

Bunnyfoot helps Digital Shoreditch 2013 understand impact of emotion on design

/EINPresswire.com/ (Submitpressrelease123.com - press release) Recognised as an expert in the fields of User Experience and User Centred Design, Jon Dodd - CEO at Bunnyfoot - will deliver a talk at this year's Digital Shoreditch Festival aimed at helping the audience understand the role of emotion in creating engaging and persuasive designs that deliver superior user experiences.

Debunking commonplace myths surrounding [persuasion centred design](#), Dodd will address the importance of considering emotion, and in particular emotional responses, of consumers during the design phase. Introducing the theories and methods of producing emotive designs and exploring how this sits within a wider framework of user centred design, Dodd will also make recommendations on potential ways of observing and measuring emotional engagement to optimise the success of digital initiatives.

Joining a line-up of accomplished behavioural experts, award winning authors and pioneers of Behavioural Economics, Creative Advertising and Design industries, Dodd is keen to zero in on user experience, the ways in which experience is directly impacted by emotional response, and discuss the ways in which persuasive design might affect engagement and ultimately nudge the user toward the preferred outcome.

"Businesses need to understand and come to terms with the fact that emotion has a dramatic impact on user experience, and the aim of my presentation is to provide relevant information on emotive and persuasive design, and to advise the audience on the ways in which they might create successful, engaging user experiences.

"It's an honour to be speaking alongside such huge names in the world of Behavioural Design and I'm thrilled to be given the opportunity to explore the importance of emotion in terms of user centred design with the audience at this year's Digital Shoreditch Festival," explained Dodd.

Exploring the science behind the decision-making process, and looking into what makes it possible to influence decisions online and off throughout the course of the day's sessions, the Behavioural Design day of the East London festival aims to enable the audience to develop the skills required to create effective user experiences with positive legacy.

Taking place in and around the vibrant Shoreditch, Clerkenwell and Brick Lane areas, Digital

Shoreditch 2013 brings together creatives from across Europe to showcase digital innovation, to address the challenges of achieving user engagement and to explore issues that are fundamentally important to businesses operating within the digital landscape.

“We’re entering a really exciting evolutionary phase of digital design; a phase that sees persuasion and perception become increasingly important in the quest for delivering the preferred user experience and retention of customers. By dedicating a full day of events to this topic, the digital community is recognising the key role played by UX and User-centred Design in today’s hyper connected society, and I’m confident that the sessions will undoubtedly uncover new areas for consideration and further wider discussions,” added Dodd.

Taking place between May 20 and 31, 2013, Digital Shoreditch will deliver over 400 sessions, workshops and networking events to an audience of delegates from some of the most innovative companies operating at the leading edge of the digital landscape.

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