




Day 22/30: 

Book:  Weinschenk, S. (2011) 100 Things Every Designer Needs to Know About People.
Chapter 68 – 73

Article: 

What I learnt: Online interactions is a form of social engagement. Even tasks such as completing an online form on a government website to renew your vehicle registration can be considered as a social interaction.

When designing a product, it's essential to consider the nature of the interaction's individuals will have with it. If the website is unresponsive or slow to load, it can give the impression that the digital entity you're interacting with is neglecting you.

Laughs bond people together. People laugh 30 times more often when they're with others. Laughter has the power to create connections among individuals, with people laughing approximately 30 times more frequently when they are in the company of others. Laughter appears early in babies at about four months old.

Pay attention to smiles in videos. As individuals can often discern between genuine and artificial smiles more effectively in video footage compared to photos. This perception is attributed to the ability to examine various facial features, not solely relying on the eyes. If a smile looks real, it will engage the viewer and build trust.

Decide which emotions drive your target audience. The seven basic emotions:

- Joy
- Sadness
- Contempt
- Fear
- Disgust
- Surprise
- Anger

People read the seven basic emotions well from photos. These emotions are shown through facial expressions and physical movements. When selecting images, it's advisable to opt for those in which the expressions appear genuine, as people can frequently spot artificial emotions.