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Web Design and Development, Spring 2024

Emotional Design Notes for Your Web Site

“When it comes to emotional design, we need to tailor the personality to the content and audience.” Aaron Walter, *Designing for Emotion* (2011), p. 45

**Part 1.** When answering these questions, please think about your future chosen field and how you would like your web site to prepare you for that. If you’d rather use your web site for something other than your future chosen field, you can still imagine who the audience for your site will be and the kinds of content that will appear. This assignment will be assessed.

Your User

* Who is your imagined ideal user?
* What is their motivation for wanting to look at your site?
* How would you describe their characteristics? Use adjectives. List 5.
* What do they want to know about you?

Your Content (such as, portfolio items)

* What is your content?
* What is the most important content to be presented for the imagined user?
* How do you want that content to be presented?
* What content that you might have already prepared for print might need to change for a web site?

Your Web Site as a Person

* What story do you want your web site to tell?
* What characteristics do you want your web site to emote? List 5 and include rationale.
* What on your page might lead someone to think that way about your page – and you?

**Part 2.** Add Your Why? Statements below (see homework for 9/27 for details).

**Part 3.** Add Chosen Field Diversity Stats below (see homework for 9/29 for details).