



Circle of Emotions

Emotions applied to the redesign of a rotary fabric cutter

Emotions are so human. We can't exactly measure or predict them. No two people experience them the same. Yet, designers try to investigate and apply emotion to their work, often to evoke pleasure and appreciation. According to psychologist Pieter Desmet, there are two ways emotions can be part of human-product interaction. They can be expressed by the products themselves, or can be elicited by products.

My goal in redesigning the Viva Infinite rotary cutter is to create a more positive experience interacting with the product. There are 4 types of pleasure: physio-pleasure, psycho-pleasure, socio-pleasure, and ideo-pleasure. These are linked to three levels of emotion: visceral, behavioural, and reflective. With regards to physio-pleasure, the Viva design first appears playful with its wavy profile, pops of colour, and textures. However, upon use, it feels awkward to hold, and the desire to hold the hand closer to the blade then sparks the reverse of psycho-pleasure due to safety concerns. The counter-intuitive blade guard as well as wrist strain create confusion and frustration. Any negative experiences take away from the ideo-pleasure of enjoying the craft.

In the new design, I focused on ways to facilitate physio-pleasure through visceral and behavioural appeal. The shape fits the hand nicely and promotes an easier grip. There is contrast in the textures and materials. The blade guard is also hidden and revealed in a smooth circular motion. The shape may additionally spark curiosity; to some it may resemble an angel wing, a whale silhouette, or another form. Psycho-pleasure comes from the subtle flowing surface transitions, the tool's intuitiveness, and its convenient compactness. Additionally, white is commonly associated with innocence, cleanliness, and simplicity. Coral often conveys warmth and acceptance. The cutter supports the persona of a sewer and crafter, promoting reflective ideo-pleasure. The combination of these features enhances the emotional value of the redesigned rotary cutter.