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Pieter Desmet is professor of Design for Experience at the Faculty of Industrial Design Engineering. His main research interest is in understanding why and how design evokes emotion, and how design can contribute to the well-being and flourishing of individual users and communities.

Prof. dr. ir. Desmet, P.M.A.

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DfI Master. Design & Emotion. Emotion is central to human existence; all of our thoughts, motivations and behaviours are enriched and influenced by our emotions. It is possible for a product-or its use- to stir the same emotions we might experience in response to events, situations, or the words and deeds of

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people we encounter.

Ignoring the emotional side of product experience would, therefore, be like denying that these products are designed, bought, and used by humans.

*Pieter Desmet | Labmark of
Pieter Desmet*

Dr. Pieter Desmet is an Assistant Professor in the Department of Industrial Design Delft University of Technology. His background is in industrial design, and his research for his PhD degree focussed on emotional product experience. His award winning research has been published in several journals and presented at

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international platforms.

*Getting Emotional With...
Pieter Desmet | Design &
Emotion ...*

Pieter Desmet is associate professor at the department of Industrial Design, Delft University of Technology. He is co-founder and board member of the International Design and Emotion Society. Desmet is best known for his research that focuses on the emotional impact of product design and his contribution to the measurement of product emotions.

*Design & Emotion Moves:
Pieter M.A. Desmet, Jeroen
van Erp ...*

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Dissertation | Pieter Desmet. In 2002, I defended my dissertation "designing emotions.". The thesis (235 pages), in which five years of research is reported and discussed, should appeal designers and researchers who are interested in the emotional responses evoked by products. I discuss what an emotion is, how products evoke emotions, and how these emotions can be measured and 'designed for.'.

Dissertation | Pieter Desmet
Pieter Desmet holds a TU Delft MSc in Industrial Design Engineering. Combining this with a PhD in the domain of Emotion

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Psychology, he has been active in developing tools and techniques to support designers in their attempts to design for meaningful experiences and human flourishing.

*Prof. dr. ir. Desmet, P.M.A.
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Design approaches are introduced that are embedded in theory whilst remaining pragmatic and usable for designers. Participants deepen their knowledge of how product design elicits emotions, and of the influence of design on happiness. They gain hands-on experience by formulating design intentions that include emotional and happiness effects.

Design for Emotion and

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Happiness - TU Delft

In book: Design and Emotion Moves (pp.221-246) Edition: 1; Chapter: 11; Publisher: Cambridge Scholars Publishing: UK; Editors: Pieter Desmet, Jeroen van Erp, MariAnne ...

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Pieter Desmet - Designing Emotions and PrEmo. Pieter Desmet carried out his disseration on the subject of 'designing emotions'. At the moment I do not have the full paper but have read the implications and results of his work. I read a review of Desmets work by Donald

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Norman, who's own work is prominent in my mind.

*Pieter Desmet - Martyn
Catchpole Design*

Desmet demonstrates a non-verbal instrument to measure emotions (PrEmo), and present various design and research cases that illustrate application possibilities. Examples of these possibilities are: to develop emotional consistency between brand, product, and advertisements, to create emotional benchmarks for product development, and to evaluate the emotional impact of new product concepts.

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