete but feels soft.



I am interested in an object when it has a lot of buttons which I don't know what they are used for. I want to try them all as soon as possible.

activity

usage

object

jealousy

jealousy

jealousy

Jealousy

The feeling when you think that a special relationship that you have with someone is threatened because a third person is trying to have a similar relationship. You really don't want that to happen and you cannot think of much else.



As a kid you have a special relation with your stuffed animal. If a friend that comes over tries to take this away from you, you become jealous.



Sometimes during shopping you see an item you immediately fall in love with. If this item is the last one in your size you don't want anyone to come in between you and your new love. Therefore jealousy could arise if someone tries to take this item from you.



Owning a nice camera can make you very proud and happy. When someone else uses it, it can bring feelings of jealousy: you do not want anyone in between you and your camera.

object

activity

usage

Joy

The feeling when you are pleased about (or take pleasure in) something or some desirable event.

joy



This WC-eend toilet cleaner has the shape of a duck. It gives me some joy when cleaning the toilet to look at this funny shape.

object

joy



This disco ball gives me a lot of joy when I am at home with my friends and want to party. There is no need to go out anymore for this experience.

usage

joy



Making bubbles is a lot of fun for both young and old.

activity

joy



The activity that involves these sunglasses evokes joy. They are in my sport bag, and when I put them on during a sunny Saturday, after or before a match, I enjoy the activities while wearing them. Sitting with a drink on the terrace in front of my sports club building, enjoying the warmth and the sun, watching another game on the pitch in front of me, having fun with my friends around me.

activity

joy



Seeing balloons evokes joy. This emotion can of course be caused by using them or by the activity of celebrating something, but it the product on itself, with bright colours and the positive meaning of balloons, can also evoke this emotion.

activity

joy



Using my Moleskine Notebook evokes joy. Using it remembers me of designing, something that I like doing. The opening of the elastic band, the handling of the page marker, the texture of the cover and the pages; all contribute to evoke joy.

usage

joy



Receiving a Kinder Surprise egg as a reward or gift from the parents is a very fun experience for children. The activity of receiving unexpectedly, getting excited for what will be the surprise in the middle and the chocolate treat results in a lot of joy.

activity

joy



These playfully designed objects called Flip, designed by Marco Hemmerling, evoke joy. The flowing and abstract shapes empower the object to have multiple ways of positioning. This, combined with the bright colours, gives these objects joy.

object

joy



The adrenaline and the weightless experience of jumping on a trampoline will cause a lot of fun. This results in a joyful experience.

usage

joy



This flowerbulb fields are near my parents home. The colours and the smell of the flowers reminds me of the good time I had during my youth. This gives me a lot of joy and happiness when reminding the good times back then.

activity

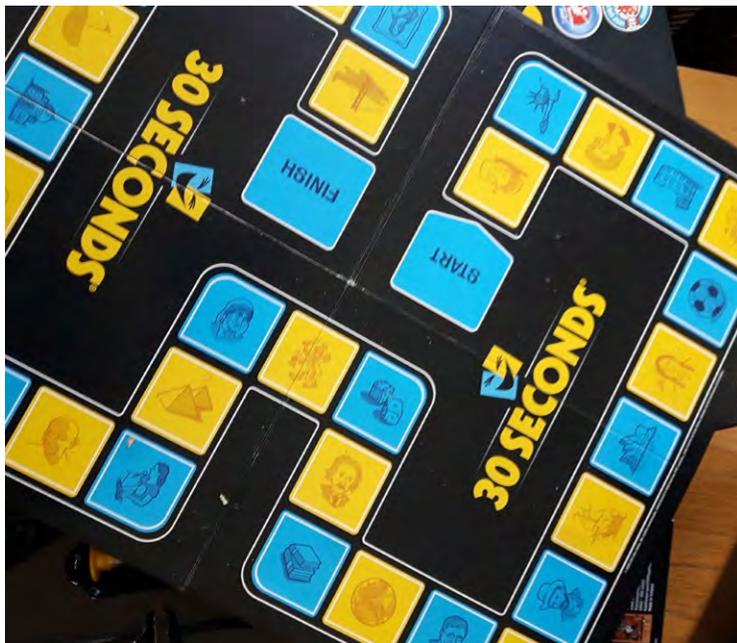
joy



This bottle of Almdudler reminds me of all the hike vacations with my parents in Austria. Earlier this was only available in Austria, so everytime I was there I wanted Almdudler. Nowadays it is also available in the Netherlands. So it became less special, but now I have more flashbacks to the hike vacations when I see it in the stores, which reminds of the joy I had and makes me happy at that moment.

activity

joy



This boardgame I play with friends gives me a lot of joy everytime. It results in fun nights and everyone becomes happy. This game provides lots of fun memories to talk about for long times, which gives me joy over and over again.

activity

kindness



A stuffed animal is a toy that teaches children to take care of something of their own. The way children engage and look after their stuffed animal shows kindness and affection.

object

kindness



When going through a photo album with family pictures people carefully turn the pages and look at each picture. The fragility of the object evokes a kind interaction and the pictures themselves could symbolize or evoke kindness towards the person(s) depicted.

usage

Kindness

The feeling when you want to protect or contribute to the well-being of someone.

Kindness



I made an interesting observation at the faculty a while back. Since this new coffee and tea machine has been installed, IDE students show a lot more kindness. Because they are able to get free hot water I often see people offering others a cup of tea. It seems that the lack of a financial barrier triggers acts of kindness.

activity

Kindness



Blood bags, used for blood donation, are part of a very kind action; giving blood to other human beings.

activity

Kindness



A terracotta vase is meant to contain a plant, which is a symbol of kindness towards nature and planet Earth.

activity

Loneliness

The feeling when you think there is no one who cares about you.

loneliness

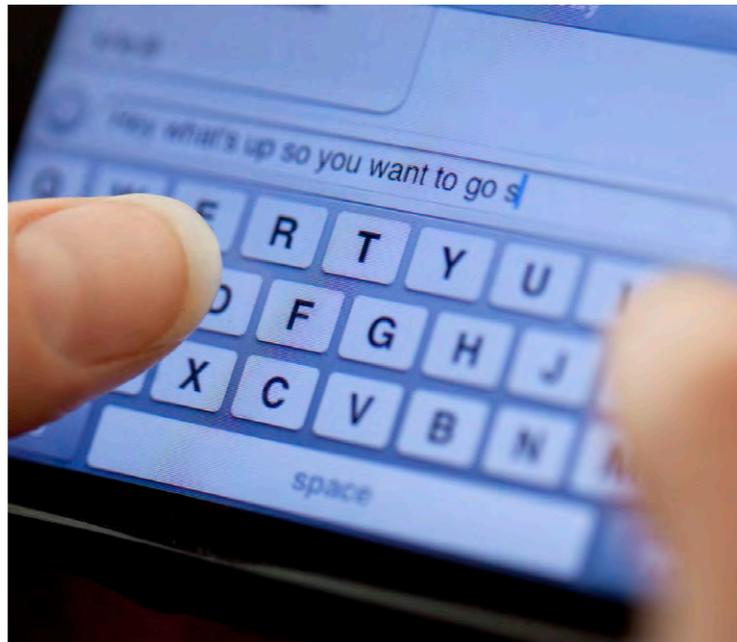


This pillow with anime character print allows users to imagine themselves with the character and feel empathy with them. Recently, the product was upgraded to be able to speak prerecorded sentences. It shows that a lack of social interaction is tried to replace through the anime character.

To have responsive interaction, however, is impossible.

usage

loneliness



The messenger connects people when they are not present in the same place. However, this possibility stimulates people to want to be stay connected all the time. Somehow, people feel more lonely when they feel lack of social interaction.

usage

loneliness



This product is designed to make eating alone more fun and interesting. It helps people to look at the smartphone easily when they are eating alone. However, the context of using the product makes the product experience desire for some level of communication, either personal by messaging or impersonal by watching random videos. But, inside it shows the absence of someone in the context.

usage

loneliness



People use headphones to take them to their sanctuary place by music. However, when they feel lonely this trick often is used to make the loneliness go away.

activity/usage

loneliness



In case you don't pay for seat selection fees, you are unable to select the seat for air traveling. Travel companions will be separated from each other which causes loneliness during the flight.

usage

loneliness



This pillow is specifically designed for the emotion of loneliness. Although the aim is to prevent loneliness when sleeping, every time someone uses it, one is exposed to the fact that one is lonely.

usage

loneliness



Depending on the situation photos may evoke loneliness as well as they may eliminate it. When one looks at the pictures taken with a beloved one, the memories of that moment and the beautiful time spent together comes back. One becomes aware of the absence of that person, something that a picture can only partly take away.

usage

loneliness



Chatting with Siri gives a feeling of loneliness because of the activity. With the fact that you are talking to a program, it shouts loud that there is nobody to talk with at present except the lifeless AI.

activity

loneliness



This entertainment machine is a saturated version of the merri-go-around, with nobody around to share the experience. The product itself brings a feeling of loneliness

loneliness



This bench brings the feeling of loneliness by its usage. If a group of more than four people are going to sit on it, one of them will have to sit separately. This causes the loneliness for the one who has to sit alone.

longing



A white Chrysanthemum flower is used in a ceremony service for the death in South Korea. The visitors grab one flower and put it beside the picture of the recent loss. The person who passed away is missed and pitied by the visitors. The activity of giving the flower to the lost one brings out the emotion of longing under this specific circumstance.

Longing

The feeling when you want something that you cannot have (now). You keep thinking how good it would be if you had it.

object

usage

usage

longing



This bracelet is used for praying in Buddhism. The prayer is consist of certain number of the prayer to find the mindfulness and eventually reach the state of liberation. Only the few who achieved the state can move on to the Nirvana, the ultimate goal of everyone. It is extremely challenging to push oneself to this state. One always stays longing for this.

usage

longing



The photo album reminds people of their memories in the past. People remember the old days and feel longing for the times and moments that are already gone.

usage

longing



Travel guides can make us long to go traveling.

object

longing



When tanning in the sun studio in the winter we long for the summer.

usage

longing



On your way home from a party thinking about your bed or watching your bed while working at your desk for a deadline makes you long to lay in that bed.

longing



Seeing other couples around in cosy spots makes you long for your own partner/flirt/...

longing



When I watch my TV, there are always commercials for beautiful vacation places, that I really want to visit.

longing



I often think how nice it would be to own that new, very expensive racing bike, while cleaning my old rusty one.

object/usage

activity

enabler

instrument

longing



I saw the most beautiful watch in the window of a jewellery shop in the city centre. I would give anything to own it, but it was so expensive that it will never happen.

object

longing



I want to get new a laptop because my present one is 6 years old and boots up very slowly. It is annoying and degrades my working efficiency. However, I do not have enough money to buy a new laptop.

object

longing



I left my road bike in my home country, Japan. When I was in Japan, I was a member of road bicycle team. On each weekend, I used to climb up mountains by bicycle and could feel refresh. I want to do it again here. However, I left my bicycle in Japan and there is few mountains here so I cannot do it.

activity

Love

The feeling when you have an urge to be affectionate and care for someone.

love



The way the MacBook makes your life far more easier and interactions nicer with a computer creates a feeling of love.

object/usage

love



IKEA has gathered children's drawing for mass production. Each toy sold means IKEA will give one euro to Save The Children and Unicef. The toy is not only a cute product that I love, but also a way to show my love to help the children.

object

love



The knitting needles remind me of the scene that my grandmother was knitting a sweater and a scarf for me. People always knit for the person they care about and love.

activity/usage

love



This kind of bike always remind me of the time I was a little girl. I loved to sit on the front bumper of the bicycle. The feeling of being hugged and being protected by my father is love.

activity

love



A stuffed animal is easily personified, and very close to a child in its early years. Years later, people still often feel the same love and care towards it, even if beauty fades.

object

love



When living abroad, being away from your loved ones can be hard. The skype icon on your phones home screen can work as a reminder of them, and serves as one of the most direct portals to them. As such, on an activity level, it can bring about the emotion of love (although the icon doesn't do much to achieve this).

activity

love



Putting your animal in this mini-outfit can strenghten your feeling of love for him and even gives this feeling of love to outsiders.

activity/usage

love



It is debatable whether the AH Moestuintje are products or organisms, but they are certainly designed. In their cute packaging and low barrier of entry, very quickly something is established the user wants to care for and wants to see grow.

usage

love



One can feel love for a item such as a cappuccino machine they own: for its beauty, quality, the nice product it delivers, etcetera.

object/usage

lust

Lust

The feeling when you have an urge to be affectionate and care for someone.

activity

lust



This massage tool can create the feeling of lust, because someone else is sensitively and sometimes sensually giving a massage with this tool. One can feel lust for the activity itself, because it is satisfying and relaxing and often a feeling one wants to hold on to.

object



The aesthetic pleasure this chair gives creates lust. The charming wooden flowing shape and the beautiful grid created by elastic bands covering the sitting surface evokes curiosity of how the experience will be whilst sitting on it. An association can be made to a rocking chair, which is experienced as pleasant and comfortable.

lust



For many people this Macbook creates a feeling of lust, because it is so beautiful, yet so simple. They can feel lust when thinking about all the possibilities this product offers them and in what easy way they will be able to use it.

object

lust



Many people feel lust when they eat delicious chocolates. The taste of beautifully combined ingredients and the sweetness of the softly melting chocolate creates a feeling of lust for this guilty pleasure.

usage

lust



Seeing nice lingerie, for example in the store or while shopping online, can facilitate associations with an erotic interaction and therefore leads to feelings of lust. This object causes many associations and fantasies for both men and women.

object

lust



This vibrating egg comes with a remote control, this provides the option to give the control to someone else. The erotic play that follows with the toy leads to feelings of lust.

activity

lust



The activity of taking a bath combined with the activity of relaxing in a hammock creates a feeling of lust. The context of this emotion is important, it is all about taking time for yourself or for your partner and the associations it evokes with a holiday at the beach.

activity

lust



While using massage oil to massage your partner feelings of lust can arise. The massage doesn't need to be erotic but the associations made with touching each other can quickly lead to erotic interaction and feelings of lust.

usage

lust



The quality of the interaction with this packaging is the ease of use. The integration of the bowl in the actual product (popcorn) gives a sensational feeling. This, combined with the craving feeling for comfort food is what creates lust. It is easy, comforting and fulfilling a desire.

usage

Nervousness

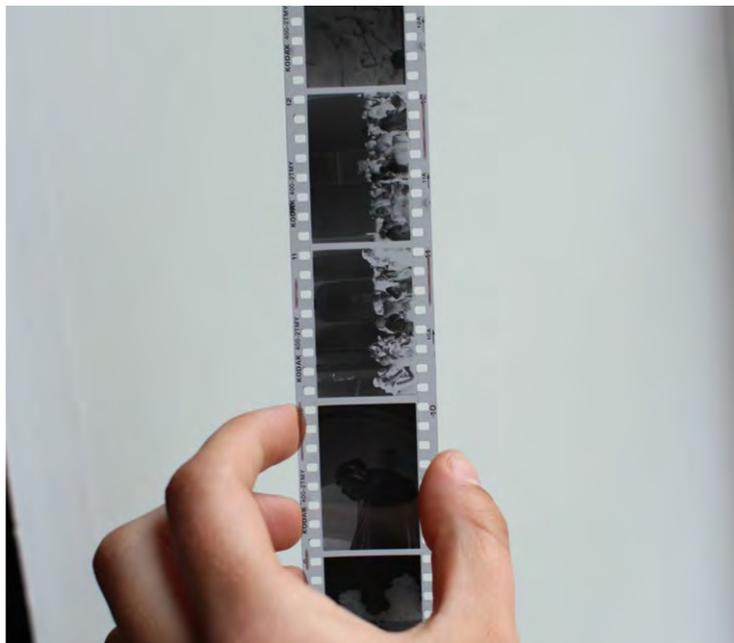
The feeling when you have to do something, but you think that something might go wrong that prevents you from succeeding. You don't feel in control of the situation.

nervousness



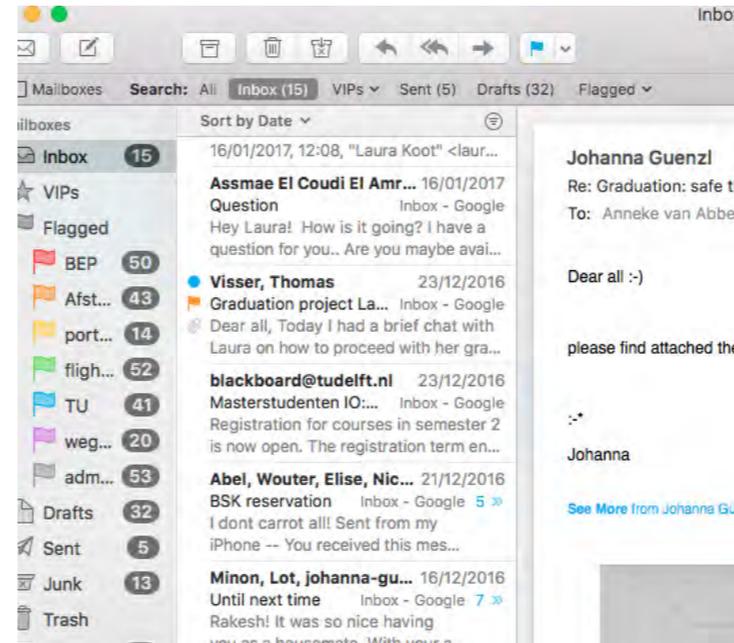
My parents keeping a lot of animals in and around the house. When I took this picture the dog and chicken met for the first time. We did not know how both would react on each other.

nervousness



When checking if my pictures are sharp and well-developed when getting out of the dark room. (analogue photography)

nervousness



When seeing an important e-mail in my mailbox.



The feeling when you think about a cherished past experience. You wish you could experience it again.

activity

usage

object

nostalgia



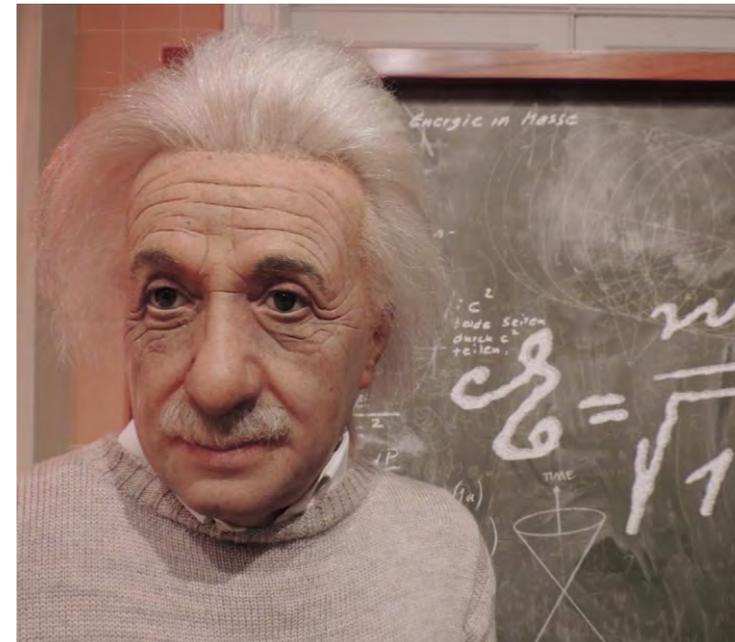
When you see a grandmother showing her old album to her granddaughter and reminds you when your grandmother did that.

nostalgia



When a giant street musical organ plays old songs that you sang in your childhood.

nostalgia



When a wax sculpture personifies the hero of your youth and reminds you of those times.

Pity

The feeling when you witness the misfortune or suffering of someone who is worse off than you.

activity

usage

object

pity



I feel pity when I see a group of friends all using their smartphone instead of talking to each other

activity

pity



This animal shaped tag is designed for the animals which are killed on the road by cars. The tag is used as a campaign to increase the awareness for these animals and let the animals be remembered. People who empathise with the campaign may put the tag on their bag and promote the message.

object/activity

pity

HALF FOR HAPPINESS

Challenge
To generate donations for Casa do Zezinho, an NGO with a focus on low-income areas that guarantees basic necessities for needy children.

Solution
Through partnerships with local chains, Casa do Zezinho took the project Half for Happiness to supermarket shelves, by selling food products divided in half and inviting consumers to share with those in need. The mechanics was simple: by buying half the products at full price, 50% of the amount paid would go to Casa do Zezinho. The products were processed, packaged and distributed by the children of the NGO. So this was a playful, light-hearted approach designed to generate donations by approaching our targets at the right moment.

The half of the product is designed to be donated to the charity. The package reminds people of the poor who cannot afford good quality food. The emotion of pity makes them to purchase this product and help the people who are in needs.

activity

pity



The memorial monument to remember the sacrificed people from unfortunate events such as disaster or accidents, for example the case of Tchernobyl. We associate the monuments with their loss and reflect on our own lives. It makes us find it pity that the events occurred to the scarified.

object

pity



My brother loves to go fishing. Although he always releases the fish he catches, I always pity those fish.

pity



I associate cheap clothing with child labour. Although I have some clothes falling in this category (I am not a saint), I do pity the children that are subject to child labour.

pity



I feel pity for people who seem to only look at the world through their smartphone.

pity



Even though with fast improving technology, prostheses are getting easier to control, I still feel pity when I see a disabled person. He or she will never be able to feel or use that part of the body as other people do.

activity

object

usage

object

pity



I feel pity when I see animals living in very small places like a fishbowl. The same happens with the travelling boxes in which cats and dogs are put inside.

pity



I feel pity when I go to do the groceries and I forget to bring a bag with me. Eventually, I have a collection of plastics bags at home that I don't use.

pride



Using the Skil 100 planer to shape surfboards makes me feel proud. It is designed to plane away from foam. It being a quite dangerous machine in combination with the soft fragile foam makes me feel proud that I can be in charge of it.

Pride

The feeling of when you have an enjoyable sense of self-worth or achievement.

object

usage

usage

pride



It's special to be able to play well a music instrument as a piano. It takes a lot of effort to learn it and it is an appreciated skill. Playing the piano evokes pride of this achievement, and this is strengthened when there is a crowd, for instance of friends, to hear and enjoy it. Strengthened by the context, this is mostly activity focused.

activity

pride



One can be very proud of an achievement. A personal memory of this achievement, with as most straightforward example a medal, let's one re-experience this pride again. As this feeling is mostly evoked by the personal meaning someone has attributed to the medal, this is mostly object focused.

object

pride



Some programs as Adobe Illustrator are quite hard to master. Having developed this skill of using the program is an achievement. Using this program then gives you a feeling of pride of having mastered it, and being one of the few to enjoy the advantages.

activity/usage

pride



Ribbons, medals and badges of honour are strong symbols of appreciation. In return for the appreciation people receive for their actions, they can show off their pride through these badges. These symbols are accepted forms of expressing pride according to common social norms. Rather than showing off an expensive car for instance.

object

pride



A sewing machine facilitates making your own clothes. Through this the product evokes pride on different levels: Being able to use this complex product, facilitating making something yourself and triggering compliments from others about wearing unique clothes.

pride



A unicycle is much harder to ride effectively than a regular bicycle due to a lack of balance. Being able to ride a unicycle therefore requires a lot of effort and practice. The product can evoke pride in its user because he or she is able to show off their skills.

pride



Every time I see the holder of the shower head in my student house that my roommate modeled and 3D-printed, I feel proud. To be able to repair something like this by ourselves without being dependent on the factory that sold us the original, feels independent and important.

pride



This sweater resembles pride to me because it is from one of the most exciting events that I organized with a couple of friends. This sweater makes me feel proud of us. I did the design of it which makes me feel proud of myself.

activity

usage

object

object

pride



Skateboarding can make me feel proud. When you try to do something that you never did over and over again and finally succeed, it evokes pride.

activity

regret



A bike might seem strange as a product that evokes regret. But when I see my bike on the street I often regret going to school by train rather than taking the healthier and cheaper option of going by bike.

activity

regret



The other day, I went to Morocco and bought a Tajine pot. The owner of the Tajine shop said to me " This pot is really special and high quality." I believed him and decided to buy one of them. However, it was fake and easily broken in my kitchen. Now, I have only its lid. If I have acted differently, I could have changed this situation.

activity



The feeling when you think that something you didn't want to happen could have been prevented if you had acted differently.

regret



In general alcohol is very much associated with regret. Regretting how much you drank, the money you spent and the things you said/did. As a product I think a beer mug enhances this feeling of regret by making it super easy to drink too much.

usage

regret



I often feel regret when taking the escalator. The moment you step on the escalator feels fine, usually you are mindlessly following a group. But when someone on the stairs next to me passes you by, I instantly feel regret for not taking the healthier option.

object

regret



When passing by the bakeries, I always feel attracted by the pretty desserts. Even though I am not hungry at all, I also want to have one. However, every time when I finish the dessert I feel regret for having these high calorie foods.

object

regret



During the AA meeting, people are required to share their feelings and past experiences. These kind of reflection can bring ones memories about the bad things they have done. So people may feel regret for what they have done during the AA meeting.

activity

regret



It is a common sense that the ratio of winning a lottery price is extremely low. But people still keep buying lottery tickets, and feel that they could almost have won the price. And they feel regret that they made the little mistake of losing the chance to become a millionaire.

regret



When I stumble upon one of my diaries with a maximum of ten days described in it, I feel regret for not being consistent and giving up so soon after starting.

regret



When I washed my pan, I scratched its surface. I cannot use it anymore and I felt regret. If I have washed it more carefully, I could have avoid this mistake.

regret



When I went to Brazil, there was a food stall. The environment of the stall looked bad, but its BBQ meat seemed delicious. I ate one of them and it was nice. However, the next day, I had terrible food poison. I regretted to eat it.

usage

usage

activity

activity

Relaxed

The feeling of enjoying a calm state of being free from mental or physical tension or concern.

relaxed



Drinking a nice cup of tea with a friend gives me the possibility to enjoy my time and forget the tension of all the things I have to do. Just a moment to breath and feel ing free from all the must do's that moment.

activity

relaxed



When seeing the hammock, I already can imagine myself sitting down in it and enjoy lying comfortable, feeling carefree and just looking at the tree above me, hearing the wind through the leaves.

object

relaxed



The lounge chair, like this famous example by Charles Eames, is a symbol of design and relaxation.

object/usage

relaxed



The source of this emotion relaxed is usage focused. If the sun shines through the curtains while waking up, it always gives me a relaxed feeling. I do not feel any harm, no tension, only a serene feeling.

usage

relaxed



A bike on itself does not evoke a relaxed feeling. However, it enables me to cycle outside through the city of Delft, which gives me a moment of relaxation after a day of studying hard.

activity

relaxed



Using a stressball helps to relax in stressful moments.

usage

relaxed



This aquarium makes you experience relaxation: the movement of the water, the slow swimming of the fishes, the blinking of the light in the water. Besides the product, using it (walking underneath it) is also contributing to the feeling of relaxation.

object/usage

relief

relief

relief

Relief

The feeling of enjoying a recent removal of stress or discomfort.



People who believe organic food is healthier feel relief when they are about to eat or drink something and spot the certified organic mark.



This is a schedule board for having dinner together. I want to know when I can eat dinner together with my housemates and do not want to have dinner alone. Relief is felt when one knows other housemates' dinner schedule in advance.



When I see my kneepads I feel relief because I know that these objects will protect my knees from bruises while playing volleyball

object

activity

object

relief



A fresh beer can give relief after a stressful period.

relief



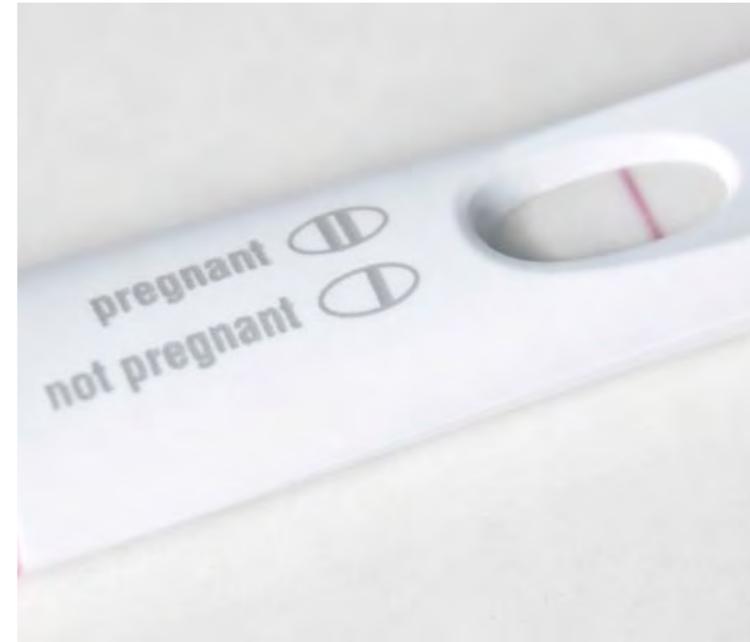
This is my hair band on my hand for emergency. I always try to bring it. This is because I am afraid of bothering moment that I cannot arrange my hair. Even though I do not use it often, I am relieved when I bring it.

relief



This hat symbolises relief for me as it is the end of a student career.

relief



The result of a pregnancy test can be a relief.

activity

usage

usage

object

relief



When people are rushing to the toilet, the green signals on the door or somewhere else can evoke feel great relief for not having to hold back the call of nature.

relief



In a dangerous situation, handcuffs can be seen and sensed as something to help to put the threat in control, which will give relief to the security or policemen.

relief



When it is raining, with an umbrella could evoke relief in people for the prevention of getting wet and possibly ruining of their hairdo and outfit.

relief



Having coffee in a coffee house with friends can be a great relief after a hard day of work.

activity

object

usage

activity

relief



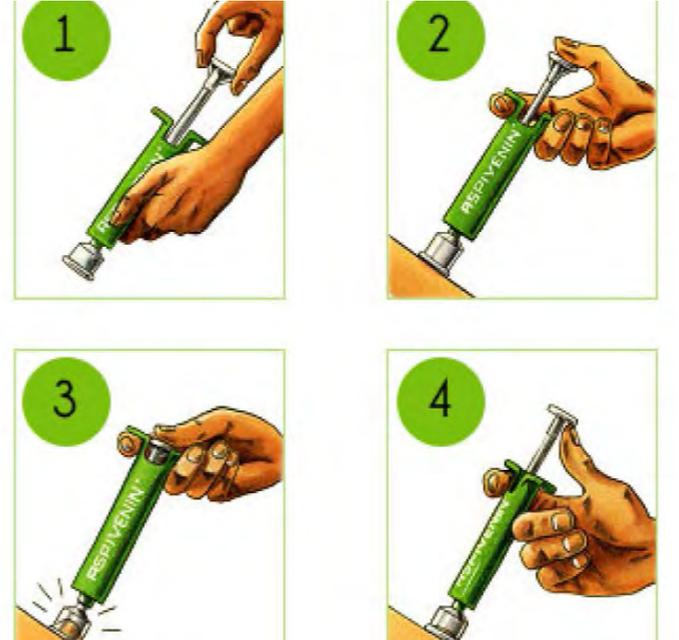
When suffering from a headache, a painkiller can give relief from the pain.

relief



I feel relief when I am hurried and look at my watch and I still have some time left or still am in time while I did not expect that.

relief



When being stung by wasp this object will give some feeling of relieve when the poison is taken out for at least a little bit.

Reluctance

The feeling when you know that you should do something that you do not feel like doing.

usage

activity

usage

reluctance



This is the heavy door of the bike park in my flat. Every time I come across it, I feel reluctance as I do not want to open the door pulling my bike with one hand.

usage

reluctance

Day	Breakfast	Snack	Lunch	Snack	Dinner	Drinks	Symptom/intensity	Corr
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								

When people are on a diet they use the diet diary to track their eating experiences. Usually, this activity is unpleasant, since diet is a forced activity.

activity

reluctance



When building my desktop computer, I felt reluctant to connect all the component cables, since it is the most tedious part of the building process.

instrument

reluctance



When the alarm goes off in the morning and I feel the comfort and warmth of the bed I feel reluctant to get up.

enabler

reluctance



I always feel reluctant when looking at my dumbbells, since they remind me of the boring exercise I am about to do.

instrument

reluctance



Although helping is divine, the book doesn't know how it will be handled next... I feel sometimes reluctance in borrowing books.

activity

reluctance



The bike chain is something that it is used because it is necessary and not because someone desires to use it. It takes time and effort to lock it and almost everyone feel forced to use it.

object

reluctance



While the toilet brush is used, it provides an unpleasant experience. Every time the toilet has to be cleaned, reluctance is felt.

usage

reluctance



This product evokes reluctance, especially when used in a social context. One example is having to take the braces out for eating when in the canteen surrounded by your peers. The braces are full of saliva and it is difficult to take them out of the mouth in a charming way.

activity

reluctance



This product is being used with reluctance, because it is uncomfortable, often too big, sticky and warm. Also having to change and dispose the sanitary towel, reluctance is evoked, because the sight and smell of the used product is not very pleasant.

object

reluctance



This product evokes reluctance, mainly based on the experiences we have with this product. The situation in which this product is used is often unpleasant. The situation involves pain, fear and discomfort.

usage

reluctance



This hand towel evokes reluctance: I do not want to dry my hand with a part that others already used.

activity

reluctance



I do not want to touch the keys since it makes my hands smell and I am afraid that there would be bacteria and other micro-organisms on it.

object

resentment



Whenever I try to leave or enter my flat, there are just too many bikes to move around. I feel like it is unfair that the bikes bother people that do park their bikes in the right way and that there are no consequences to wrongly parking your bike.

activity

resentment



When I see food packaging and it turns out to be an empty one, I feel a certain level of resentment because someone else got to eat this and not me, but the packaging still led me to believe I could have this.

object

Resentment

The feeling when you are treated unfairly. You got less than you deserve, or someone else got more than they deserve.

resentment



When walking up to automatic doors, I feel resentment when they don't open since I deserve to be seen by the sensor as much as anyone else.

usage

respect



The feeling of when you regard someone as worthy, good or valuable.

activity

respect



Eco-bags give me a feeling of respect as I value the people who try to use them as many times as possible in their daily lives.

object



Stage lighting emphasizes the performance and so makes me respect a performer in the stage even more than I already do.

activity

respect



I respect the designers of smartphone who made our life convenient and give us many new experiences.

respect



Seeing what kind of extraordinary things artists can create with a brush evokes respect, coming from the activity of painting with a brush or pencil.

respect



The realisation that such a long time ago, people put so much effort in and were able to make such impressive buildings evokes a feeling of respect.

respect



Pressing your own espresso with this espresso maker gives such a pleasure that a certain respect comes up towards the designer of the product.

usage

activity

object

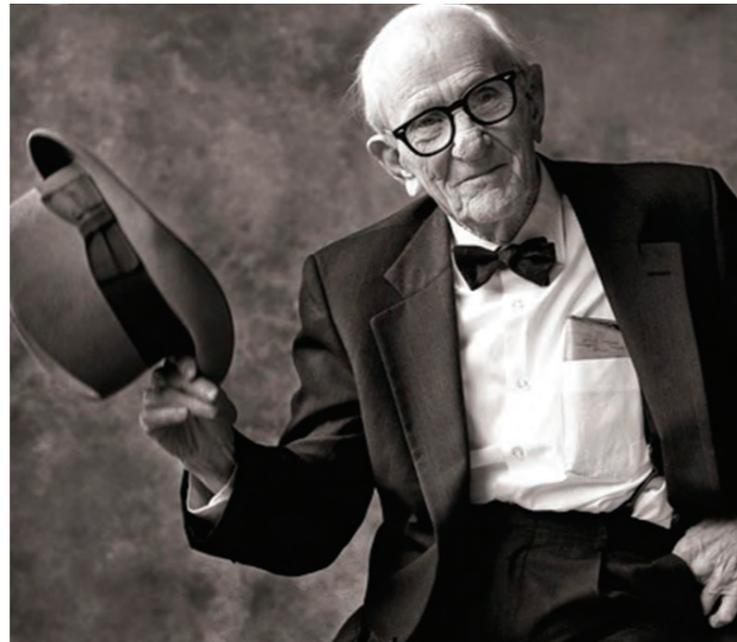
usage

respect



In some cultures, burning incense sticks is a form of communicating with the Gods and spirits. Worshipers honour and pay respect to the god or dead by lighting incense. People behave themselves to show their respect when using it, especially when they are praying in a temple.

respect



Taking your hat off is a chivalrous and elegant way to express one's respect, always accompanied with a respectful obeisance. It is an indirect interaction between two individuals. The person can easily feel being respected by others when seeing this simple action.

respect



The wall-mounted CD player is a typical MUJI product designed by Naoto Fukasawa. The product reminds me of the designer I respect.

Sadness

The feeling when you lost something that was important to you. You have the urge to withdraw and to seek comfort.

usage

activity

object

sadness

sadness

sadness

sadness



A weighing scale on itself does not evoke negative emotions. However, using it and discovering that you have gained weight and cannot be as light weighted as when you were younger can make you feel sad.



Receiving a mourning card in your mailbox evokes sadness, because the receiver knows that someone he/she knows passed away. Seeing the mourning card as an object evokes that emotion.



Since I watched 'The True Cost', about the inhumane circumstances in the fashion industry, I never bought clothes anymore. This is going on for four months now and will soon start to be a problem... but the idea of 85 people that touched your clothing before yours, and the fact that most of them live without any choice, evokes enough sadness to wear my winter coat for some more months.



Snail and slug bait, designed to kill as many animals as quickly as possible, makes me sad when even thinking about it. Nobody would point out slugs as their favourite animal, but still the idea of the blue chemical grains that they start to eat because they are designed to taste nicely, feels very immoral.

usage

object

object

object

sadness

sadness

sadness

sadness



Throwing away food is not always possible to prevent, but feels horrible to do. As a kid, when you are learning about world hunger and children in Africa for the first time, it is even worse; it would sometimes make me cry.



The activity of lighting candle lights in a church can evoke sadness. You pass by it with many others and all have their different reasons, mostly related to losing someone, to light the candle.



Thinking about using a mouse trap makes me feel sad. Sad that the purpose of this product is to kill animals. Even though you sometimes do not have a choice, you always feel sad when using this product.



The 'Briefkaars', designed by Jorik Hepworth, is a candle on which you can write a message. When lighting the candle, the message goes up in the air. When thinking about loved ones that passed away and being able to write them a message in this way, a feeling of sadness and loss arises.

usage

activity

usage

activity

sadness

sadness

sadness



While elderly may feel trust and thankfulness towards a walker, in a social context it might cause sadness in them as it is very stigmatising. They are confronted with their age and declining abilities, and cannot do much about being seen as such either.



This empty and used balloon is not in its optimal state, which makes me sad as it can look so much better. The empty balloon also represents the end of its use and it will never be reused.



The urn in use is usually not the cause of sadness, but rather a means of expressing it. As an object, it reminds us of our mortality (and return to dust). Here sadness is not purely a negative emotion, as it also comes to represent a meaningful memory and revalues life.

Satisfaction

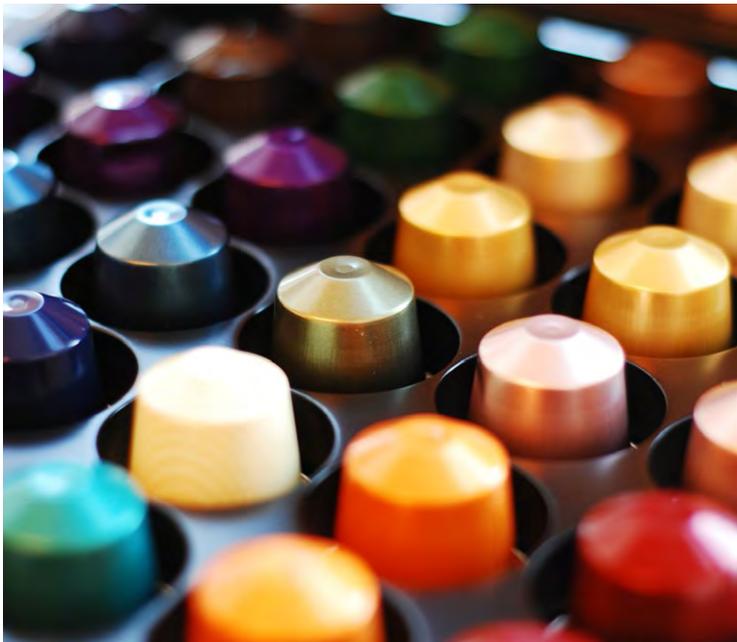
The feeling of enjoying the recent fulfilment of a need or desire.

activity/object

object

object

satisfaction



People can feel satisfied when they see the coffee capsule holder which is filled with various coffee capsules. When the holder is completely filled, and the colors are sorted in a nice way, this emotion can even be stronger.

object

satisfaction



The activity of cleaning gives satisfaction after one sees the room which has been properly cleaned by a broom.

activity

satisfaction



People can choose the 'mood' of the place as they want by controlling this mood light. With this, people can enjoy the mood and activities to what they expect, which gives a feeling of satisfaction.

activity

satisfaction



Seeing that you got a good grade is always satisfying, however with an extra note/comment stimulates the feeling of satisfaction even more. Receiving positive feedback in general from other people about you/your belongings feels satisfying.

object

satisfaction



I enjoy sharing a nice meal with people who I care about. In this situation the 'etagère' enables sharing and showcasing all the food and symbolises the satisfaction.

activity

satisfaction



I feel really satisfied when I use my Blond plate. It combines the function of a plate, but in the same time it is also kind of a bowl, so your food will not fall off easily. For me this plate is a good combination of functionality with beauty.

usage

satisfaction



This boarding pass is something I cherish as it reminds me of the fact that this was the first ticket I sponsored for myself. Looking at it makes me feel satisfied and proud.

object

satisfaction



Good looking shoes, especially when they are comfortable and easy to wear, can make one feel very satisfied with the purchase.

object/usage

satisfaction



Home made food can, when it met ones expectations, make one feel very satisfied during and after the consumption.

usage

satisfaction



Benelli Guns: Everytime I go to the beach back in India and use these guns to shoot down balloons, I feel happy and satisfied. The harmless power of holding such a gun gives me immense satisfaction.

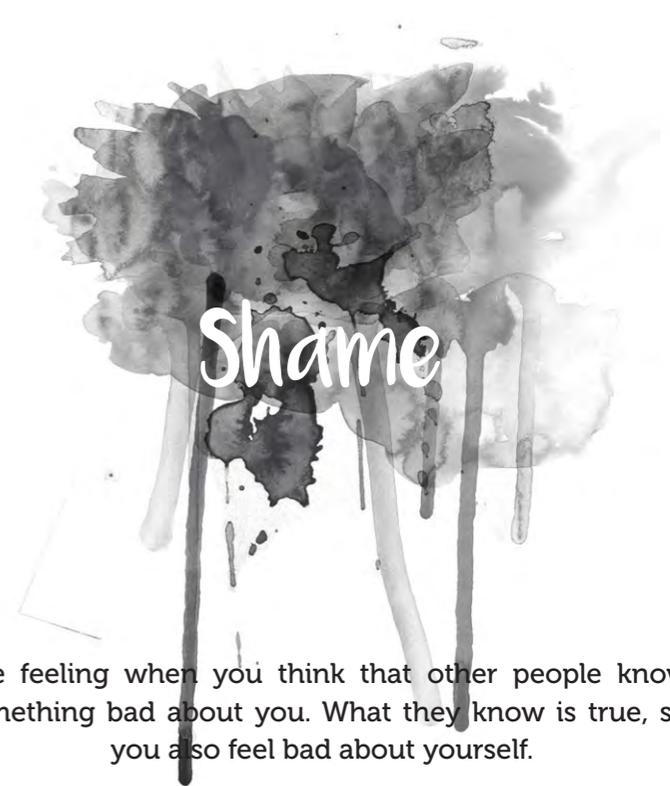
usage

satisfaction



Traditional Tumbler Davara: There's nothing more satisfying drinking filter coffee off a tumbler-davara set. Coffee drinking feels complete only when drunk out of this tumbler.

object



The feeling when you think that other people know something bad about you. What they know is true, so you also feel bad about yourself.

shame



Using chopsticks can be a great challenge for some Western people. One of my friends tried to learn how to use chopsticks during a dumpling dinner and she kept on observing others to make sure no one noticed her unskilled behavior. She felt ashamed when getting the attention when she did something wrong.

shame



Alcohol is one of the most common reasons for people to behave stupidly or embarrass themselves. Some people would still remember their foolish behaviour caused by drunken consciousness after recovering. Therefore, the beer bottle keeps being a reminder of this painful feeling of humiliation.

shame



The usage of plastics has increased tremendously in the last 20 years and has resulted in this. Man's greed and carelessness has cost the life and living of so many aquatic animals. The picture reminds me of how plastic has ruined mother nature and I feel shameful for being a part of this mess.

shame



Except for being cool or protecting your eyes from the sun, a pair of sunglasses could also be used to hide your shame. People can not really see your eyes or facial expression through a pair of sunglasses. In this way, you could pretend to be normal and act out not being awkward or shameful.

activity

object

object

usage

shame



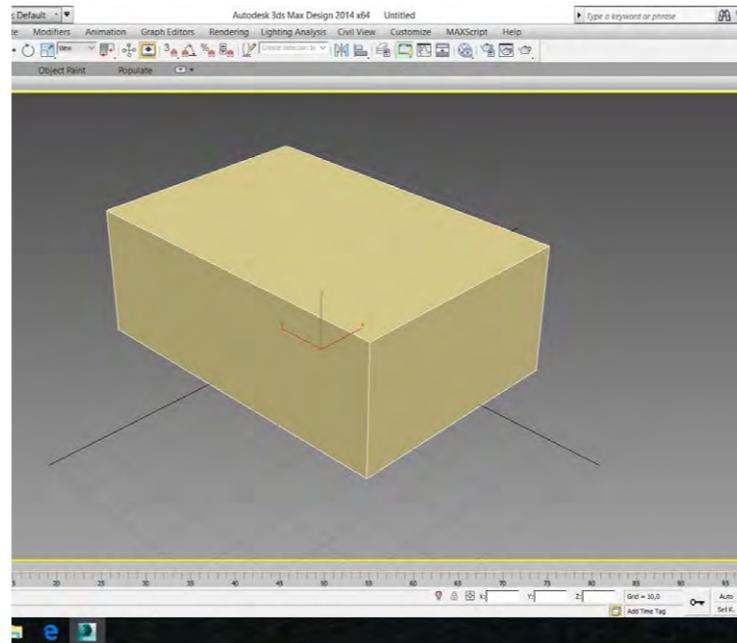
I am ashamed of having bought regular meat instead of BIO meat

shame



I am ashamed because guests have to wash their hands in the kitchen after using the toilet because there is no sink

shame



I am ashamed of still not being able to use 3D modeling software
INSTRUMENT

shame



Everyone feels lazy once in a while, spending the day on the couch. Maybe it feels good to be a couch potato, but not many would like to admit that this is their choice of life.

activity



activity



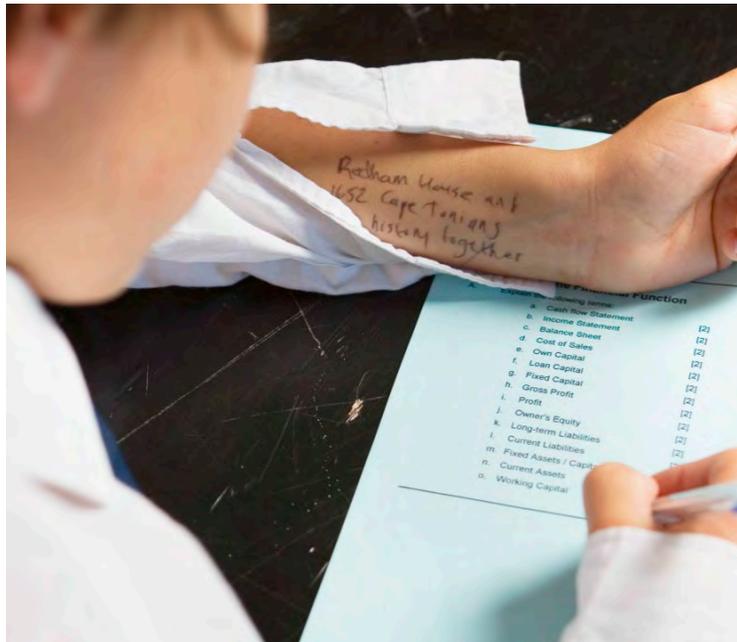
activity



usage/activity



shame



One of the things that we all have done in student times is to cheat at an exam. Getting caught, however, is a very shameful experience.

shame



It's shameful when you can't fit into the pants you once could. One feels ashamed of the gained weight and lack of discipline, but at the same time this feeling makes you want to change.

shock



I felt shocked when I saw how Dutch people clean their dishes. I do the dishes in a totally different way, I use a sponge and clean them one by one, whereas Dutch students put all the dishes in the sink with water and soap and clean all of them at the same time.

Shock

The feeling when you realize that something very bad just happened. You didn't think something like this was possible, and you don't know what to think or do.

activity



usage



activity



shock



The idea of the danger a good knife can bring, makes handling a more conscious action. Sometimes it can be scary to use the knife and if it (almost) goes wrong, a shocking moment will occur.

shock



Seeing the women's lip stretched by this object is shocking, this is due to the cultural differences in what we for example expect is beautiful.

shock



Hearing that someone nearby got sick will evoke many emotions, such as fear and sadness. In comparison to these emotions, shock is chiefly a reaction to something unexpected.

shock



An object like an ancient vase has the ability to shock through its value and delicacy: the idea of the risk of breaking makes handling it frightening, and anything that goes (almost) wrong shocking.

usage

object

activity

usage

shock



In the case of an unexpected pregnancy situation, the outcome of the test evokes shock. The emotion is not evoked because of the product itself, but due to concerns related to the future and changing social dynamics.

object

shock



Allen Jones' furniture design series evokes shock at first glance. Firstly, seeing a human figure as part of an object is unusual. Secondly the way of using the figure creates discomfort since it has offensive associations like slavery or sadism.

object

shock



Taboo is a strong provider of shock. An object of taboo, like this sex toy, is not shocking as a product, nor is it in use. In a situation with two people it may cause shock through conflict of interest and peer pressure. In larger groups the taboo results in shock among proponents of the taboo, as well as in those in association with the toy.

activity

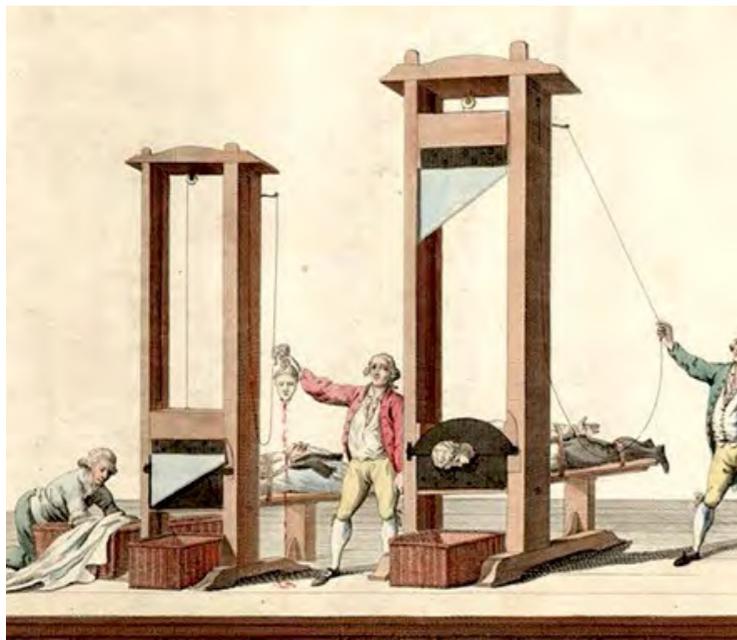
shock



The moment you cannot check in or out with your OV chipcard, the emotion of shock is felt. If someone is expecting the balance to be sufficient, the moment of the screen turning red causes a second of shock.

activity

shock



Even if you are not in immediate danger, an object that can cause severe and gruesome harm, like this guillotine, can, just by association, cause an intense psychological and physical response. The imagination can be shocking.

object

shock



I felt shocked the time I saw kids wearing the security harness because it reminded me of the ones that are used for pets. At first, I thought it was weird to use this product with kids since the main use of it was for pets.

product

shock



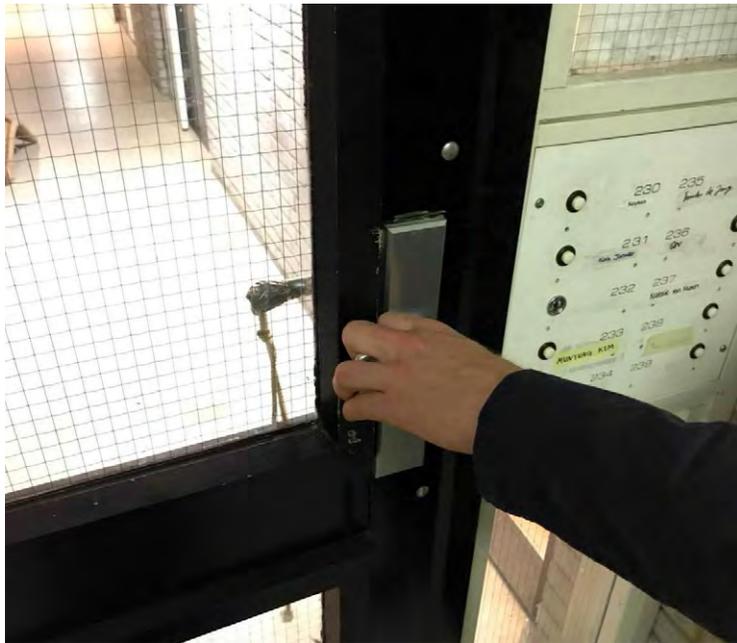
It makes feel shocked to know that there are many countries in which the use of weapons is allowed. It might be due to my culture and values, I consider myself a very pacific person and I can not understand how this type of product can be used by regular citizens.

usage

Startle

The feeling when suddenly something unexpected happens, which could be something bad. You have the immediate urge to find out what is going on.

startle



When the door closes behind me I feel startled and immediately want to make sure that I brought my keys with me.

startle



Sometimes the fire alarm goes off in the middle of the night for no reason. I always wake up startled, full of adrenaline, not knowing what is going on.

startle



On a weekend with friends some time ago we played reverse hide and seek. Everyone closes his eyes and counts and one person leaves to hide. As soon as someone finds the hidden person he or she hides with him. I wasn't very good at it so I was the last one walking around. When I found them, they immediately started yelling and I felt startled.

startle



In the centre of France it often happens that a few fighter jets fly over for training. The jets fly faster than the speed of sounds so the sound reaches you at the moment that they are right above you and there is no real build-up of sound.

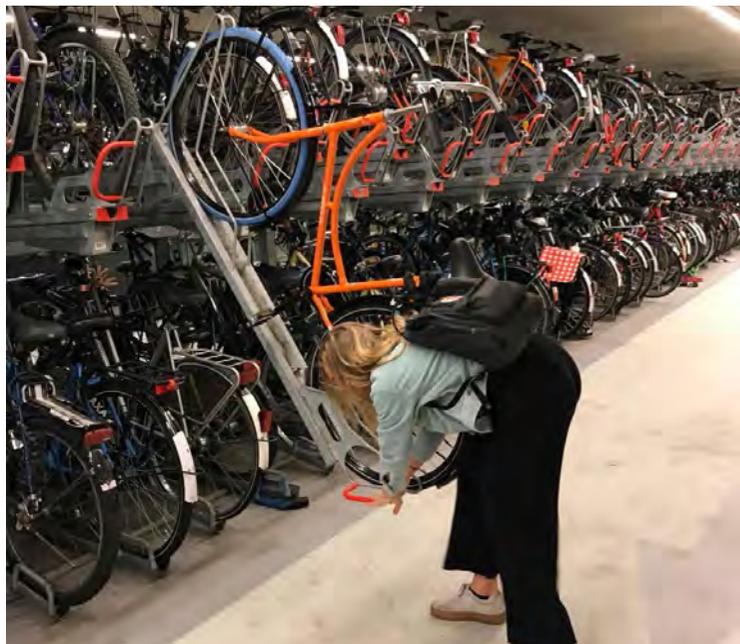
activity

interaction

activity

object

startle



I feel startled when I bring down my bike from the upper parking space at the train station. It comes down really quickly and I immediately want to make sure it did not fall off.

startle



When I came home, I startled when I found a blue tax letter on the floor. I immediately open the letter to find out how much money is involved.

surprise



The feeling of being pleased by something that happened suddenly, and was unexpected or unusual.



When the user uses this product it, the people around are surprised by the quality of the sound produced by this small silicone speaker. It is a very unusual material and application of a speaker.

activity

activity

object

surprise



The Jumbo supermarket sells tortillas from its own cheap store brand. Because of the prize one would not expect much of the package of this product, but these expectations are surpassed as the package appears to have a useful resealing strip which actually works very well and makes people able to store it well after use.

usage

surprise



Video games are made to surprise people during playing, for instance Mario Kart. The surprise is part of the joy of playing the games. As this surprise comes during playing the game, the emotion is activity focused.

activity

surprise



A present box has something special inside. Especially if it is well packaged, like the small blue boxes from Tiffany, it symbolizes a pleasant surprise.

object

surprise



The Alessi juicer surprises people because of its extraordinary design. It evokes thoughts about different things than a juicer as well, as it resembles, for instance, a spider.

object

surprise



Furbies surprise people. It is a doll, but it reacts to the human touch. Furthermore, it can dance, talk and sometimes it seems like it has its own personality.

object/usage

surprise



The user is surprised how nice this chair is, because it does not look very comfortable. The steel rods are actually very flexible and the chair forms to the shape of the body. Additionally, the chair rocks and moves slightly, due to the flexibility of the material.

activity

sympathy



The feeling of when you identify with someone's feelings of misfortune or distress.

Artificially nurturing a puppy which has lost the mother is done out of a feeling of sympathy. The milk bottle as an object evokes this emotion already in itself as the symbolic meaning is so strong.

activity/object

Sympathy

sympathy



Placing money into the charity box is an act of sympathy. This virtuous moment of caring about others evokes this emotion very clearly.

usage

sympathy



When people are using a dysfunctional product and suffer from that, sympathy will probably be felt by the bystanders for all this bad luck.

usage

sympathy



Seeing this kind of construction site reminds people of how dangerous the conditions are that those workers have to deal with for most of their working time. A feeling of sympathy will arise together with these thoughts.

activity

sympathy



My old rusty bikes makes creaky sounds. It spent his life carrying me around or waiting outside in the rainy weather. I can feel my old-tired friends joints are not working well anymore. I feel sympathy when I ride my old bike.

activity

sympathy



The incubator is saving a new born baby's life. However, having to lie in the incubator means that a baby is not in good condition so he needs more time to grow, sometimes has illnesses, or has his or her life in danger. I feel sympathy as the incubator is related to the situation.

activity

sympathy



Stuffed animals have an cute and sympathetic look. Especially when they are old, the worn out fur and sad plastic eyes bring sympathy.

object

tenderness

Tenderness

The feeling when you encounter someone or something that seems cute, vulnerable, or childlike in appearance or behaviour. You feel the urge to nurture and care for this person or thing.

instrument



I take good care of my new shoes when I wear them to make sure they remain at good quality.

tenderness



Whenever I receive a new 'Moestuintje', I want to grow them into big plants

enabler

tenderness



Whenever we eat with the whole family, we use the old family heirloom plates and we use them tenderly not to damage them.

object

Virtuousness

The feeling when you have done something that benefited or helped others. You feel like a good person.

virtuousness



The recycled tissue is made of recycled material. Which is environmentally friendly and helps to save the resource. The product itself can arouse virtuousness since it benefits the environment.

object

virtuousness



When taking a foldable bicycle onto the public transport vehicles, I know that my personal belonging would bother others to the minimal degree, so that a sense of virtuousness will be aroused since more space is left for the others. I will feel like a good person.

activity

virtuousness



The classification public trash bin gives hints to enable people taking a moment to think about the category of the trash and put it in a right basket. When put the trash into the right basket, the virtuousness is aroused since I think about the action to help the garbage classification and this would do good to the reuse of the material. Which would benefit others and the environment.

usage

Worry

The feeling when something happened that could mean something bad will happen to you or someone else. You cannot stop thinking about this.

worry



I was gone for about 4 days and these plants looked like they died, I immediately got worried that they would not revive anymore.

object

worry



'Zorgenvriendjes', 'Sorgenfresser' (original name) or something like worrybuddies in English is a collection of stuffed characters with zipper lips. In their mouth children can leave little papers with their worries, wishes or confessions written down, to feel relieved and start to talk about them more easily.

activity/usage

worry



I am worried that I might get glass in my finger, because the screen of my phone is broken.

object

worry



Switching on a night light can be the magical moment that takes away a little child's sorrows. While it silently chases away any hidden monsters, dinosaurs or crocodiles, it gives both the child and his or her parents some peaceful hours. Preventing mom or dad from stepping on a lego brick is also one worry less.

object

worry



When carrying my backpack I am always worried about leaking drink packages, water bottles or squeezed bananas that will ruin my laptop. This is one of the reasons I just do not take food to the university anymore - which in itself seems worrisome for the wallet.

usage

worry



Because there is too much ice on my freezer, I am worried that it will stop working unnoticed and that all my food will be wasted.

worry



The chain of my bike is so loose, that I am worried that it might fall off and get myself injured.

worship



The feeling of when you idolize, honour, and are devoted to someone.



feel worship when I see my father making hats. He has a lot of patience, understands his clients and does it a lot of care and taste. I think that I eventually chose Product Design as a career because of him.

enabler

instrument

activity

worship



iPhones are the most representative product of the Apple brand, and they became an object of worship. The users are highly faithful to their iPhone since it is not only a cellphone but a symbol of richness and delight.

object

worship



My headphones are worth it to be worshipped, because even after one hour in the washing machine, they still work!

instrument

worship



This religious ritual in which people pierce her cheek and thrust with swords is part of a vegetarian festival in Phuket. Their suffering – they hope – draws evil out of the community around them and, in doing so, brings positive luck to their friends and village. The suffering is a way of manifesting worship.

activity

worship



Apple is very successful in achieving customer loyalty. Whenever a new product comes out people stand in line and pay large sums of money to attain a product of their own. The way people use and take care of their Apple products very much resembles religious worship practices.

object/usage

worship



This chair, commonly used in catholic churches, is designed specifically to make kneeling down more comfortable. During use the chair allows its users to be in a position of worship towards their deity.

object

worship



This example is a bit dated, but still very relatable, I think. A couple of decades ago families would gather around the radio and listen to the news, music and stories. The radio played an important role in family dynamics and was therefore taken care of with much attention.

activity

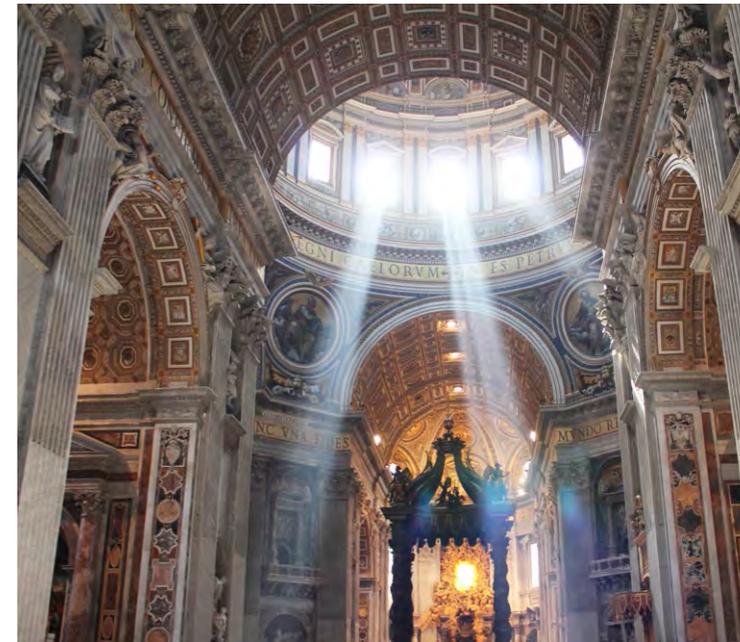
worship



Soccer fans are well known for their fanatic support for their favorite team. A soccer shirt of your favorite player is an important symbol of your loyalty to the team. I recognize some signs of worship in how people treat these shirts and talk about the team they support.

activity

worship



The St. Peter's Basilica is made out of a feeling of worship to God. Every element of the church is full of craftsmanship and devotion. Therefore, it is no surprise that it evokes the feeling of worship when visitors immerse themselves in the space, it is a palace of god.

activity

worship

worship

worship

worship



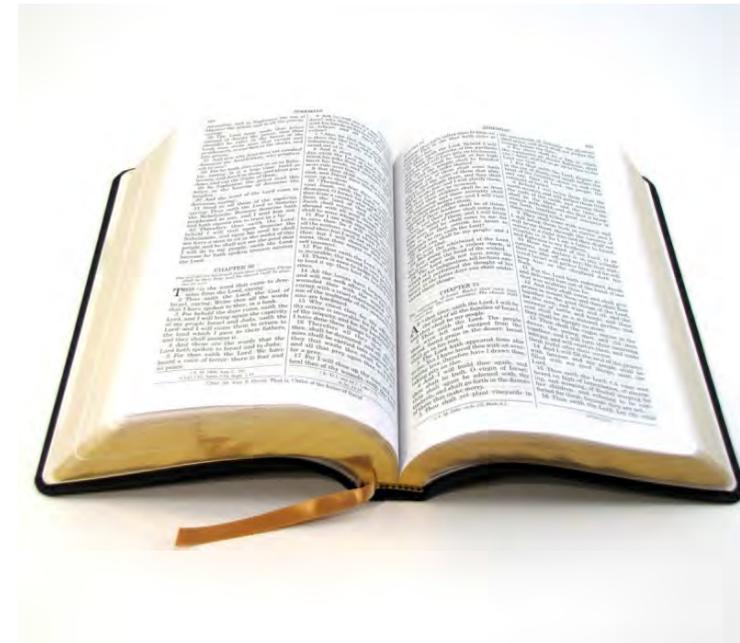
Every country in the world has its own national flag. The flag is always used as a representative. Seeing the flag evokes worship and patriotism in the mind of the observer.

Google

As using this search engine gives the users effective benefit, the brand has become highly reliable. A feeling of worship is created, which is why 'Google' still has its maintained position as the most used search engine in the world.



People from North-Korea feel worship towards their leaders, which is felt when encountering one of the gigantic statues in Pyongyang.



The Bible (or any other holy book) is the typical example of a product that is unspecific as it is mass-made and many copies exist in the world, but still holds a very strong symbolic value. People worship this book all over the world, even if it comes freshly out of the bookstore.

object

usage

object

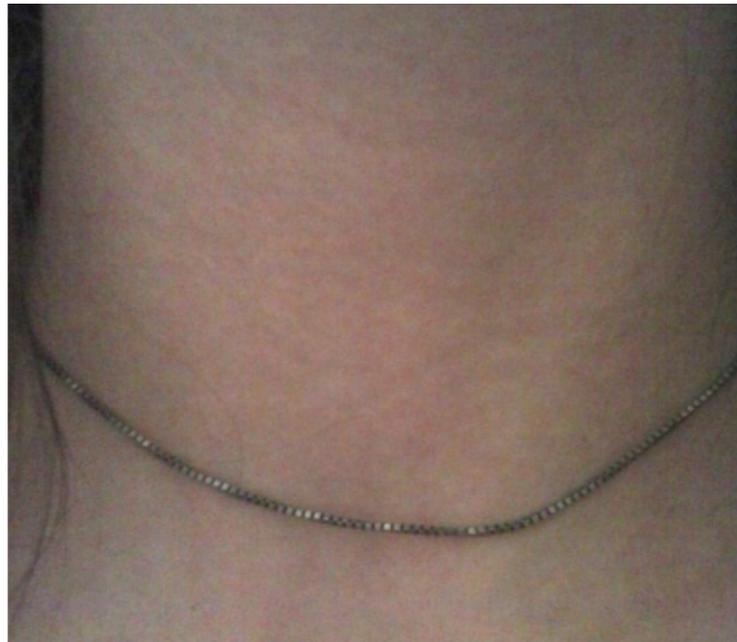
object

worship



I worship the Wechat app because I feel connected with my Chinese friends even though we are so far away from each other.

worship



This necklace belonged to my deceased grandma, I worship it because it reminds me of her.

worship



I feel worship for my glasses. For me they are perfect, they are comfortable, light, and suit to my face. It's been four years that I have them and I don't want to change them for a new pair yet.

worship



I feel worship when I see my friend using markers. I think he is really good at it and I wish I could be as good as him.

enabler

object

product

usage

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positive design



Colophon

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