

STEPHANE GAMBLIN

En quelques mots ...



 fr.linkedin.com/pub/st%C3%A9phane-gamblin/2/947/359/

 www.twitter.com/vjagentorange

 www.pinterest.com/stephanegamblin/

DESIGN EMOTIONNEL

Principe et Experience Utilisateur



UX GOUROU



Donald Norman

Chercheur et
comportementaliste à
l'université de San Diego

“The Design of Everyday Things”



Aarron Walter

Directeur UX de Mailchimp
Intervient dans de nombreuses
conférences

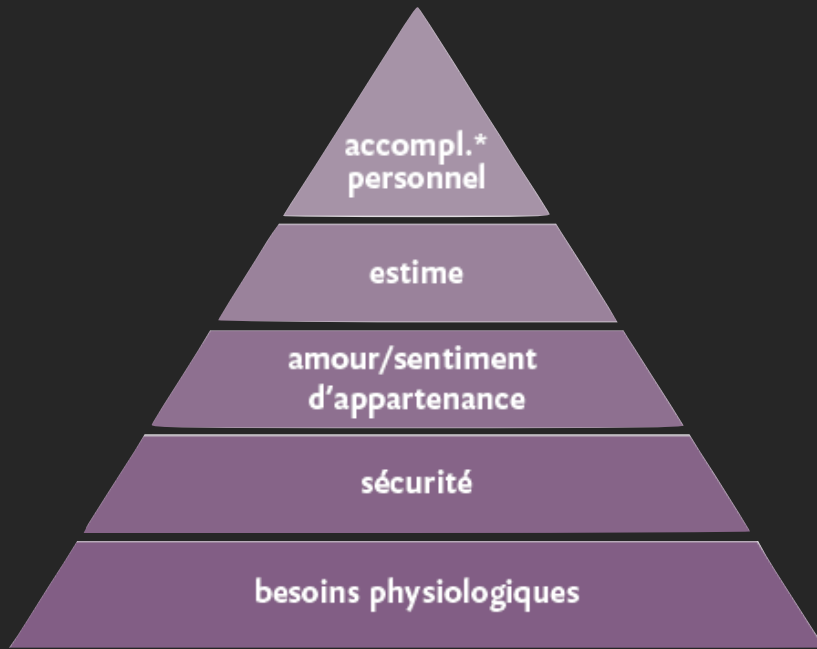
“Designing for Emotions”

http://www.ted.com/talks/don_norman_on_design_and_emotion

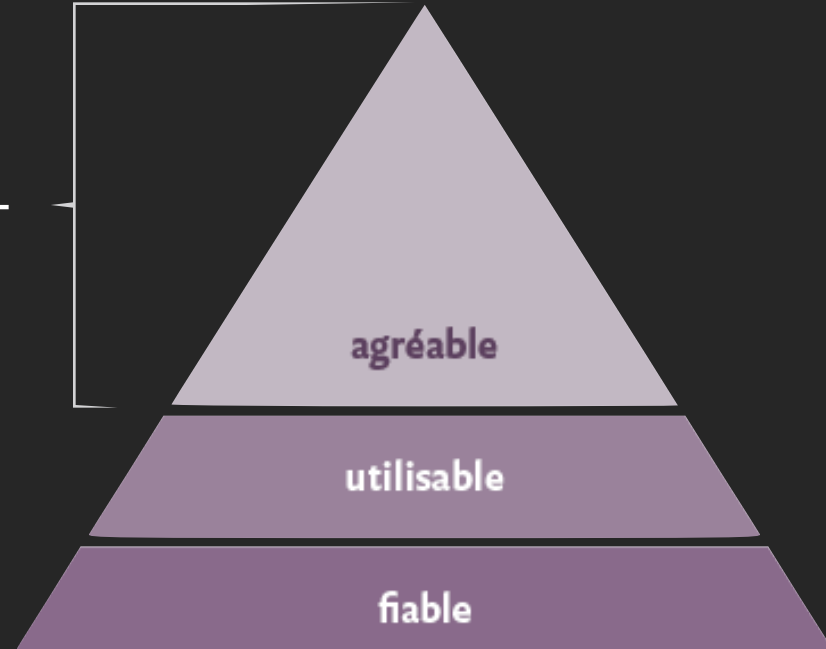
<http://www.abookapart.com/products/designing-for-emotion>

<https://www.interaction-design.org>

De Maslow a Walter



++++



**DE L'OBJET
AU DIGITAL**

**CECI N'EST
PAS UN SEX
TOY !!**

QUOI QUE ...



UN UNIVERS LUDIQUE



Tire bouchon ANNA G
Alessandro Mendini chez ALESSI



Packaging Philips



Presse agrumes Stark



Casques de Igor Mitin

PAPAJES

Et plus si affinité...

P comme ...

Personnalité

« Persona »

Fiche d'identité de votre utilisateur

Chewi

Poilu

Poilu,poilu,Poilu Poilu,

Geulard friendly

Grrrrrrrrrr

GrrrrrrGrrrrGRR

Poilu...

Poilu

Piffpaff



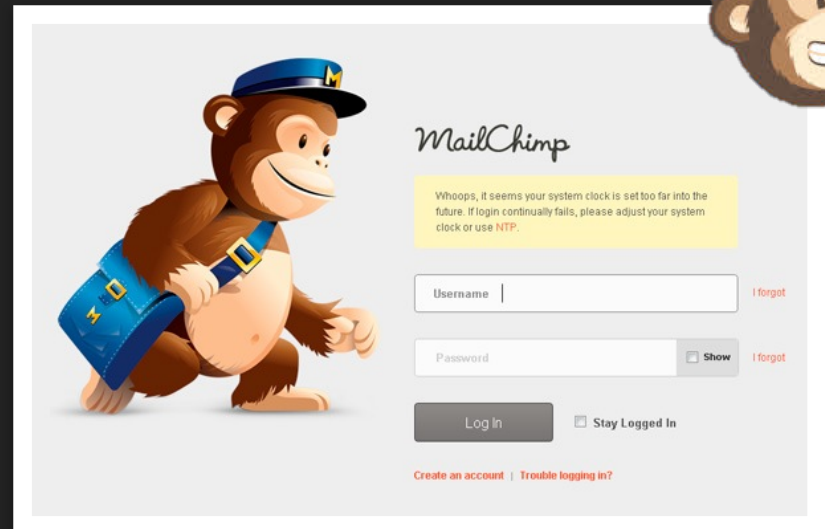


Octocat **GITHUB**

*identification d'un service
en ligne polyvalent*

MAILCHIMP

*Reflexion sur les étapes
de validation et création de
newsletter*

A screenshot of the MailChimp login page. On the left is a cartoon monkey wearing a blue cap with a yellow 'M' and a blue bag. To the right of the monkey is the MailChimp logo and a yellow warning box that says: "Whoops, it seems your system clock is set too far into the future. If login continually fails, please adjust your system clock or use NTP." Below this are two input fields: "Username" and "Password". The "Password" field has a "Show" button. To the right of each field is a red "I forgot" link. Below the fields are "Log In" and "Stay Logged In" buttons. At the bottom are links for "Create an account" and "Trouble logging in?". A small cartoon monkey head is in the top right corner of the page.

MailChimp

Whoops, it seems your system clock is set too far into the future. If login continually fails, please adjust your system clock or use NTP.

Username [I forgot](#)

Password [Show](#) [I forgot](#)

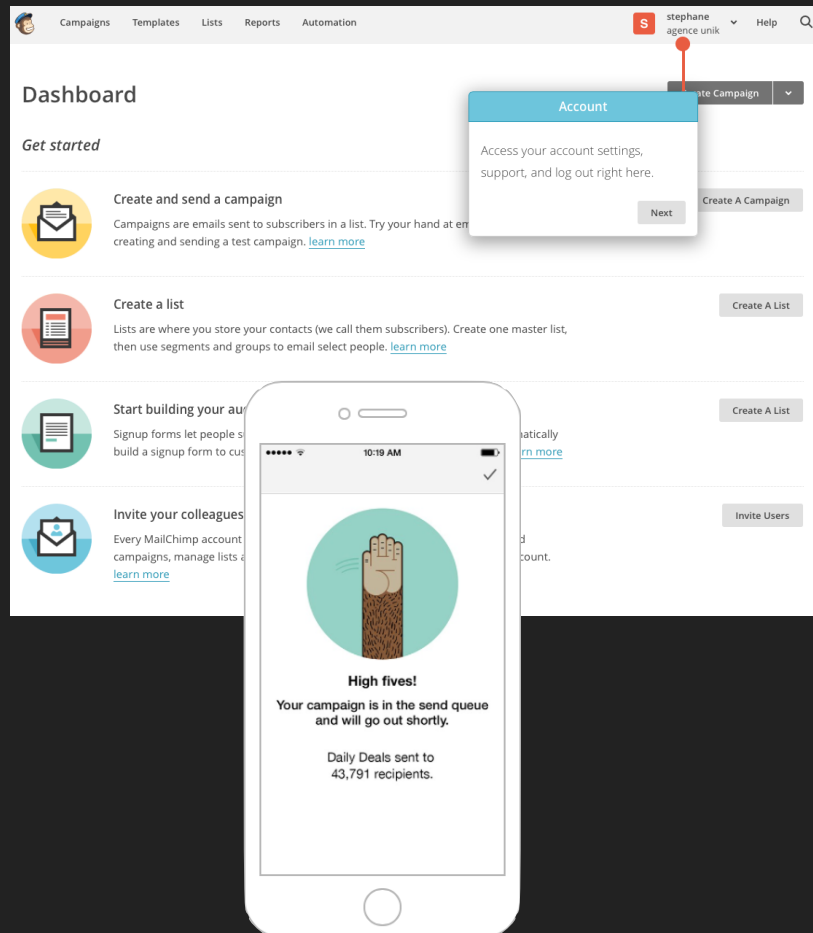
☐ Stay Logged In

[Create an account](#) | [Trouble logging in?](#)

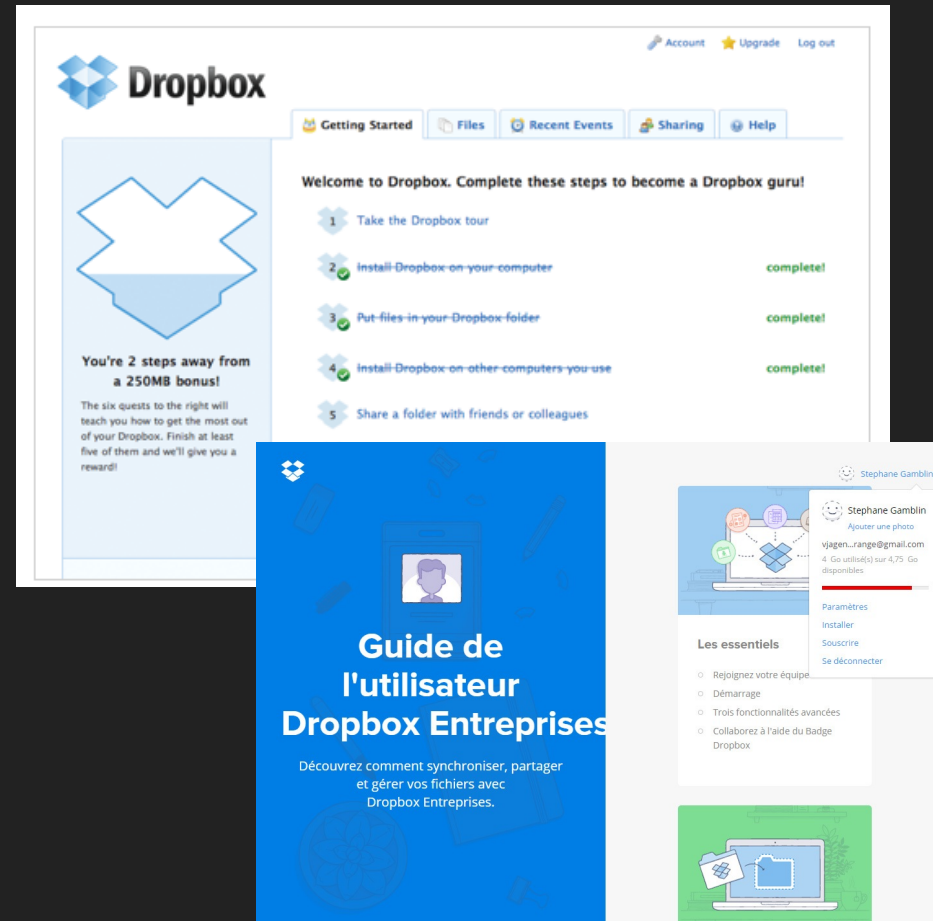
A comme ...

Attention

MAILCHIMP

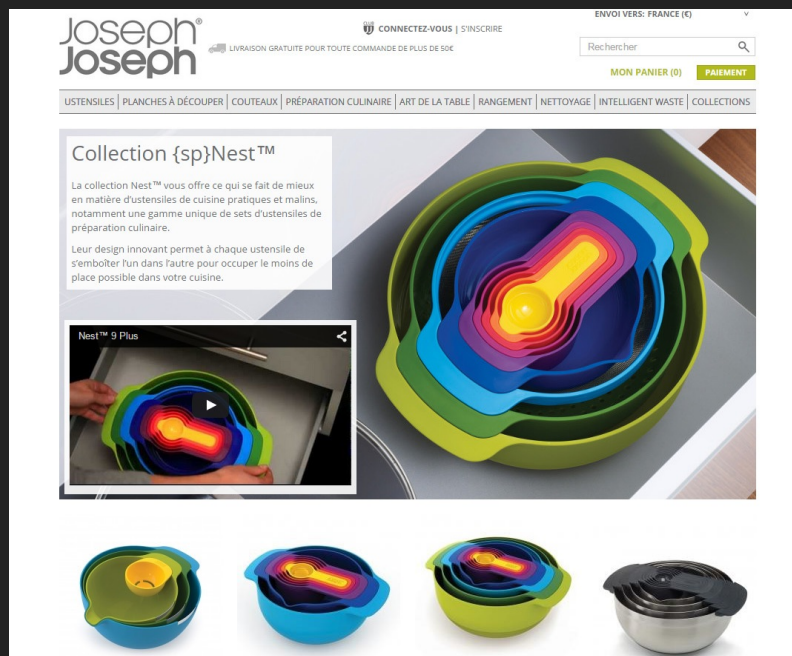


DROPBOX



p comme ...

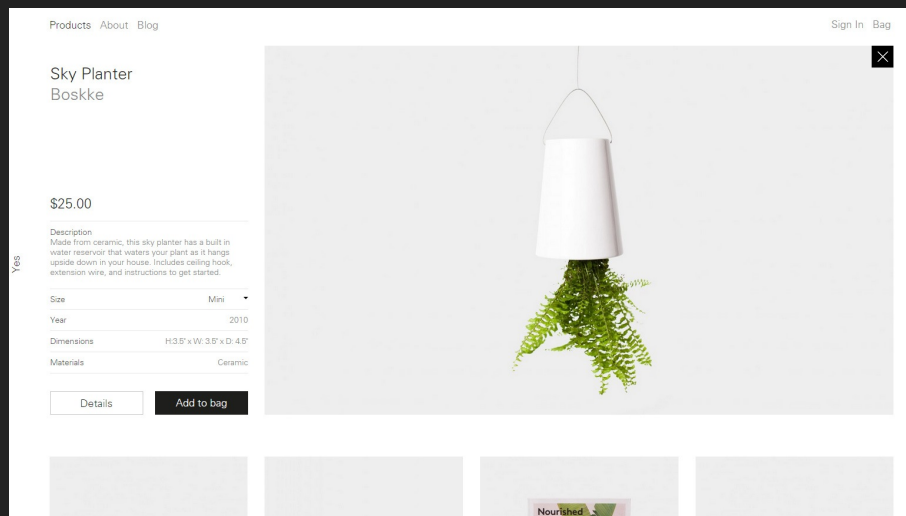
Plaisir



<http://www.josephjoseph.com>



<http://www.gogoro.com/>



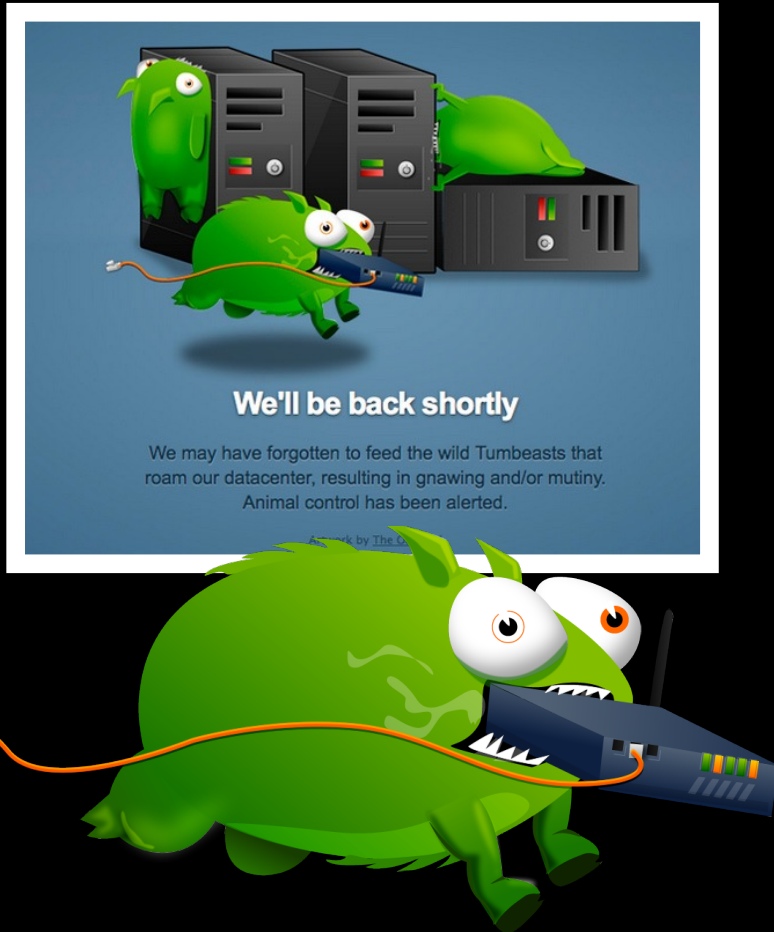
<http://www.itsjustyes.com/>

A comme ...

Attente

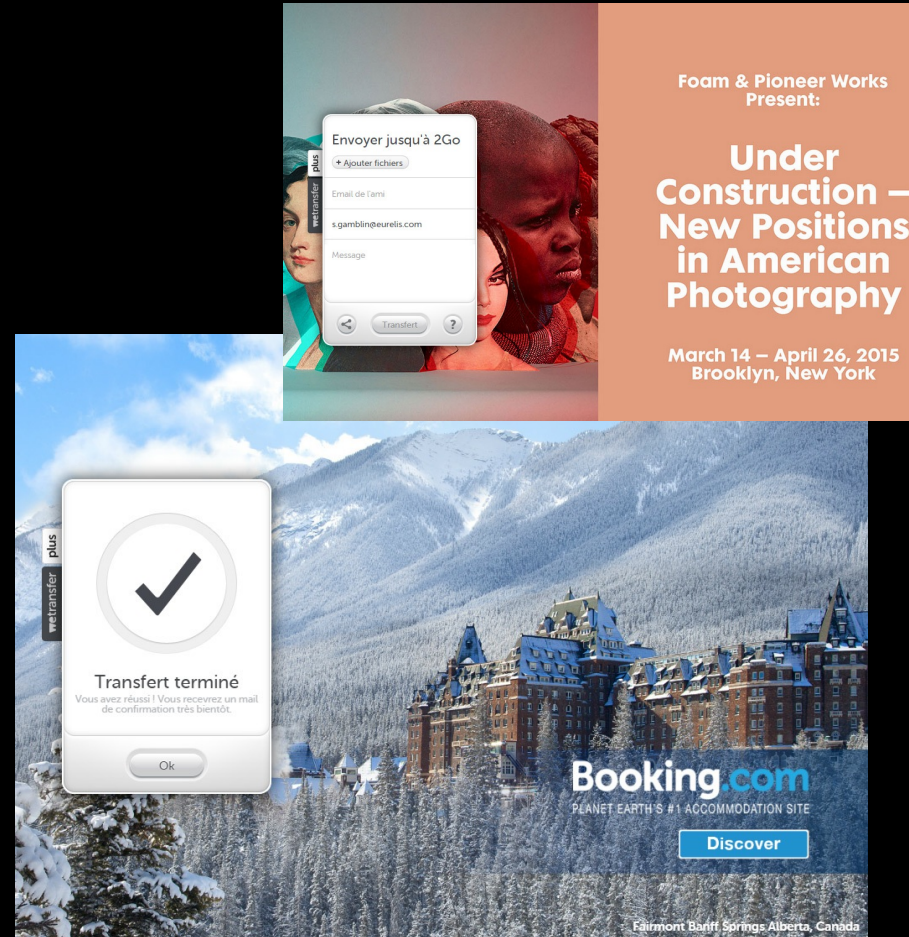
TUMBLR

Message d'erreur



WE TRANSFERT

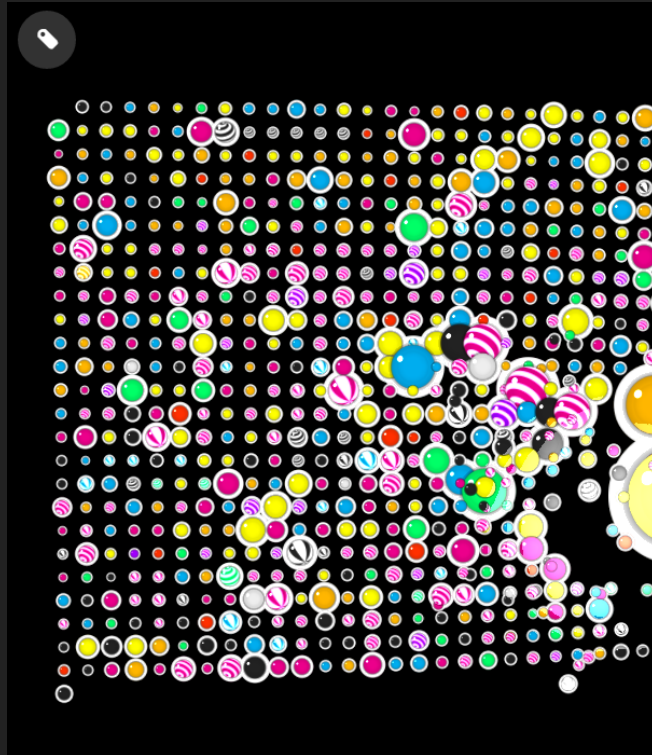
Attente de chargement



j comme ...

Joie

1000.CHROMEEXPERIMENTS



```
// Chrome Experiments #1000 Editor!  
// Press the run button to the right to see your changes  
  
var spacing = 15;  
var size = 10;  
  
var center = new THREE.Vector3( 1, 1, 1 );  
center.multiplyScalar( Math.floor( size / 2 ) );  
  
return {  
  
  init: function( particle, i ) {  
  
    var x = particle.index % size;  
    var y = Math.floor( particle.index / size ) % size;  
    var z = Math.floor( particle.index / ( size * size ) );  
  
    particle.position.set( x, y, z );  
    particle.position.sub( center );  
    particle.position.multiplyScalar( spacing );  
  
    particle.originalPosition = new THREE.Vector3().copy( particle.position );  
  
  },  
  
  update: function( particle, currentTime ) {  
  
    var offset = particle.position.x + particle.position.y + particle.position.z;  
  
    particle.position.copy( particle.originalPosition );  
    particle.position.y += Math.sin( currentTime + offset * 0.001 );  
  
  }  
}
```

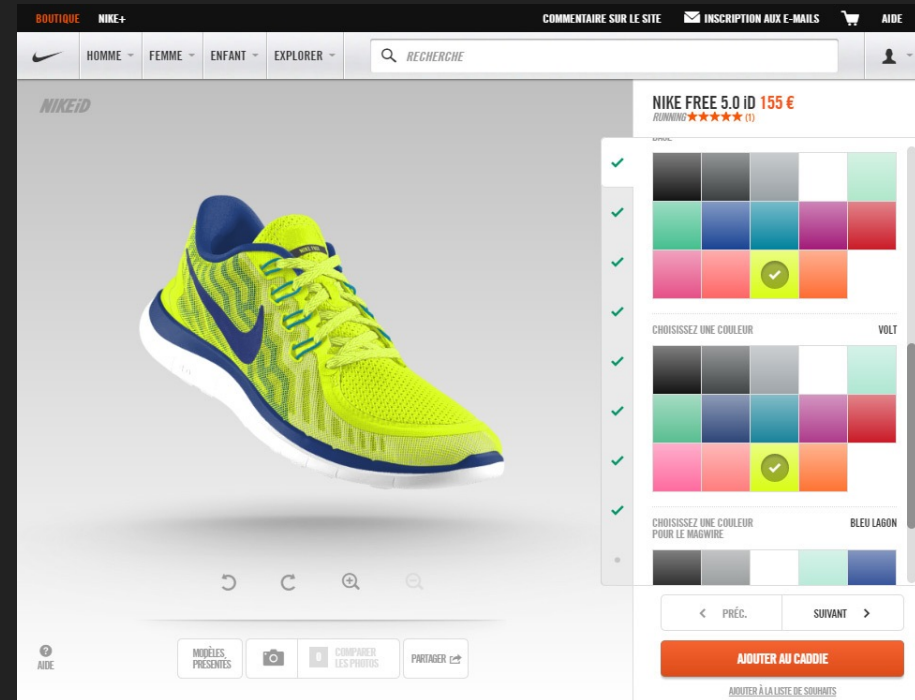
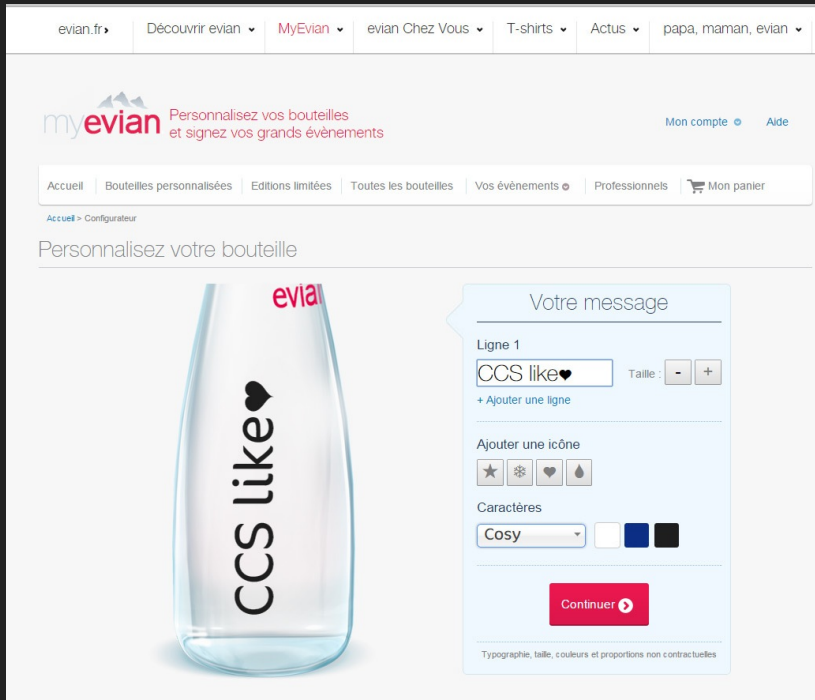


<http://1000.chromeexperiments.com/>

E comme ...

Exclusivité

EVIAN



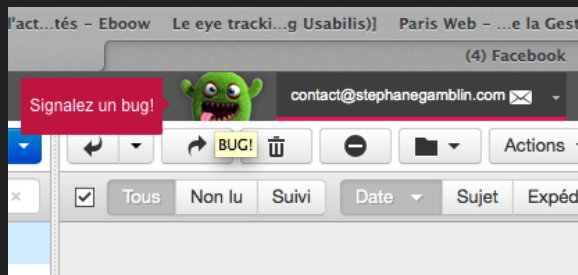
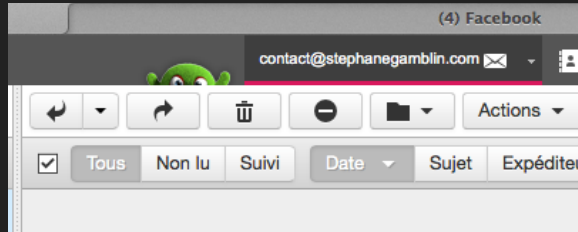
NIKE ID

S comme ...

Surprise

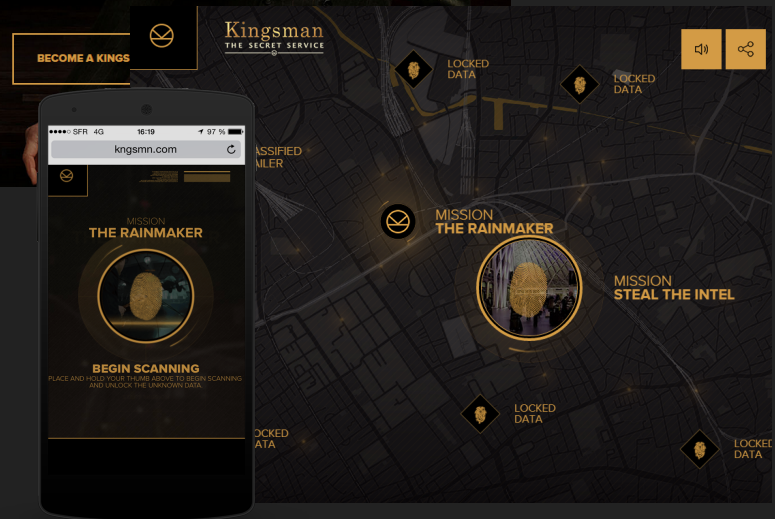
INFOMANIAK

Déclaration de bug



KINGSMAN

Déclaration de bug



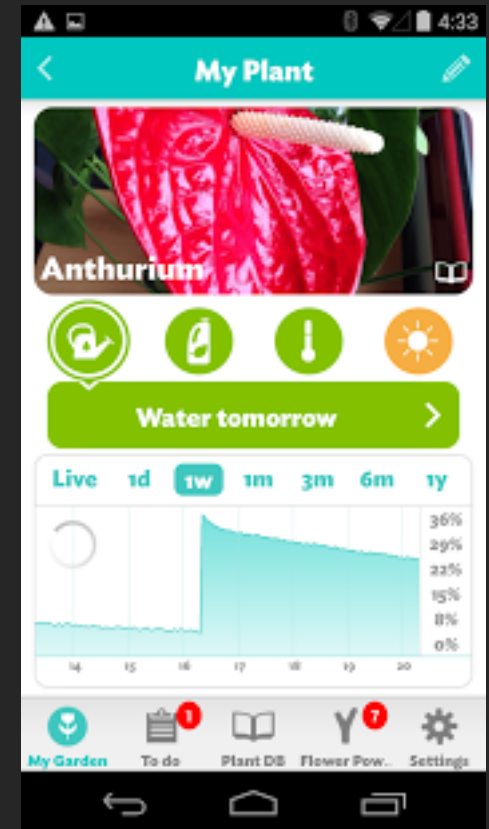
<http://www.kingsmanmovie.com/becomeakingsman/>

DU DIGITAL A L'OBJET

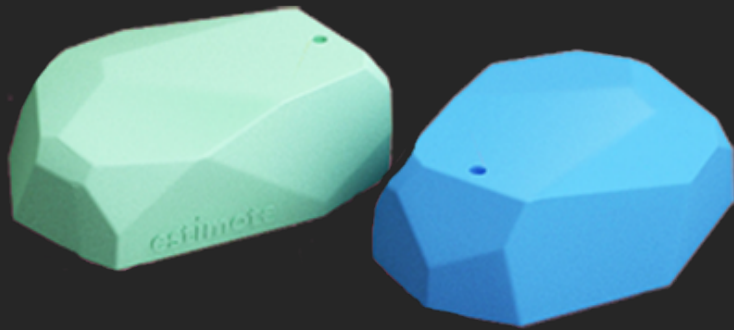
**Un cercle vertueux d'une expérience
Interactive**

Flower power

PARROT



Ibeacon



ESTIMOTE



Balise Bluetooth/app et site

PARIS FOR LOVE



Merci!

DES QUESTIONS



[fr.linkedin.com/pub/stéphane-gamblin/2/947/359/](https://fr.linkedin.com/pub/st%C3%A9phane-gamblin/2/947/359/)



www.twitter.com/vjagtorange



www.pinterest.com/stephanegamblin/