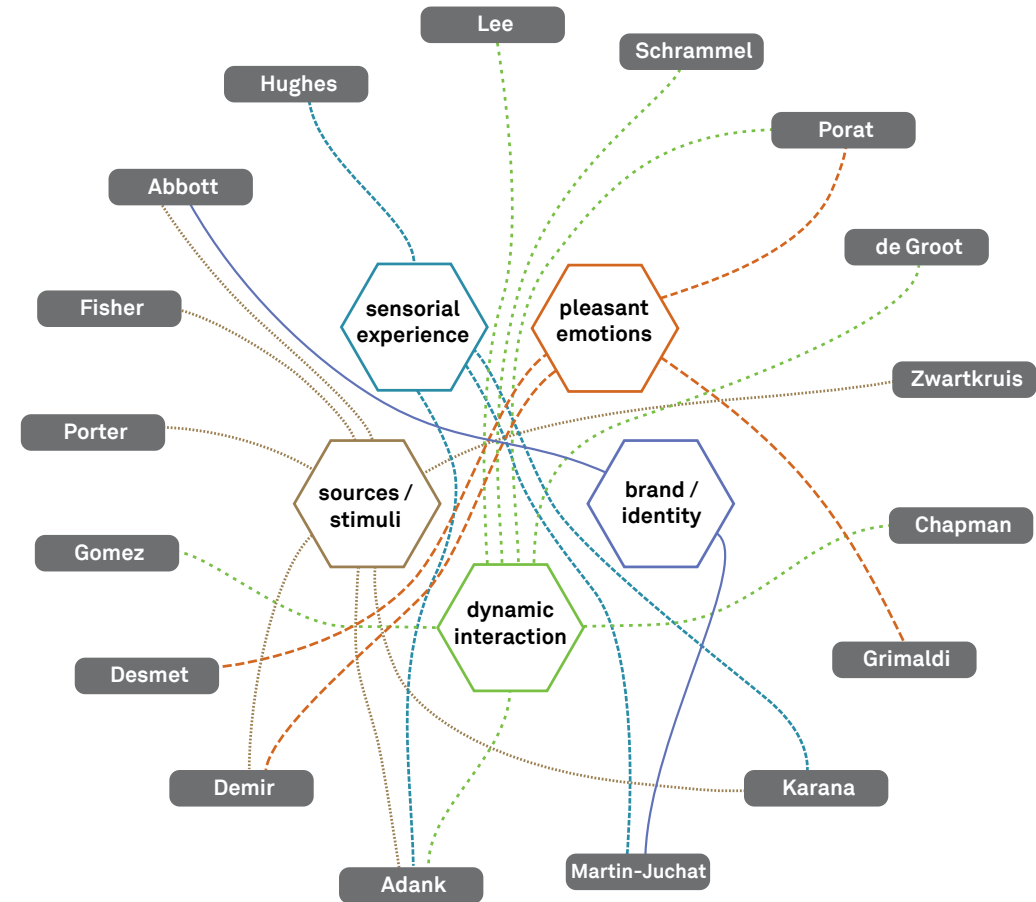


Design & Emotion Moves is an edited collection of papers presented at the 5th international Design and Emotion Conference in Gothenburg, Sweden. In spite of the wide variety of angles and approaches, all authors share the basic proposition that in order to understand users (or consumers) and their behaviour, one must understand the affective responses that are involved in the processes of buying, using, and owning products. The book should appeal to anyone interested in understanding emotions involved in human-product relationships, and in techniques that can help utilising these insights in design practice.



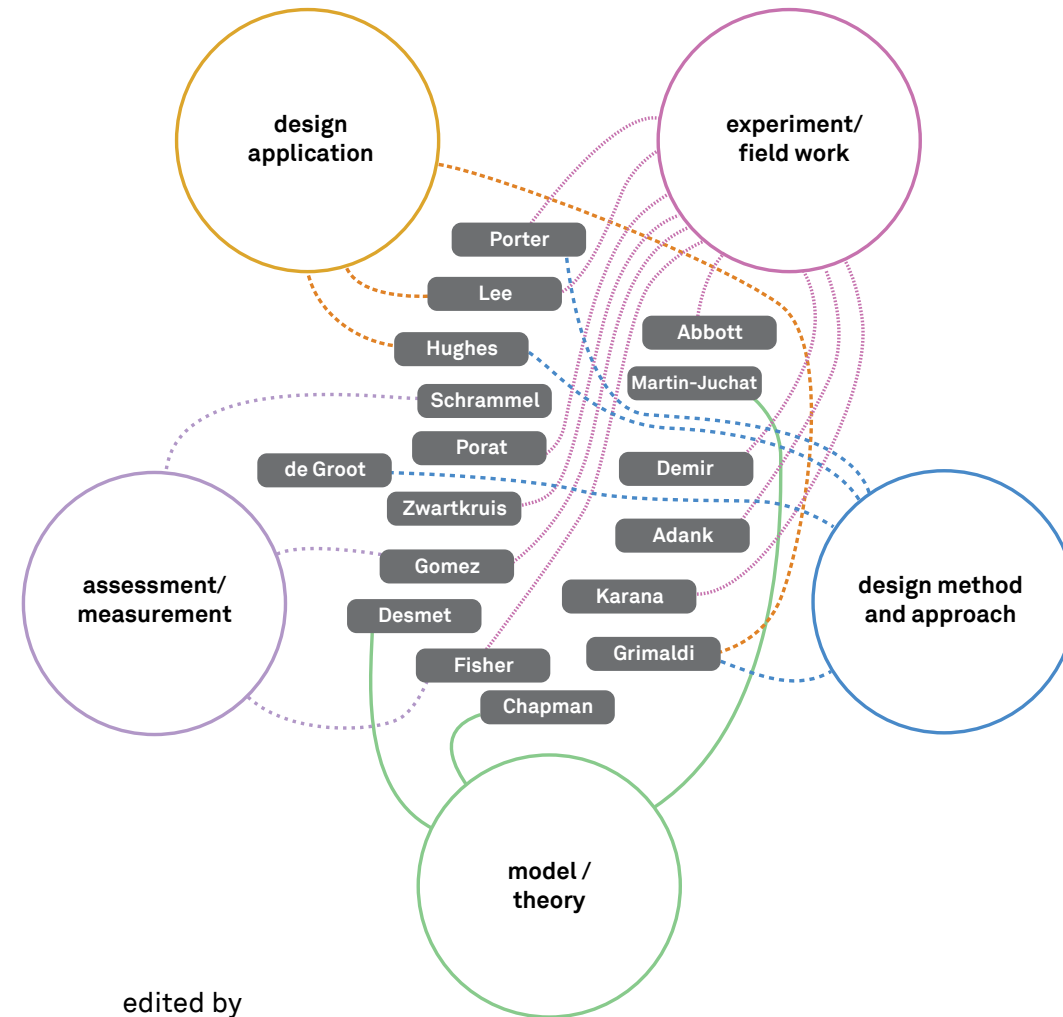
978-1-4438-0016-7
www.c-s-p.org

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