

Case History – Emotive Design

- **A major handset manufacturer realised it was lagging behind competitors as regards designing mobile phones which triggered an emotional 'must have' response**
- **We conducted exploratory multi-country qualitative research to define 'emotional design' within the mobile phone category, by**
 - Understanding the interactions which create emotional states
 - Understanding the emotional landscape of the consumer
- **A mixed methodology of discussion groups and paired-depth interviews with consumers and 'design experts' were held across seven markets: Argentina, China, Germany, Indonesia, Italy, Russia and the UK**
 - A range of conceptual and tangible stimulus material was developed
- **The findings led to our client thinking about design in a very different way, setting up new processes to capture different emotional requirements for different handsets...leading to nominations for design awards**