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edition, emotional design  
has gone from innovative  
to essential in  
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inspiring guidance for the  
principles of designing  
for humans, and  
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Walter is positing that

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emotional design, when paired with solid functionality, will help fill in the gaps and work as a trust agent in the user experience as they interact with your design. If the functionality needs tweaking, the emotional design creates a space for the user to connect and give feedback.

Designing for Emotion:

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Aaron Walter: Aarron  
9781937557003: Amazon

Walter

...

Tuning into your  
customers ' emotions—fluctuating  
from fear and uncertainty  
to joy and hope—is  
essential to connecting  
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Walter shows you how to  
bring designing for

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emotion—all  
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process so you can create  
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age. Emotional Design  
was a great reminder that  
sometimes designing  
engaging content gets lost  
in the midst of  
cumbersome  
requirements documents,  
challenging client  
relationships, or  
aggressive deadlines. The  
book made we want to  
bring more surprise,  
delight, or whimsy into  
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purposefully trying to  
make a connection with  
another person.

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again offers wise, inspiring guidance for the principles of designing for humans, and addresses newer challenges that have emerged for web professionals tasked with reaching an ever-shifting audience. Packed with engaging case studies and psychologically-grounded principles,

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Walter is positing that  
emotional design, when  
paired with solid  
functionality, will help fill  
in the gaps and work as a

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trust agent in the user  
experience as they  
interact with your design.  
If the functionality needs  
tweaking, the emotional  
design creates a space for  
the user to connect and  
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Designing For Emotion  
(Aarron Walter)

Aarron Walter is VP of  
design publishing at  
InVision, drawing upon  
fifteen years of  
experience running  
product teams and  
teaching design to help

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Emotion Aaron  
Waller

companies enact design best practices. Aaron founded the UX practice at MailChimp and helped grow the product from a few thousand users to more than 10 million. His design guidance has helped the White House, the US Department of State, and dozens of major corporations, startups, and venture capitalist

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second edition When I  
started writing the second  
edition of Designing for  
Emotion in April of 2019  
I thought it would be  
simple.

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Today continuing this  
way, we would like to  
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former Director of User  
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Walter. | by ...  
Written By Aarron

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Walter When I started writing the second edition of Designing for Emotion in April of 2019 I thought it would be simple. I thought I ' d update the examples, make some corrections, and refine things a bit.

What it was like to write  
Designing for ... - Aarron  
Walter

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on designing human experiences filled with emotions—good, bad, and all that 's between—in this workshop with Aarron Walter, author of the best selling book Designing for Emotion now in its second edition.

Designing for Emotion -  
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This is a sample chapter from Aarron Walter 's book Designing for Emotion. 2011, A Book Apart. Chapter 2: Designing for Humans We humans are complex beings, and can be difficult to design for.

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by Aarron Walter In the years since publishing the

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Walter

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Walter

As the VP of Design  
Education at InVision,  
Aarron Walter draws  
upon 15 years of  
experience running  
product teams and  
teaching design to help  
companies enact design



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best practices. Aaron  
founded the UX practice  
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Emotion demonstrates  
accessible strategies and  
memorable methods to  
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