#### from FRUSTRATION Elation Getting Emotional By Design



## aichaku



#### **bodum**

# The North More





# 





# first impressions

#### communicate

# trust

#### commitment

## forgiveness

## respect

"a product that can correct our mistakes as they happen gains our trust."

**MAEDA** 











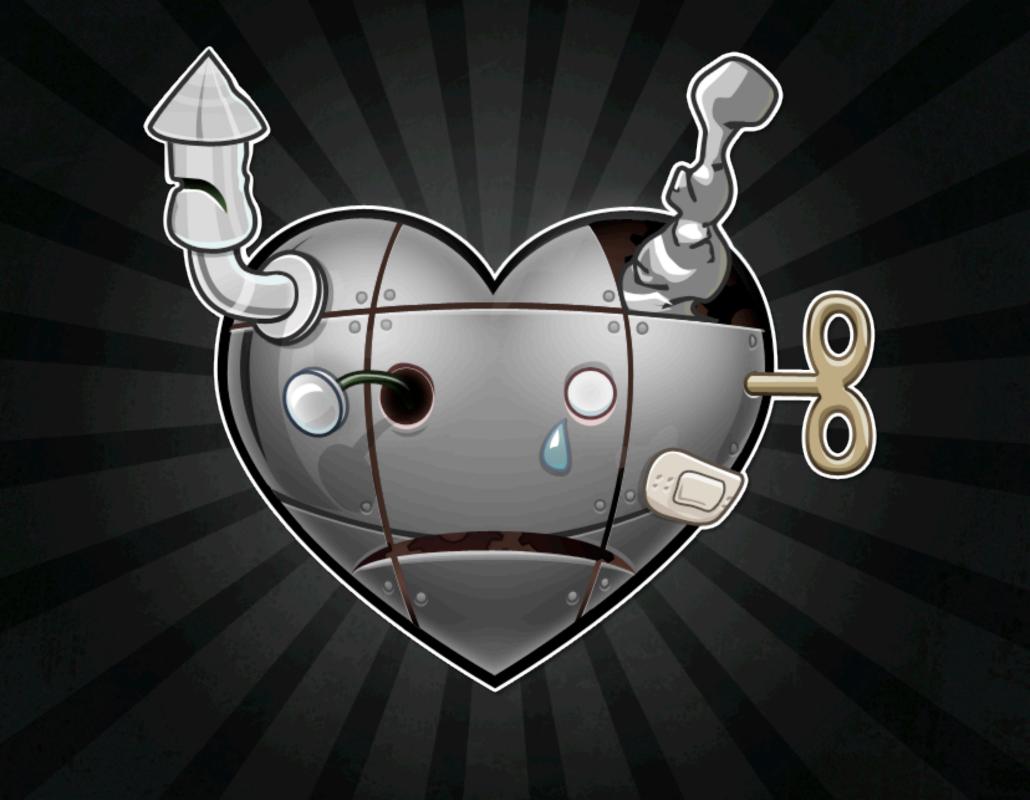














RealNetworks















#### CONFLICT

#### ESCALATION

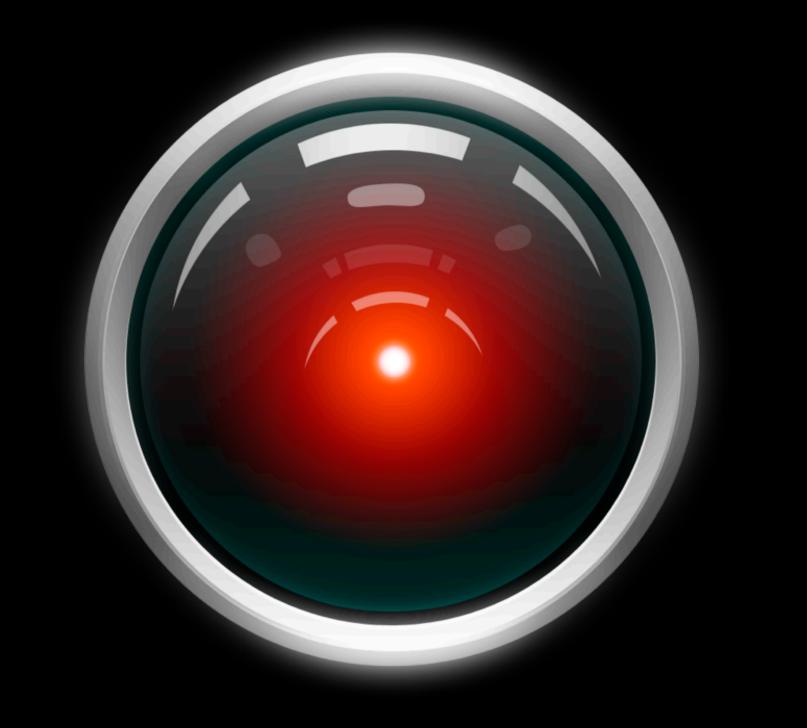
#### CONTROL

# BLAME

### STUBBORN

#### DECERTION

#### JEALOUSY









### redemption



### METFLIX

# FlexCar







# golden rule

# experience of flow

# memory recall

# symbolic meaning

# tactile experience



## feeling

### function





### discussion

### Slides (soon) @ gettingemotional.com