The Role of Emotional Design in Creating a Meaningful User Experience

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The huge growth in the use of applications and computerized systems in almost every aspect of our life, along with the unremitting competition between online services over customer with growing expectations, compel suppliers to look beyond mere functionality. Suppliers must strive relentlessly to achieve a meaningful user experience (UX) that can produce high user satisfaction, encourage users to act, and motivate them to recommend the service. In other words, we need a UX that affects the customers' emotions. This article examines UX with emphasis on the role of emotions. It reviews the facets of the emotions that affect the UX and, consequently, the behavior of the users, the dynamics of emotions during the interaction with the computer, the guidelines of emotional design, and its impact and measurement. The article underscores the need for a multi-dimensional perspective of the emotions that arise before, during and after the interaction with the computer in order to avoid negative emotions, such as dissatisfaction and frustration, and to strengthen positive feelings.

Crossing the Bridge – from Big Data to Business Insights

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The dimensions and complexity of building predictive analytics models in the world of big data have led to less human intervention in building models in favor of machine learning methods in order to automate the model building process. The objective is to make the technology accessible also to business users in organizations which lack the capacity and the resources to cope with the complexity of building large-scale prediction models. However, this process usually yields "closed" models which makes it impossible to track the important variables influencing the prediction process and learn from the model. This is in contrast to "open" models, which enable one, by analyzing the model components, to obtain further insight and expand the decision space to additional business and marketing directions. This article discusses the differences between "open" and "closed" models and demonstrate, by means of three real use cases of predictive analytics in various domains, how one can utilize the insight gained from open models to enhance business decisions and marketing processes, thereby bridging the gap between the world of big data and the business world.