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**Designing for Emotion: Aaron Walter: 9781937557003: Amazon ...**

**Designing for Emotion Book Club | Aarron Walter Aarron Walter Designing for Emotion - A Book Apart**

Make your users fall in love with your site via the precepts packed into this brief, charming book by MailChimp user experience design lead Aarron Walter. From classic psychology to case studies, highbrow concepts to common sense, Designing for Emotion demonstrates accessible strategies and memorable methods to help you make a human connection through design.

**Designing for Emotion - SmashingConf SF 2020, November 10-11**

**Design for Emotion: Expert Tips by Aarron Walter. | by ...** Designing for Emotion. Author: Aaron Walter. ISBN: 978-1-937557-00-3, 1937557006. Year: 2011. Pages: 112. Language: English. File size: 27 MB. File format: PDF. Category: Web Servers.

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#### Designing for Emotion :: UXmatters

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.

Tuning into your customers' emotions—fluctuating from fear and uncertainty to joy and hope—is essential to connecting what and how you design to those you're designing for. Aarron Walter shows you how to bring designing for emotion —all emotions—into your process so you can create better, kinder customer experiences.

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Aarron Walter 6/25/20 Aarron Walter 6/25/20 What it was like to write Designing for Emotion, second edition When I started writing the second edition of Designing for Emotion in April of 2019 I thought it would be simple.

Global Impact International. designing for emotion aarron walter. Posted 14 December 2020 14 December 2020

Get a fresh perspective 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 Masterclass - Online Workshops

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#### Designing For Emotion Aarron Walter

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Aarron Walter | Designing for Emotion Walter is positing that 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.

Aarron Walter is VP of design publishing at InVision, drawing upon fifteen years of experience running product teams and teaching design to help companies enact design best practices. Aarron 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 firms.

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