Master's thesis

Creative Design Management

2021

Uljana Rättel

CREATING EMOTIONS USING VISUAL DESIGN

TURKU AMK

TURKU UNIVERSITY OF
APPLIED SCIENCES

CREATING EMOTIONS USING VISUAL DESIGN

The goal of this thesis is to discover how to create designs that inspire a positive emotional response in web users. The end result is a demo version website plan for a Finnish advertisement company.

In the theory part, the study examines the emotional design and its effectiveness in gaining positive emotions towards the product or a brand. The main principles introduced in the study are Visceral Emotional Design, Behavioural Emotional Design and Reflective Emotional Design.

The study analyses seven advertising agencies web pages, with questionary and user testing. The research examines the reaction of web users and the emotional response they have towards the pages. The information received will be performed into a demo version web design plan using Adobe XD program.

CONTENT

PICTURES

1. INTRODUCTION

As a photographer, it is fascinates me discover how images are affecting the people and how they create emotions. As a designer, emotions that are drowned through images or other visuals must lead the viewer into a positive action towards the company. In this Thesis work, I am researching how emotional design is affecting on decision making and how to create these emotions using visual design.

In the research I will compare the ways in which creative agencies deliver messages to the viewer, using emotional visual design as analytical point of view. Questionnaire Interviews will be made comparing creative agency's web pages . I will analyse information gained from the interviews about how people choose to advertise agencies for their companies.

Research methods are benchmarking and interview analysis. Theoretical frameworks are theories of visual design and user usability. Based on the ideas gained from the research I will design web page mockups for a collaborator company. The collaborator company will in this thesis remain anonymous, because it interferes with their strategy.

The goal of the work is to gain professional experience and use this knowledge in practice. Research questions are:

How does visual design create emotions?

How could emotional design engage users in a digital service?

2. DESIGN THAT CREATES EMOTION

Everything around us has been designed in some way and all design ultimately produces an emotion. In other words, when we speak about emotional design, we speak about the way design is affecting the user. The benefit for companies that connect with customers emotions can be spectacular. Using emotional design can create positive feelings towards the brand and give competitive advantage against competitors. How could these emotions be created?

The ability to create emotions is one of the most important skills for a designer to have. Naturally, consciously developing the design skills will gain professionalism and therefore a better creations. However, it is possible that visual designers operate intuitively, not necessarily being aware exactly what are the features, that create emotional response in their designs. In this research I am searching the answers on how designers can create the best solutions in creating positive response in users.

One way to memorise something is by repetition. However, using strong emotions require only one time trigger to make a memory stay. This requires from the designers a deep understanding of psychology and the human mind. The power of these emotions will define if the information will stay in the brain or not. This experience (emotion) will also define if interaction with the product is good or bad, pleasing or frustrating.

2.1 Visual decision making

Emotions, created by visuals are affecting our decision-making daily. In fact, based on research made by 3M visuals are processed 60,000 times faster than text. The research also shows that we visuals improve learning by up 400%. (M3 1999) Research made by Social Science Research Network, shows that 65% people are visual learners. This means, that driving message through visual content is significantly more effective than text. (Bradiford 2004)

These statistics demonstrate how important visual communication is in decision-making. If most information sent to the brain is visual designers must consider creating design solutions using more images, videos and graphic instead of a text when describing a product or a service. This information also demonstrates that brands need to pay attention to visual content in their marketing and increase their visual influence using less text and more visual information. (Ching 2017)

Design expert Miklos Philips demonstrates the importance of emotional design for the companies. In his opinion connecting with customers' emotions positively can be significant to the company. Emotional design is likely to influence the customer's actions in a way that will gradually create competitive advantage and growth for the company. Everything around us is somehow a design thing and produces to us some emotions. We experience emotional reactions constantly, feeling joy, disliking something, being frustrated and so on. People are often making a mistake when thinking that design is something aesthetically beautiful. The truth is that a good design is not just a pretty package or beautiful-looking site. A great design is also functional and how it makes us feel in a specific way. (Philips 2020)

2.2 Norman's 3 Levels of Emotional Design

For Designers, it is important not to just understand how users are reacting, but more why they are reacting in such way. Donald Norman is an American researcher and professor who is well known for his expertise in the fields of design and usability. Norman has been researching the principles of emotional design. Normans teachings about design can be well applied to any aspects of a design process and can be used as guidelines to create a web page as well. In his book "Why We love or hate everyday things" (2004) he explains well how we implement visual design with emotions. Norman explains design that captures peoples emotional reactions by dividing them into three levels:

The first reaction in the brain that is triggered by a visual experience is called **Visceral Emotional Design.** It defines the first impression and sets the mood for everything else. Successful visceral reaction has multiple benefits. It sets a positive mood and therefore is more likely to forgive possible design mistakes. A good example of this is motion design or a video image. It captures viewers attention and if done right, creates a strong positive feeling towards the product.

The second level is **Behavioural Emotional Design**. It is a reaction that users have when using the product. Other terms for this are usability or product experience. Behaviour design concentrates on the functions of a product and its effectiveness of use. A good example of this could be when it feels nice to push some buttons in a web page. For a designer, this means creating solutions that create powerful and positive behavioural reactions while using the product. This keeps the users interest in the product.

The third reaction in Normans theory is **Reflective Emotional Design**. It defines how a user feels after using the product or service. This experience defines what will be remembered about the experience itself and how it made users feel. Based on these feelings the users of a product decide if they want to use the product or service again. If this aspect of design is successful, the users are more willing to share their experience with others. In general, reflective emotional design creates the overall meaning for the product.

For a designer, whether it is about designing web services or products, this knowledge sets certain guides for achieving successful reactions in the customers that result in to liking the brand, service or product. When used visceral, reflective, and behavioural emotional design are used together, using the product becomes a pleasant experience. It is important to create a product that will capture the whole experience from the first sign to the feelings left after using the product. It is not enough to have just a "Love at first sight" feeling. This feeling of connection with the product or any other design experience should be continuous. (Norman 2004)

Norman in his theory says that before humans can fall in love with an experience, they must first desire that experience. This desire can be created by using great marketing. However, great marketing alone is not enough to gain long-lasting customers. The users will start to trust the product only if their expectations about the value of the product remain good after using the product. For this reason, Love at first sight feeling alone is not enough. Only If the value of the product is still exceptional after use, the users will start to market it to others. This requires a successful design that involves behavioural, visceral, and reflective emotions. (Norman 2004)

"Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating."

– Donald Norman

2.3 Case N26

To test Norman's theory in action I have chosen the German online Banking company N26. While exploring, testing and using this company's services I have gained a great overall experience as a customer. As a designer I see the importance in analysing what has caused these positive reactions and how I can follow the same example in my future works.

The first impression about the brand I had when accidentally seeing an advertisement of their credit card. It caught my attention well, using **Visceral emotional design**: The impression was unexpected, very positive, and gave me the feeling: "I want my credit card to look like this!" (Images 1,2) (Successful visceral emotional design, like said before defines the first impression and sets the mood for everything else.) From a designers point of view it is interesting to discover the effectiveness of successful Visceral emotional design. Even after one year, the beautiful design of a card was in my mind, when I was in a need to open a new bank account. There are many online banks in the world, that were available. But it was the memory of some positive emotions towards the company, that made me search the company and its services in the internet.

Image 1: Simple design of a N26 Card

Behavioural emotional design is the feeling that we gain after using a product, also known as usability. Here again, the Brand N26 has done a great job on keeping positive emotions towards the brand. Comparing with other banks, N26 had a very stylish and simple web page design. There was not too much written information that is usual to see in banks websites, (Image 3) With such positive emotions towards the brand so far I decided to open an account with the bank. It usually takes a visit to the office and filing to documents to open a bank account. In the case of N26, opening an account took me a few minutes in pushing the button "Open account" and taking an image of my passport. Such easy procedure gained me positive feelings again. Here successful emotional design had led me to strong positive feelings towards the whole company.

The third level of a successful design, based on Norman's theory is **Reflective emotional design**. It defines how we feel after we have tried the experience. Here again, the designers at N26 did a great job. After downloading the phone app from N26, which took me less than a minute, I was again amazed at how incredibly simple they made such a complicated thing as banking. A pleasant visual design that contained only necessary information made the app pleasant and simple to use. At this point as a customer, I have decided to stay with the brand and market it to everyone I know. Whether designers of N26 had followed Normans Emotional design theory or not, in this case all three levels of emotional design worked successfully.

Normans theory is usable in creating design objects as well as in the stages of creating a successful user experience. In this example accidentally or intentionally, all three Norman design principles worked well for me. Firstly was a trigger of desire, by seeing unusually beautiful credit card (Visceral emotional design). The second (behavioural emotional design) is based on how we feel when using the product. The third (Reflective emotional design) defines how we feel after using it. If the design process goes smoothly like in this example, the customer becomes easily a loyal fan. This is what happened in my case.

N26   EN

Simple, honest answers to all your banking questions. Finally. Join the conversation at #BigBankingChat.

Read more >

The bank you'll love

N26 is The Mobile Bank, helping you manage your bank account on-the-go, track your expenses and set aside money in real-time. Open yours in minutes right from your smartphone, and start spending before your physical card arrives.
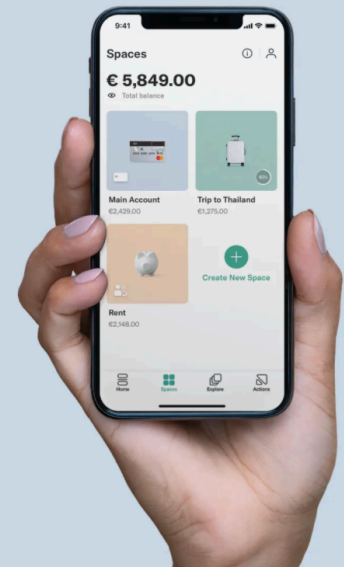
Open Bank Account

Image 3: Website of N26 bank

When analysing the process from a designer's point of a view what was there, that gave strong positive response? It was clear that when compared with all typical conservative banks, the N26 was different. All design, from the card to the phone app was trendy, simple, and aesthetically pleasant. Every aspects of the brands design touched me as a customer in a positive way because it just it look and feel like me.

3. UX DESIGN THAT CREATES EMOTIONS

The design field is changing rapidly and within the times it finds its best solutions to stay. This brings to developing some standards in to a successful Web design. Designers globally use similar structure and appearance for developing web pages and apps, because these solutions have been shown to work. Visual aspects nowadays are as important as the usability. Therefore, using the right font and colors is significant for making the customer staying on the page. (Aro 2014)

Emotional experiences create deep marks in our long-term memory. Experiences that are charged with emotions, stay in the memory for longer time creating a strong decision-making tool in our subconscious. Neutral emotions do not have such an effect. More and more web page designers understand this issue. They discover that more people are interested in staying on their page, and therefore buy more of their services if the emotional aspect has been implemented in creating a web design. (Walter 2011)

Emotional design is one of the factors that creates a successful user experience. It is not about just pretty images on the page. It contains deeper information that is invisible. The way a customer has been treated in problematic situations. The values and the reason for company's existence, all of these aspects are creating an emotional design. In other words, it is about the way the company communicates with the viewer. UX designers are responsible for how a product or a website feels.Their work focuses on integrating human concerns into the design of a web page.

3.1 Persona in the product

It is clear that if it takes too long time finding the information on the website, the user will go for the next website. If using the page creates negative emotions, users don't want to come back to the site. Aarron Walter who is an expert in ux design, presents guidance on helping designers create emotional engagement in web pages. In his book "Designing for Emotion" Walter claims that creating positive emotional reactions to the web page is effective in getting the audience to fall in love with the brand. He claims that there is no certain formula existing in creating emotional design, there are just principles of psychology and human common sense as guides. The essential issue in his theory is that each website should be considered as a persona. He explains that the people are drawn to other people, who are close to themselves. We feel connections to those, who are like us, who have similar values, lifestyles, or appearance. We want to meet these people and get to know them better. The same goes for any brand and its products. If the viewer feels that this product or a page is like me, he has a desirable interest in getting to know it better. With Walter's theory, designers must personalise the page and then see, if this "persona" is similar to their typical customer. Naturally at this stage, knowing your typical customer is essential. When the typical category of user is defined, including her/his interests, personality, demographics, and so on, it gives a tool to design a sensible website. Understanding the persona of the typical user helps to guide the whole design process keeping in focus the needs of a user. It is natural that after a long working on a perfect website, some people won't like it. Personalities often don't fit together, and as Walter says for a business it is a good thing. If people do not understand your brand's personality, that means they don't fit it. This will save a company from customer-related problems and misunderstandings. (Walter 2011)

When designing a page, Walter teaches to think about the "persona" of the brand carefully. A "brand persona" is a dossier on a typical user who represents a larger group from the users. Is it too similar to the competitors? Is it matching the profile of the brand's audience? To engage the audience emotionally, designers must show the brands persona. If the brands personality is represented clearly, the audience can relate to it as if it was a real human. This creates empathy and connection leading the audience to do some action towards the brand. The feeling of connection and empathy also leads the audience to define and understand themselves better. Present your brand's personality clearly, the audience can relate to it as if it were another human. It helps the audience see a better version of themselves, because Humans want to connect with real people. After all, Walter says: *Business is about people - so why not let that shine through?* (Walter 2011)

"Emotional design's primary goal is to facilitate human-to-human communication."

- Aarron Walter

3.2 Make it simple

Additional source about a successful Ux design, I took from a web design expert Steve Krug. According to Krug, there are several things the importance of which the designers sometimes don't pay attention to. These are visual hierarchies on each page, impressive homepage, or "back to the home" button.

However, Krug points out that the most important issue to remember when making web design solutions is to make usability as simple as possible. This means that if users must think on witch page they are or where to find information they came for, this makes the site an unpleasant experience to use. According to Krug, the first law of usability is that *"Nothing important should ever be more than two clicks away"* (Krug 2006)

Another substantial observation from Krug is that people don't really read the text on the page, but only scan them. Viewers attention stops to the most obvious things that differs from the size of the text or from background colour. The rest becomes easily invisible when scanning the site.

> *Most of the time we don't choose the best option — we choose the first reasonable option. As soon as we find a link that seems like it might lead to what we're looking for, there's a very good chance that we'll click it. (Krug 2006)*

Ignoring this fact can lead viewers of the page to a wrong way and bring the overall experience of using the site frustrating experience. These things seem obvious. However, the problem often accuses because the most obvious things for a Designers are not so obvious for an average web page user.

"Get rid of half the words on each page, then get rid of half what's left".

— *Steve Krug*

3.3 Testing web experiences

After comparing and analysing seven websites from creative agencies (presented in section 3.4). I have noticed some similarities in design solutions. Almost every page contained a video or other moving objects. Like in Normans explanations about Visceral emotional design, these moving objects create a positive emotions to the viewer, also creating a strong first impression of the company. Some of the sites surely did work well on creating fascinating emotions while viewing the site. One of these was a creative studio Madethough; https://www.madethought.com/. The video on the main page is so catchy, that it is difficult to stop watching it (Image 5).

From a designers point of view this page is a good example of a successful web design. The page explains simply and clearly who they are and what they do. Portfolio works are easily seen and the reader can read more about them by clicking the image, instead of having too much text on the page. The colors and the typography creates harmonic hierarchy writhing all the page.

While exploring creative agencies websites, I often obtained the feeling that something was missing from the site. After longer observation and analysing I have discovered that it is not just about moving images on the page that creates positive attention - It's about humanity. Web pages, that don't show the human face or body in some manner, loose to those who do. Real people or imagined vector objects with a face and body create a different aspect of emotions to the viewer that we can rely on.

Arron Walter explains this phenomenon well. He reveals how the human brain is constantly searching for emotional connection with others and with the world. For this reason, images of people in design are affecting the audience more strongly. There is no need to see human eyes or a smile to feel this connection. Often human brain is seeking human presence through abstract objects, such as proportions. (Walter 2011)

3.4 Questionnaire on usability

One of the methods of conducting my research was making a questionnaire. The questionnaire was made for 10 people from my network, man and woman, with the age range of 25-40 years. The attendance were from different professional fields such It specialist, beauty industry, sales, design and real estate. Two of them were company owners and one student. 70% of the people lived in Finland and the rest in Germany and Spain.

The importance of this questionnaire was to catch people's feelings and emotions rather than just collecting their answers with word descriptions. This information was used to understand the aspects that bring positive or negative emotions to the viewers. What issues in using the website make the interviewed like the brand or dislike it. These analyses helped me to see some aspects of a web design from Designers point of view and applying this understanding to my first web design project. Seven creative agencies websites from different countries were selected for this research listed above:

https://www.avidlyagency.com/,
https://bou.co/
https://www.heraldist.com/
https://ogno.io/
https://toyfight.co/
https://www.madethought.com/
https://www.vrrb.com/

Despite that selected pages were from the same field, they were still different from each other. Some had bright colors, funny images, some had plenty of text etc. In this questionnaire, the people had to carefully discover the websites as if they were searching for a branding agency for their companies. Questionnaire was conducted by using emailing and phone calls. Interview was asked the following main questions:

How does the website make you feel?

If this website were a person, who would it be and why?

Would you recommend this site to a friend? Why or why not?

Are there site sections or features that are more important to you than others? Less important? Why?

The analysis was done based on the feeling descriptions of interviews and their word selection. Their task was to discover the page and give overall emotions and responses, by specifying more deeply why they feel in such way. The collected information have been assembled and analysed. Based on these emotions, viewers had strong opinions on if they wanted to use website further or not. This analysis helped me to see some aspects of a web design from Designers point of view and applying these understanding in to my first web design project. It was interesting to discover how people from different backgrounds still see and feel similarly about the same issues. One example of this was a creative agency that used black colour on the first page, with many moving objects. This agency is very competent, doing big projects for known companies. Nonetheless, almost every viewer wanted to get out of the web page and move to another one. The reason for this was the black colour on the first page. Combining with many moving colourful objects, this created a very aggressive and messy atmosphere leading the viewer to negative feelings towards the website. Moreover, all interviewed chosen the pages with a soft, calming colour palette as they're favourites, because they gave them a relaxing pleasant feeling. This aspect gave me a clear tools on selecting calm atmosphere in the website by using light colors on my web design.

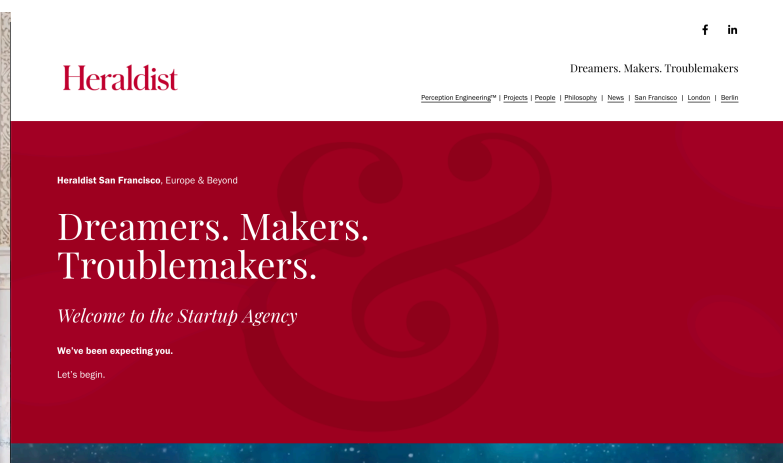

Image 5: Hypnotising moving Image   Image 6: Misleading typography and colours

Another discovery from this questionnaire was that the viewer connects their companies with the website's layout and makes decisions based on that. For example, if the website is dark, and gives strong negative emotions, It is difficult for the viewer to see that they in fact can do also light and soft work. Surely designers can realise that. But the viewers are looking at several web pages in a short time searching for the right one, and if the first impression is not right, they will move to another one very fast. An interesting point was noticed in one web page witch colour was red like wine. Many answered connected this creative website to some bookshop or a bank, because of the colour, typography, and layout. **(Image 6)**. This demonstrates how important is colour selecting and typography. Red can be in different shapes giving very different associations. In this case, the red colour reminds viewers of red velvet, theatre, or an old bookshop. Poetical typography completes these associations even more giving a wrong impression about the site that aims to be a creative agency. The designer's job is to be well known about these associations for avoiding any misunderstandings.

The majority of the interviewers felted that In some agencies' websites (https://www.heraldist.com/, https://ogno.io/) there was too much text. This demonstrates the fact that using Images instead of text can create a better result. Images gain attention and give information in a second creating the right feelings. Based on the reactions from the questionnaire, too much text on the site created the feeling of boredom and viewers switched to another website quickly. It is a big loss for a company if the viewer switches to another company because their page was too boring to discover. Even more devastating is that the boring feelings about the web page naturally creates a boring image of the whole company. The questionnaire showed guidelines to design solutions for a creative agency. One of them is the work portfolio. It should be seen right on the first page or easy to find. A surprising fact is that some web pages were too complicated to understand even for people from the same creative agency field. Additionally, many interviewers appreciated easily visible contact information and a calm overall atmosphere. Most importantly the website should be easily navigated and explaining the agency's competence on the main page.

4. DESIGNING A PAGE THAT CREATES EMOTIONS

All the information I have learned during this research is meant to be put to action by creating a demo web page plan for a collaborative company. The collaborator is an advertising agency located in Finland. For this reason, the example pages for the questionnaire were chosen between advertising Agencies.

4.1 Engaging web experiences

Is it a good idea to create a bright yellow site, with a comic appearance? Is it a good idea to add plenty of images and videos with happy people and a traveling mood? Isn't that what brings positive emotions? Should I use minimum text or put everything on one page to create simplicity? These are the dilemmas that need an answer for creating an engaging web experience. Certainly using information learned during this research and questionnaire, these decisions become more simple to overcome.

As seen before, when comparing the agencies for my questionnaire, they vary depending on the customers they are gaining. Within this theory, the bright yellow page with funny objects is not suitable for an agency that focuses on strategy, but is more fitted for agencies that focus on tv and other creative advertisements. However In the questionnaire, there were some aspects discovered that need to apply to every page, despite its main goal. Simplicity, harmonic colour palette as one of the examples, create a good overall feel to all the viewers. This shows that designing a layout for my collaborator's page needs to fit the customers they seek, still being pleasant for most of the audience. What does this mean exactly? In the questionnaire, almost everyone was irritated by a black main page that had too many moving objects. The combination of these two give negative emotions and made the main page very confusing. Some of the pages had a simple design with minimum information, which gained the feeling of trust for the company. However, viewers were

seeking more creative aspects from it. A creative agency must feel and look creative even if the main goal is to present the feeling of trust for the viewers. These aspects must be noticed well when creating a page. Creating a creative and playful page, that still gives the feeling of trust. Creating a page that is simple and gains a feeling of professionalism, without being boring. That is an interesting challenge for a designer to conduct.

4.2 Design of a web page

When creating a web design I have combined the information learned from the Norman theory, research, response from the questionnaire, and my commissioner's needs and style. Based on the questionnaire and wishes from a collaborator, it was clear that the final result of the design needed to be simple easily navigated, and with a calm colour palette. The main point was to show creativity, still presenting the company's trustability and competence. Questionnaire showed that showing portfolio section is one of the most important things that users pay attention to. Having a reasonably small "all in one-page design " is another thing, that is perforable for most of the viewers. Questionnaire also shows that a simple design with a calm colour palette gained positive emotions. All these aspects were noticed and added when creating a web design.

To gain attention and give a catchy first impression on the page, I have added a video on the main page. The video and photographers are the biggest emotional triggers because seeing other people and their feelings makes the viewer feel that they can relate to them. This indeed creates a deep connection with the web page and the brand overall.

The demo version of the web page was created using the Adobe XD program. The program was unfamiliar for me. Youtube and Adobe tutorials were used to learn using the program.

Link to the final demo version:

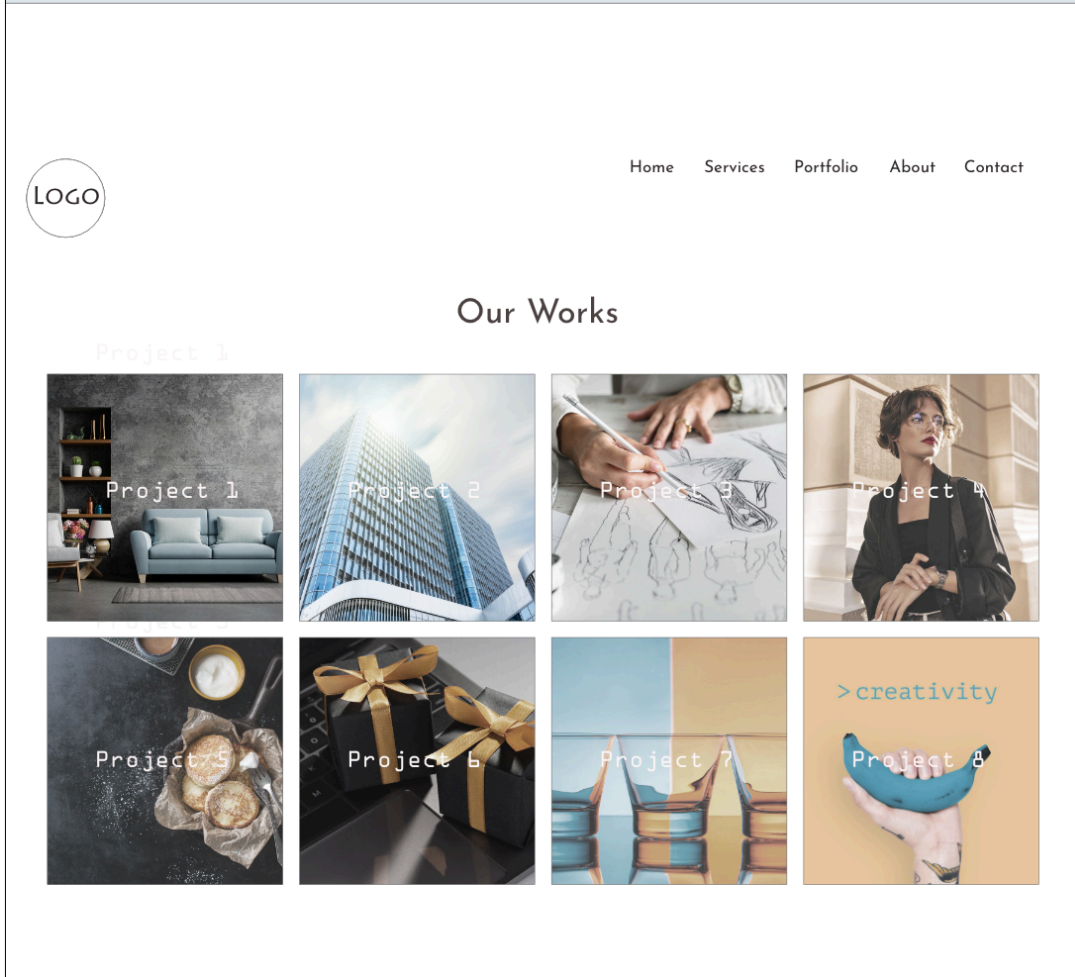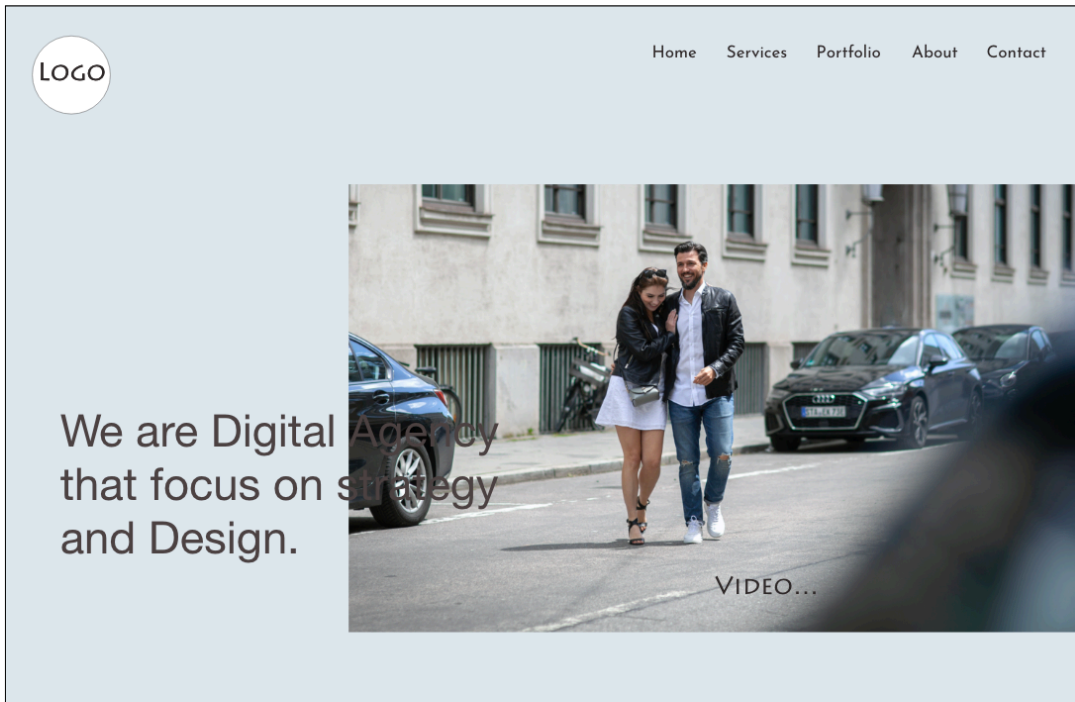https://xd.adobe.com/view/df6666cf-f306-438f-9c43-c768f62b8561-8a35/?fullscreen&hints=off

Image 7: First page with video and second "Portfolio page"
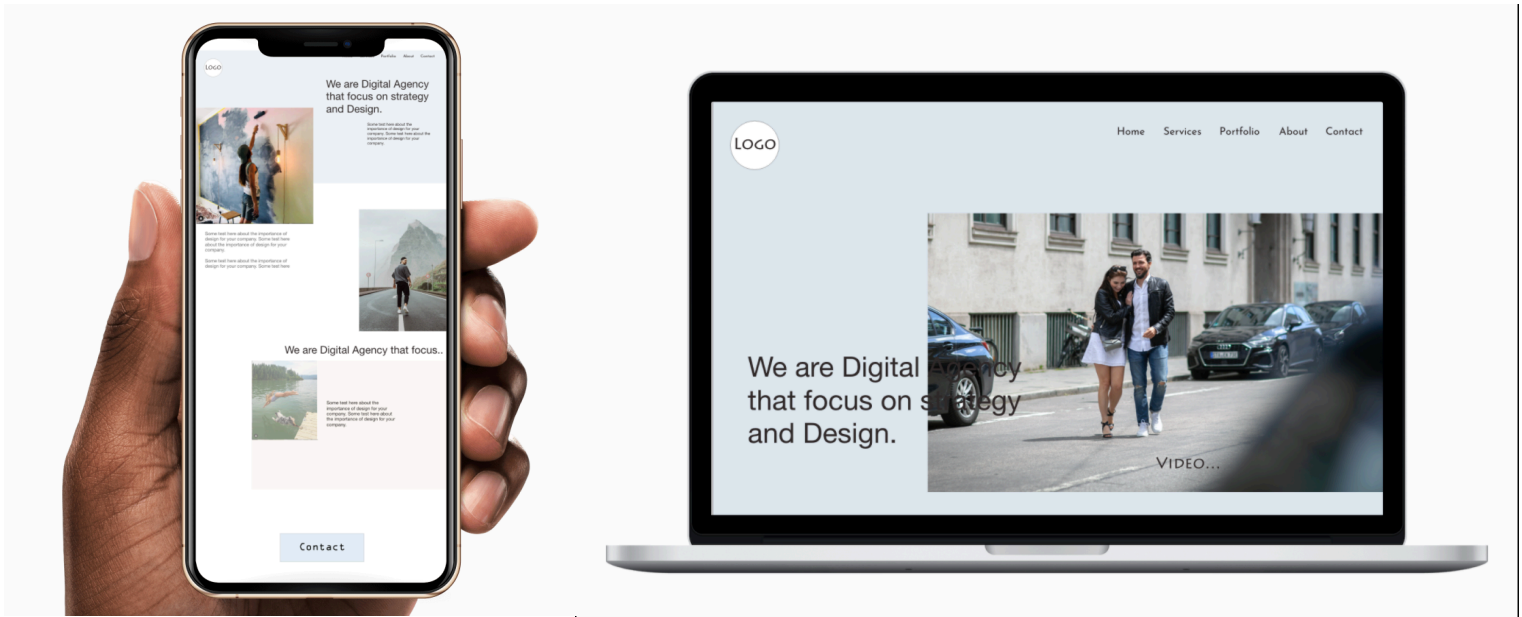
Image 8. Web page design

Image 9. View on Sellphone

Image 10. View on Laptop

5. CONCLUSION

The goal of this thesis was to understand how visual design is creating emotions and how to implement these techniques in planning web design solutions. During this work, I have learned some main aspects of successful UX design. I have understood that creating designs that inspire a positive emotional experience in users, will lead to falling in love with a product, service, or brand.

Within this research, I have understood how using visceral, behavioural, and reflective emotional design creates a durable and delightful product experience. It is not enough to just have a love at first sight feeling, all three factors of emotional design should be completed successfully and in a sequenced order to have an efficient effect.

The study shows, that for a successful design it is not enough to just understand users' reactions. More important is to understand why they are reacting in the way they do. The more designer understands the brain of its users, the more he can affect their reactions. This information can be used as a guideline to create a web page that feels like its users as if it would have the same personality. Every aspect of the page such as typography, used lexicon, colors, and collaborative brands, all must relate to its user's personality. This method creates a feeling as if there is another person behind the product or brand, instead of an object or machine. The method helps users to connect with it deeply leading to positive emotions towards the brand.

The research shows that the best designs don't come just from the experience and vision of a designer. It is more about knowing the audience, their way of thinking, and decision-making factors. Therefore, the success of a design solutions relies strongly on the information that designer knows or don't know about them.

" The more a designer know about people,
the better experience he can create"
- Susan Weinschenk
-

6 OPEN QUESTIONS ABOUT EMOTIONAL DESIGN

In this Thesis work, I have gained information about the ways emotional design can be used in the design process for a successful emotional reaction towards the product. One way of doing this is creating a product that looks and feels like the customer. The product is in a line with the customer's wishes and goals so that the user can identify with. The research shows that the more the designer knows about the end-users, their needs, wishes and goals, the better the outcome will be. This information about the end-users can be collected from questionnaires and observations. This leads to design solutions that people are expected to have and are in the need for. But Isn't the best innovations are that people desperately needed but never knew about it? The founder of a Ford Motor Company, Henry Ford had said it well:

"If I had asked people what they wanted, they would have said faster horses."

Does this mean that by asking what people actually need and want, there will not be any innovations? Could it be, that talking to the end-users is actually not so important? If creating the best design solutions requires knowing people's needs even better than themselves, how could this be achieved? Is it simply a great amount of curiosity towards the world and its changes, that lets the designers to feel and see the first trends, reacting to them in the right way? Or is it the deep understanding of the human mind and psychology? Whatever the answer could be, it is clear that a successful design contains great power. Effective design solutions can change people's minds, create new movements, opinions and habits. This power is in the hands of designers. It should be used with love, developing innovations that serve the world and people's needs.

"Design is so simple. That's why it's so complicated."

- Paul Rand

REFERENCES

Sources:

- Aro, N. 2014; The visual design of a websites user interface. Thesis, Arcada, International Business. https://www.theseus.fi/bitstream/handle/10024/70538/Aro_Nina.pdf?sequence=1&isAllowed=y

- Bradiford W. 2004; Reaching the Visual Learner: Teaching Property Through Art. The Law Teacher Vol. 11. Chiricahua Apache Nation. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=587201

- Ching, Elizabeth; 2017; Visual Marketing Statistics You Need to Know. Crow Riff. Referred 18.01.2017 https://crowdriff.com/resources/blog/visual-marketing-statistics

- Krug, S. 2006; Don't Make Me Think! - A common sense approach to web usability. Second edition. New Riders Publishing Berkeley; California, USA.

- Maiocci, M. 2015; The neuroscientific basis of Successful design - How emotions and Perceptions Matter. Springer Briefs in Applied Sciences and Technology. PoliMI SpringerBriefs. Department of Design Polytechnic University. Milan.

- 3M Visual Systems Division; 1999; Polishing your presentation. Austin. http://3m.com/meetingnetwork/files/meetingguide_pres.pdf

- Norman, D. 2004; Emotional design - Why we love (or hate) everyday things. Basic Books; New York.

- Philips, M; Design for Emotion to Increase User Engagement. Referred 12.05.2021 https://www.toptal.com/designers/product-design/design-for-emotion-to-increase-user-engagement

- Walter, A. 2011; Designing For Emotion. A Book Apart; New York.

- Weinschenk, S. 2020; 100 Things Every Designer Needs to Know About People. Second Edition. Peachpit Press.

Web Pages Used in the questionary:

https://www.avidlyagency.com/

https://bou.co/

https://www.heraldist.com/

https://n26.com/en-eu

https://ogno.io/

https://toyfight.co/

https://www.madethought.com/

https://www.vrrb.com/

Program used

Adobe Photoshop, Adobe XD