8. ПРОЕКТИРОВАНИЕ И МОДЕЛИРОВАНИЕ ПРЕДМЕТНО-ПРОСТРАНСТВЕННОЙ СРЕДЫ СРЕДСТВАМИ ДИЗАЙНА, ИЗОБРАЗИТЕЛЬНОГО И ДЕКОРАТИВНОГО ИСКУССТВ

STUDY ON THE STRATEGY OF EMOTIONAL DESIGN OF DIGITAL MEDIA PRODUCTS TO ENHANCE USER EXPERIENCE

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Emotional Design is an important strategy to enhance user experience, and plays a very important role in digital media product design and interaction design. To better retain existing users and expand new users, product managers of each platform are seeking a highly emotional design concept to improve the user experience. This paper briefly analyzes the principles of expressive design based on digital media products and discusses strategies to help improve the user experience such as strengthening layout design, color matching, and layering design.

In recent years, the Internet has developed rapidly with the advance of digital media products. Under the fierce competition in the entire market, products compete with each other and find out more about each other, leading to more homogeneous products. To compete better and more effectively, based on the concept of human-centered products, the development concept of various digital media product developers has changed from the thinking of "usability" to the thinking of "products can speak for themselves", to meet the demand of creating products with the ultimate user experience.

The purpose of this work is to consider the principles of expressive design based on digital multimedia products and their application in practice.

Material and methods. Theoretical science sources and graphic images and foto were used as a material for the study. The following methods were used in the work: general scientific methods, such as theoretical comparative analysis, classification, synthesis; a retrospective analysis; grapho-analytical methods.

Findings and their discussion. The need to create products with the ultimate user experience. Such products should not only react to the basic needs of users but also meet the psychological feelings of users and incorporate certain emotions into the products to improve the user experience. In the Critical Design Report, Bill Mogridge pointed out that the emotional experience users have during interaction is more important than technical implementation, and he believes that attention should be paid to experience design, and passionate experience is the core of experience [1]. From the perspective of emotional design, meeting users' higher-level expressive needs and enhancing the user experience can make products popular and attract users in the long term.

Overview of emotional design. Emotional design is proposed by Donald Arthur Norman in "Emotional Design", the human emotional system consists of three levels, each of which influences our experience of the world in a particular way [2]. These three levels are the instinctual, behavioral, and reflective levels. These three layers are closely linked and interact in a specific way. Thus influencing how people feel. "Emotion is the experience of a person's attitude toward whether something objective meets his or her needs" [3]. This experience is an important tool for expressing emotions.

The value of emotional design in digital media product design. Nowadays, users have to use a lot of digital media products a day, and the same function of the product homogenization

is serious, most of the products focus more on functional attributes, for the user's emotional' needs are ignored, so when there is a digital media product with emotion in front of the user, practical and emotional dual integration, so that users take the initiative to care and understand his "confidant friend "always with him, will largely meet the user's psychological needs, thus enhancing the user's experience and giving the user a sense of dependence on the product as well as a sense of surprise.

Emotional interaction design principles in digital media products. Emotional Interaction design is the reconciliation between humans and products. It is the innate ability of emotional design to give products human attributes and bring users closer to the products. From the perspective of psychology, design psychology is a discipline in the design field that analyzes and researches various states of the user's heart, and it is also a discipline that designers must master to understand users and analyze them [4]. Therefore, when designing products, we need in order to concentrate on improving user experience feelings. According to Donald Norman's three-layer theory of the brain, the inherent part of the human brain is called the instinctive layer; the physical part that controls daily behavior is called the behavioral layer; and the thinking part of the brain, called the reflexive layer, is the analysis of emotional interaction.

The intrinsic, spontaneous, and animalistic properties of human emotions at the instinctive level is largely beyond the control of humans themselves. In emotional interaction design, visual information has a tendency to stimulate users' emotions. Simply put, when users see the product at the first glance, they will have an impression of beauty about the product, as Luo Yonghao, founder of China's Hammer Technology Company, said, "Beauty is the first productivity."

Digital media product visual information, refers to what the user can see, including the appearance, color, symbols, and other elements; through the combination of various elements to guide the user to operate, so that the user is visually amazed, surrounded by care and warmth, leaving him a good first impression, to improve the probability that the user can open the product again. This requires attention not only to the user's immediate responsive feedback but also to the user's visual pleasure.

1. From the visual level, use aesthetic thinking and minimalist thinking to show the product's main idea, function, positioning, brand, etc. Through aesthetic graphic elements for the user in a very easy and clear situation, to avoid the user's frustration brought about by the lack of clarity as much as possible.

2. The use of colloquial text to make the atmosphere of dialogue in the real world, the user will be brought to an anthropomorphic interaction scenario, the user needs to be upgraded to emotional satisfaction. For example, in Baidu search product version 10.2.2, when the content of the search page is lost, the default page gives feedback to the user: "The content is a bit naughty, I don't know where it has gone, please wait patiently". This kind of anthropomorphic text not only reduces the user's anxiety but also increases the user's enjoyment [5].

Conclusion. Digital media products should be designed emotionally after satisfying the basic needs of users, using the three-layer theory of emotional design to make the product have personality attributes and to give users a natural and comfortable feeling by conveying true feelings and sincerely making friends with them, so that users can have a better user experience and thus the product can create higher value.

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