

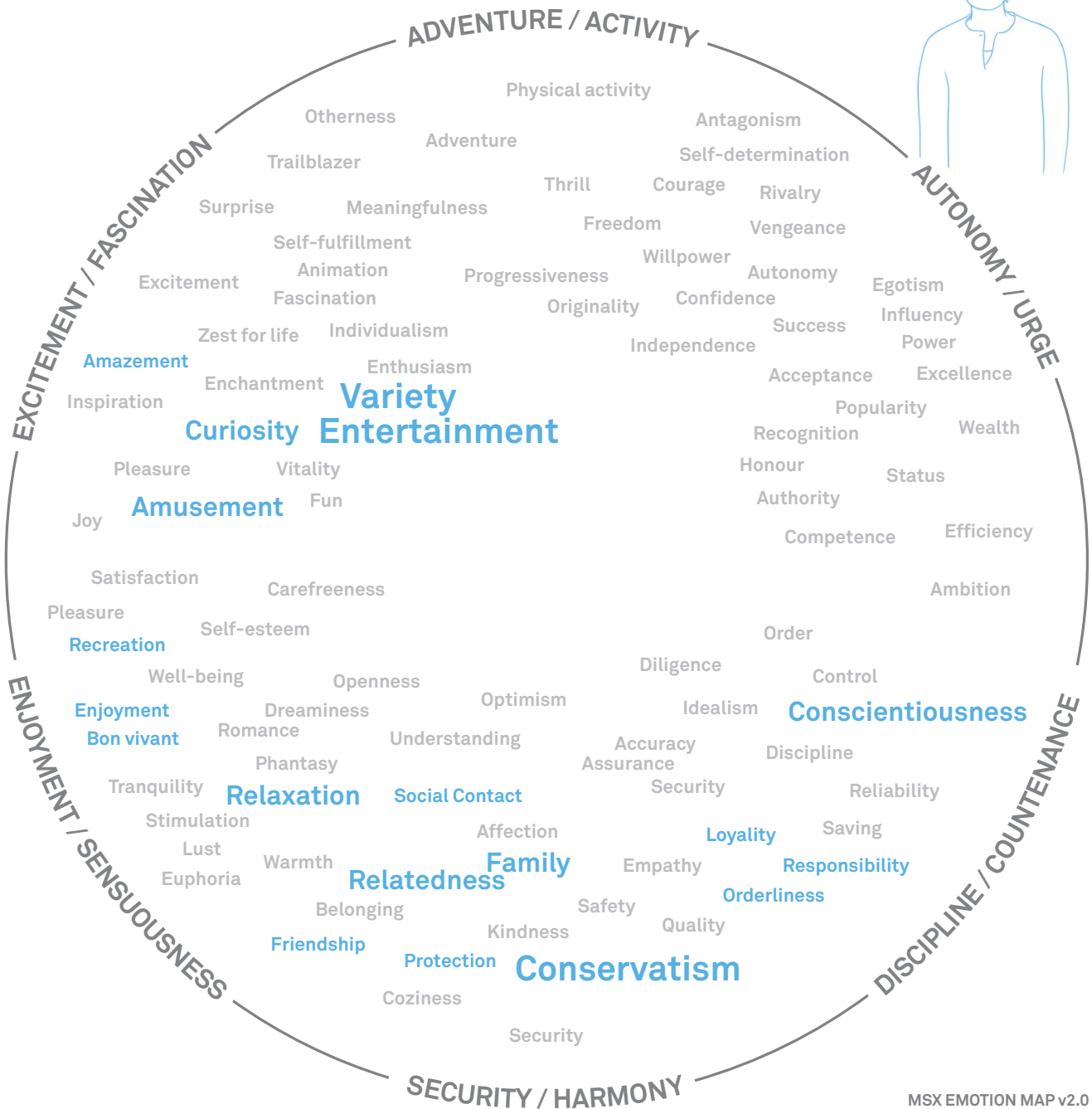


Multiscreen UX Design Emotion Map

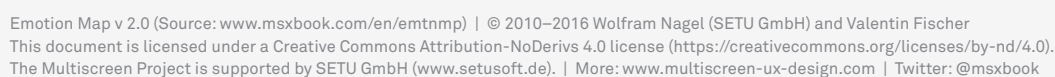
For a detailed explanation and application see book, please: [ISBN: 9780128027295](#)

Motives and human needs

Digital outsider

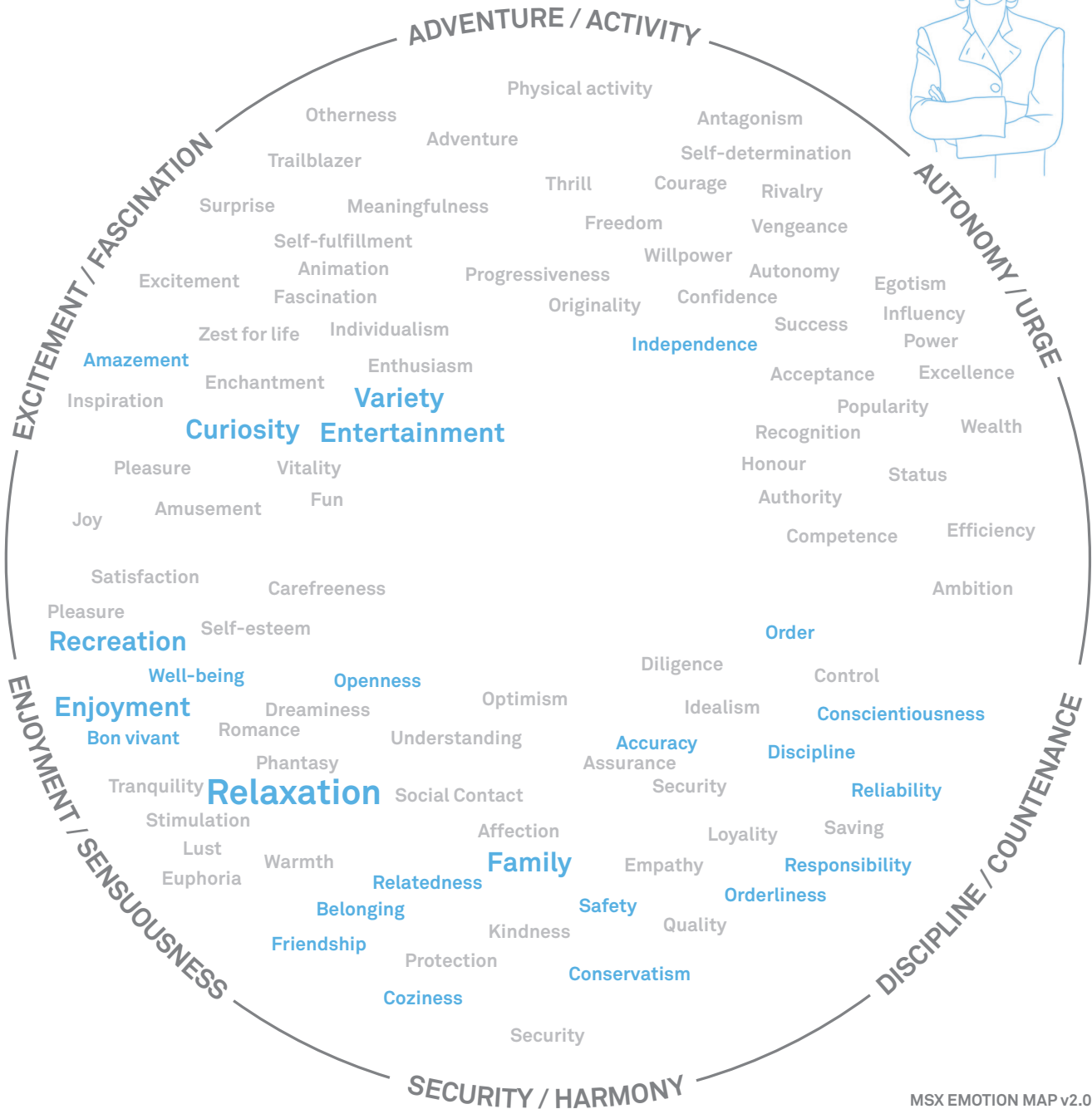


MSX EMOTION MAP v2.0



Motives and human needs

Occasional user (best ager)



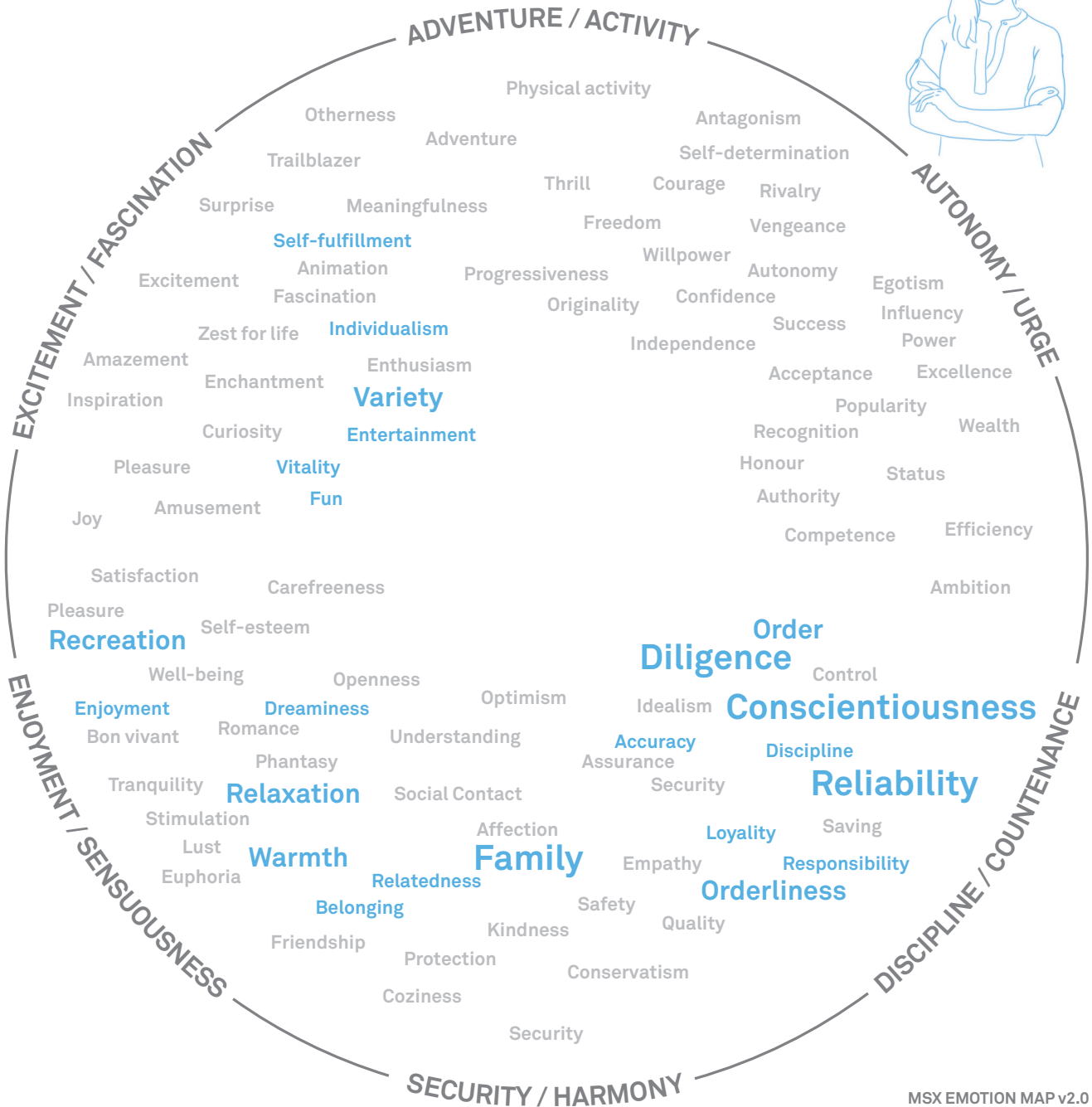
MSX EMOTION MAP v2.0



SETU
SOFTWARE

Motives and human needs

Occasional user (not very tech savvy)

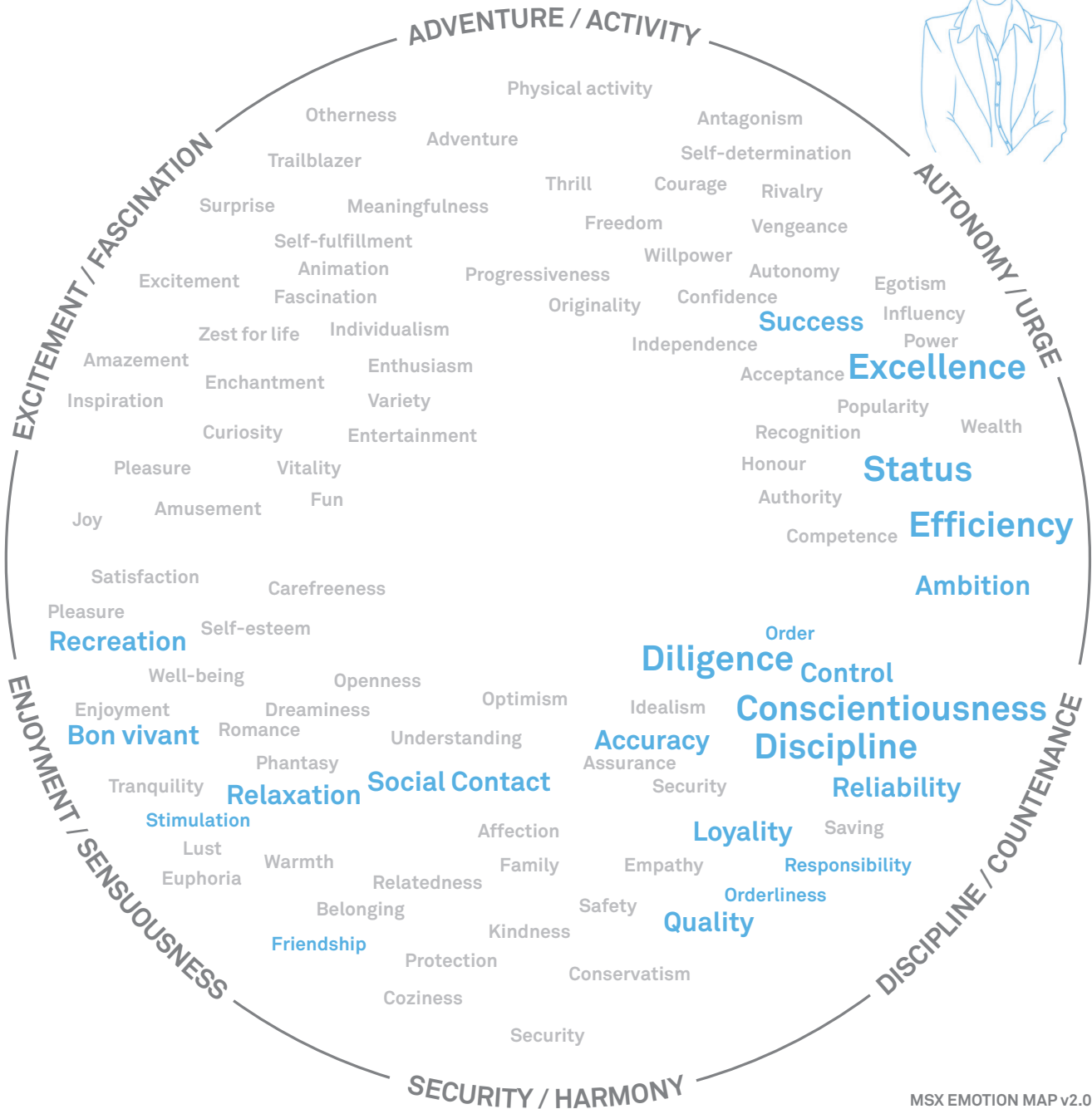


MSX EMOTION MAP v2.0

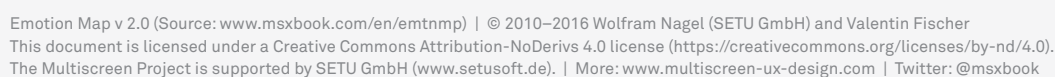


Motives and human needs

Professional user

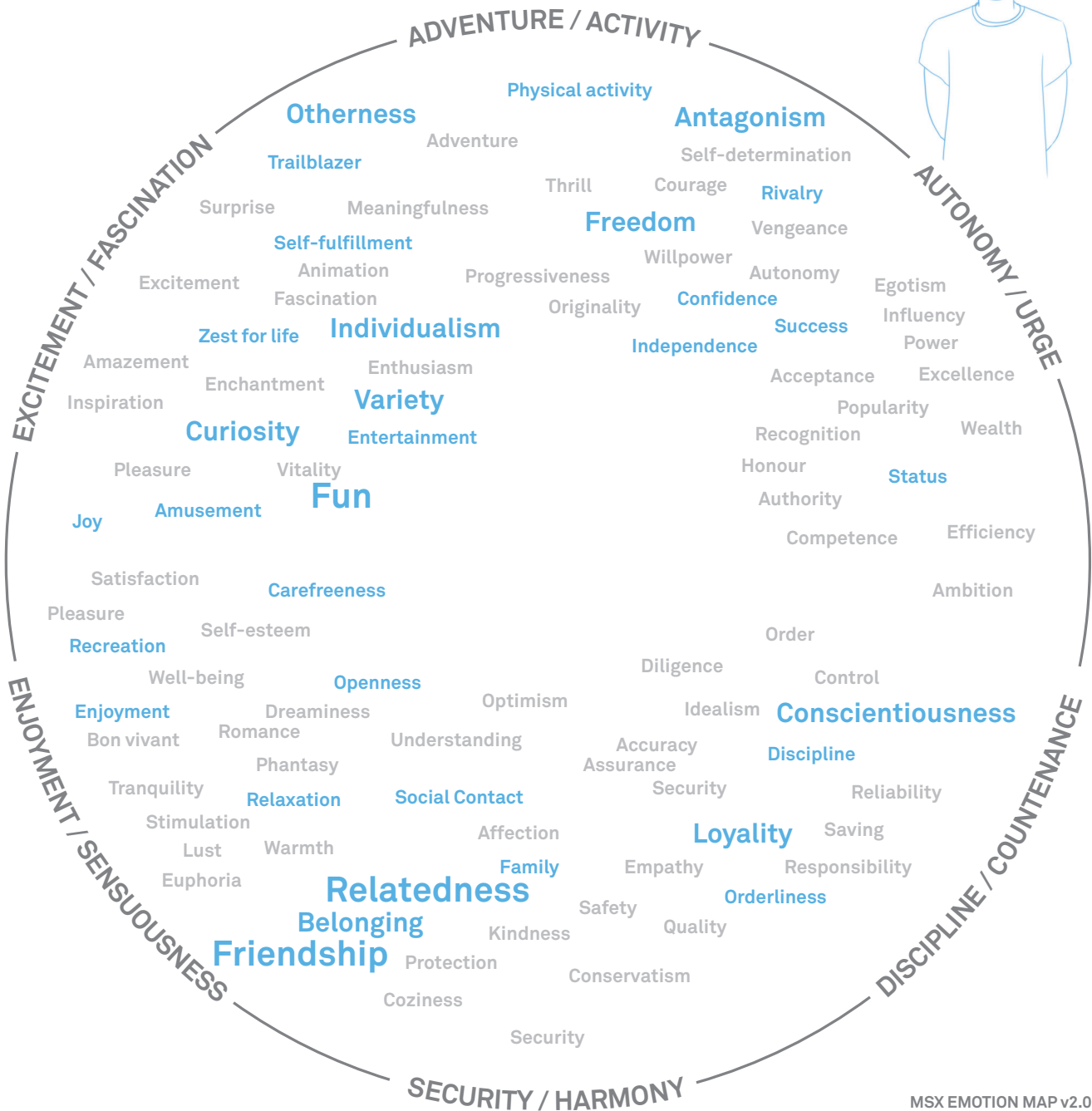


MSX EMOTION MAP v2.0

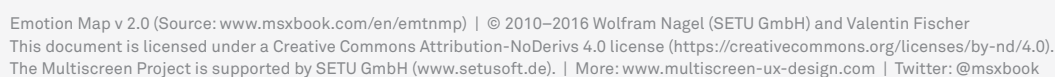


Motives and human needs

Trend user (young)



MSX EMOTION MAP v2.0

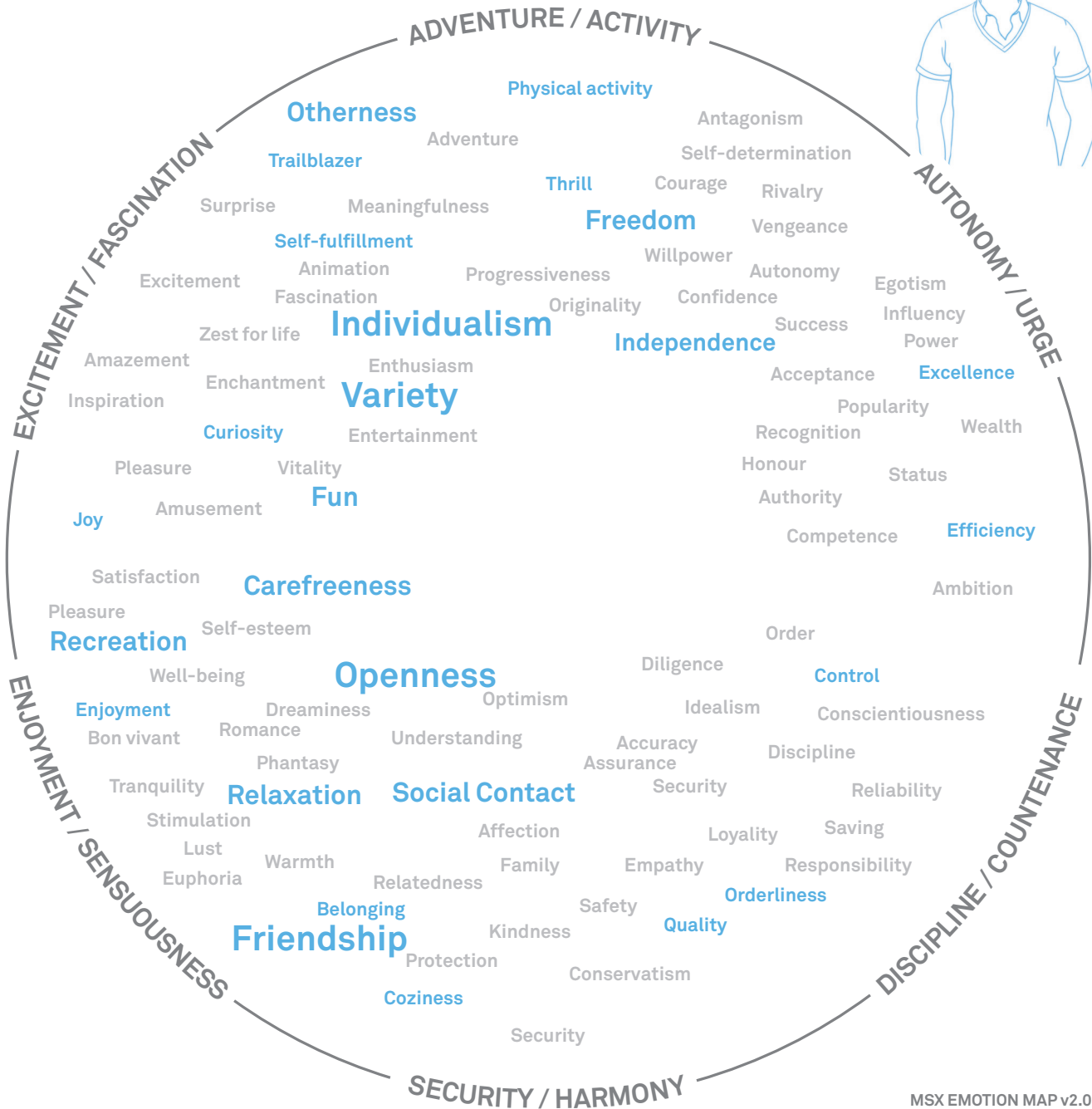


Emotion Map

Motives and human needs

Mark Hudson

Trend user (gainfully employed)



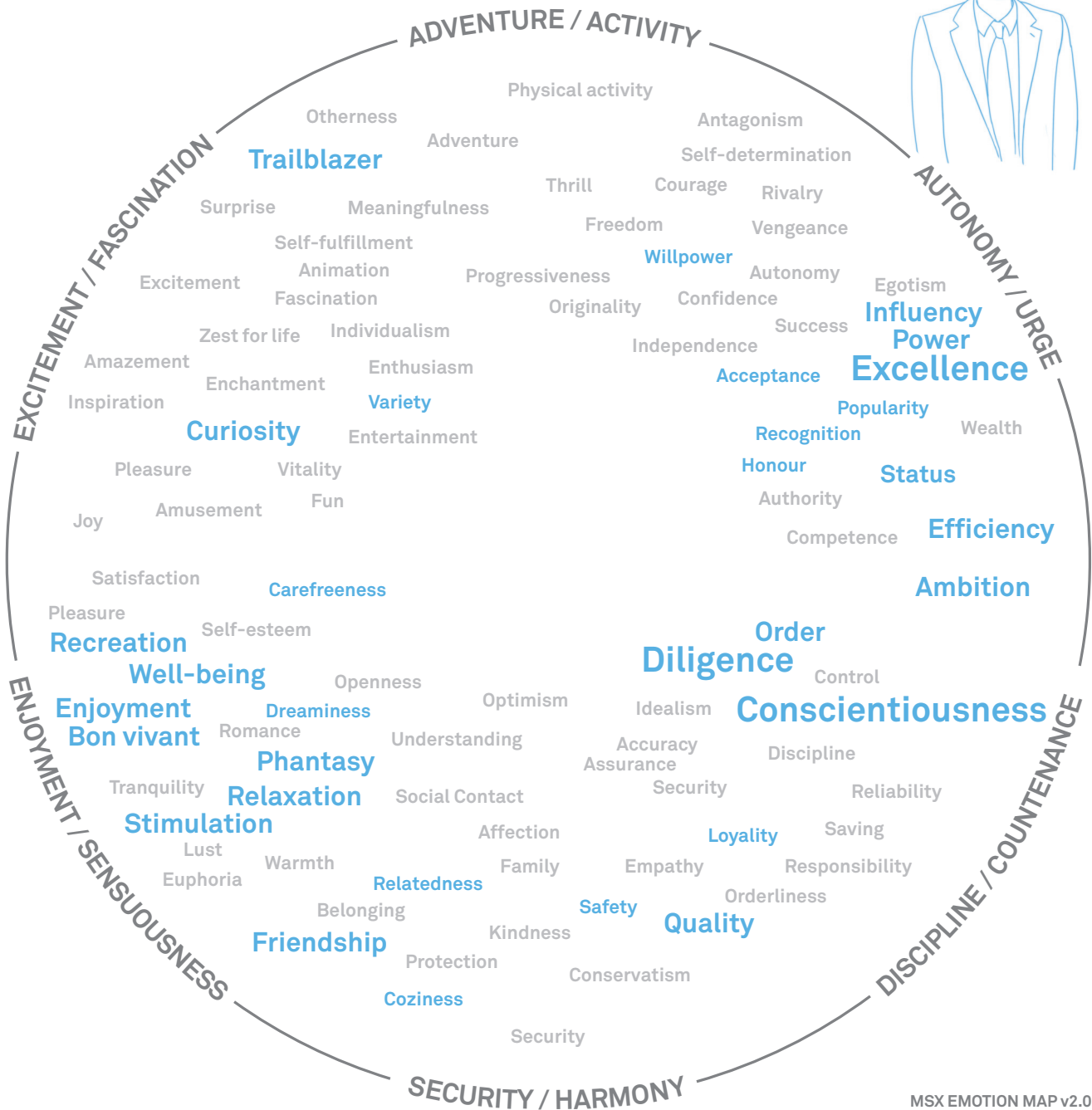
MSX EMOTION MAP v2.0

Emotion Map

Motives and human needs

Robert Sullivan

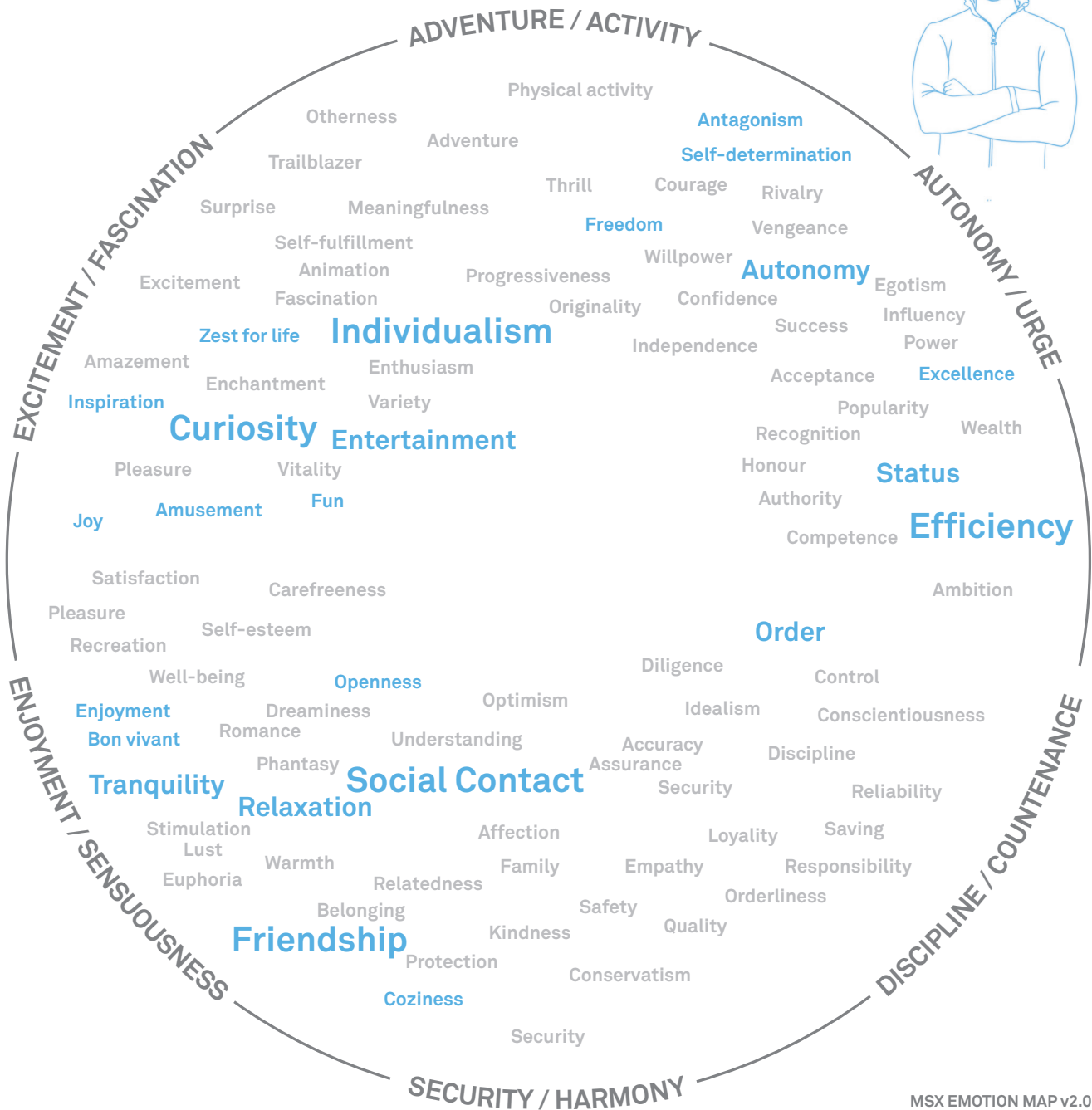
Digital pros



MSX EMOTION MAP v2.0

Motives and human needs

Digital avant-garde



MSX EMOTION MAP v2.0

 CC BY-ND

Motives and human needs

