



Emotional Design

Applying socio-pleasure to a current product

Designers' empathetic and sympathetic nature is crucial for understanding how users interpret and interact with products, services, and systems. Professor Lionel Tiger from Rutgers University in New Jersey, USA identified the four-pleasure framework. The areas of pleasure are Socio-pleasure, Physio-pleasure, Psycho-pleasure, and Ideo-pleasure. Social interaction leads to socio-pleasure. A product's feel creates physio-pleasure. Cognitive demands and emotional reactions engendered by the experience of using a product or service produce psycho-pleasure. An ideo-pleasure product appeals to the consumer's values by being aesthetically pleasing. My Project redesign is focusing on applying social pleasure to the product. The product that I chose is the Public scooters. These scooters are very fun to use and ride around the city. They currently succeed in giving you physical and psychological pleasure by riding them and enjoying them. Finally, the design of these scooters is very simple, such as the nice color scheme for the city. The only thing that was missing in this product was the social pleasure factor. I felt like every

time I rode those scooters I was disconnected from my friends. I observed others using the scooters and noticed that some people would ride two people on one scooter together. Which is obviously not a safe option. From this observation, I realized that they ride the scooters with their friends because they want to feel more connected by doing it together rather than separately from each other. So I decided to take that in consideration and give social pleasure to this product. To do this, I created an interface on their existing app that allows users to connect with their current friends. This will create an enjoyable experience by connecting their location with each other to travel together and meet up together. This app-based game will allow you to go around the city and collect coins. The user will then be able to compare their score with their friend's on the scoreboard. This will help users to be able to communicate with their friends, meet new friends, and have friendly game competitions, and in the end, they will be able to potentially use the coins as incentives towards their next scooter ride.

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