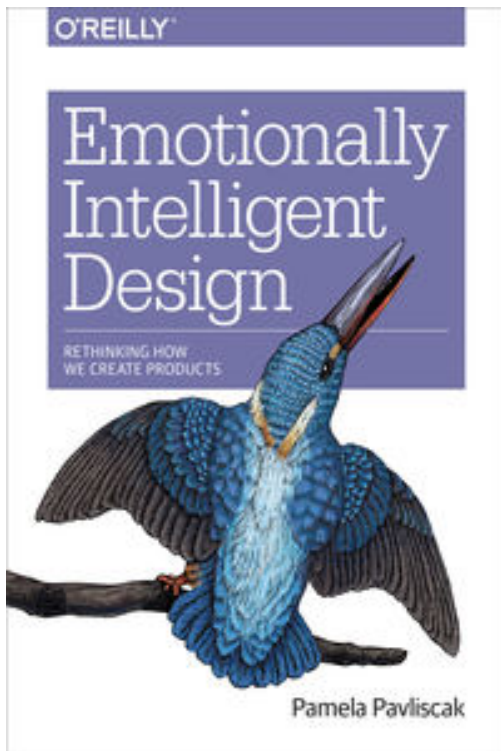


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In this book, Pamela Pavliscak—design researcher and advisor to Fortune 500 companies—explores new research about emotion, new technology that engages emotion, and new emotional design practices. Drawing on her own research and the latest thinking in psychology, neuroscience, and behavioral economics, Pamela shows you how design can help promote emotional well-being.

You'll learn:

How design has transformed emotion and how tech is transforming it again
New principles for merging emotional intelligence and design thinking
How to use a relationship model for framing product interactions and personality
Methods for blending well-being interventions with design patterns
How emotional resonance can guide designers toward ethical futures
Implications of emotionally intelligent technology as it scales from micro- to mega-emotional spheres

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