



# 700+ Product Emotions

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# Introduction

Think of emotions – what first comes to mind? Perhaps joy, anger, fear, surprise, or love. Indeed, these are some of the emotions that all humans are familiar with. But our repertoire does not end there; it includes many shades of experience that are positive, negative, or a bit of both. For instance, you can think of admiration, relief, contempt, anxiety, pride, and hope. In fact, there are more than 50 different human emotions – each with unique qualities and experiences. All of these can be felt when using consumer products. And there are an infinite number of reasons why products evoke emotions. To get started, this booklet presents 700+ examples. These are personal examples, collected by more than 100 design students. The diversity may inspire you, amuse you, or perhaps challenge you to explore your own experiences and those of the people you are designing products for. We hope you will enjoy it!

### **Booklet Structure**

This booklet is intended as a source of inspiration, showcasing the diversity of emotions experienced in relation to consumer products.

We distinguished three layers of product emotions that differ in terms of the role of the product, from direct to indirect:

- **The product as an OBJECT**

The emotion is evoked by the product in itself. These are responses to the object's appearance, qualities or features, or to its cultural or personal meaning.

- **The product as an INSTRUMENT**

The emotion is evoked by something that happens during product usage. These are responses to the actions and interactions that are needed to fulfil the product's purpose.

- **The product as an ENABLER**

The emotion is evoked by something that happens in the context of using the product. These are responses to social interactions and all other kinds of events that take place in the activity in which the product is used.

### **Share the Inspiration**

Download your sharable version of this booklet at:  
<http://www.diopd.org/700productemotions>

### **Reference and Further Reading**

When referring to this booklet, please use the following reference:

Desmet, P.M.A. (2018). 700+ Product Emotions. Delft University of Technology, The Netherlands. ISBN/EAN: 978-94-6186-921-0

### **For more information about the emotions that are included in this booklet:**

Positive Emotions: Desmet, P.M.A. (2012). Faces of product pleasure: 25 positive emotions in human-product interactions. *International Journal of Design*, 6(2), 1–29.

Negative Emotions: Fokkinga, S.F. (2015). Design -|+ negative emotions for positive experiences (doctoral thesis). Delft University of Technology, The Netherlands.



admiration

admiration

admiration

# Admiration

Feeling an urge to prize, look up to, and highly estimate someone or something for their worth or achievement. Admiration arises when we think of or interact with objects and people with praiseworthy accomplishments, abilities, characters, or qualities.



India was successful with its very first attempt at launching Mangalyaan, the orbiter to Mars. This was an admirable feat that was extremely cost efficient. I admire the sheer genius and relentless efforts of the scientists behind this accomplishment.

Object, Association



Tesla cars are something I look at with much awe. It is maybe because of my admiration for Elon Musk and also the cars' amazing features. To make something like this and make it so sustainable, means I admire it a lot!

Object, Association



Some musicians are really good at playing the guitar and my admiration for their seemingly effortless rendition is huge. I admire the hours of practice they do to perfect their skills.

Object, Association

## admiration



Even though ballet shoes are very hard and painful to use, I feel admiration when seeing them. I admire the complete activity of dancing, the moves, the well-shaped body, and the beauty of the dance.

Object, Association

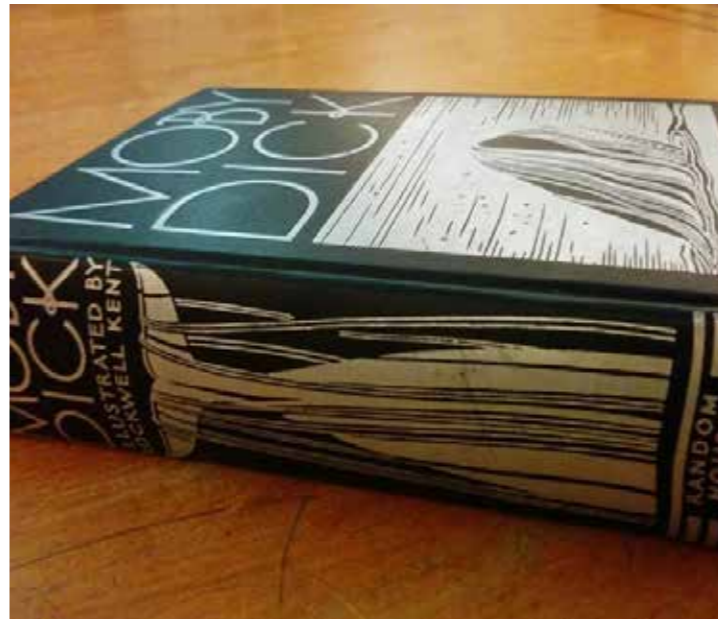
## admiration



The MacBook Pro is a well-crafted machine that is easy to use. I feel admiration for the sleek aluminium body and the ease of carrying it, as well as for its excellent performance.

Instrument, Use

## admiration



Moby Dick is a timeless classic. When I'm engaged in reading it, I feel admiration for the author's skill in creating such wonderful experiences.

Enabler, Activity

## admiration



People who are good at working with machines to craft whatever they have in mind always have my admiration, especially if they use tools that I avoid because I think they are scary.

Instrument, Use

## admiration



I admire how a vegetable slicer can be very easy to use and work so well. It slices very thin, which is difficult with a normal knife. Also, different types of slices are possible, so I admire it even more while using it.

Instrument, Use

## admiration



Vaccines protect people against diseases. Before this invention, most people died from smallpox or other diseases. I admire vaccines because they have saved a lot of lives. It represents the development of medicine, an achievement of humankind.

Object, Association

## admiration



I admire that something as compact as a video game disc allows you to immerse yourself in large, beautiful, interactive and exciting worlds. In my view this is nothing less than a triumphant work of art.

Instrument, Use

## admiration



When riding a longboard, I admire other people who are able to ride it better, faster and smoother than myself. I want to be able to ride faster and more confidently.

Instrument, Use

admiration

admiration

admiration

admiration



When seeing a live music performance, I admire the people on stage who make others happy by playing their instrument. This is something I want to achieve too, and it creates a sense of awe, respect and motivation.



Band-Aids are cool. I admire people who take their time to design something so 'mehh' yet so invaluable when you get a papercut.



This is a self-made cajón, a percussive musical instrument. I admire any object that lets others express themselves. I admire people who make instruments and live to make others happy.



Seeing the extraordinary things artists can create with a brush evokes admiration. I feel it when observing them at work.

Enabler, Situation

Object, Association

Object, Association

Enabler, Activity

admiration

admiration

admiration

admiration



The realisation that such a long time ago people put so much effort in, and were able to make, such impressive buildings evokes a feeling of admiration.

Pressing your own espresso with this espresso maker provides me with such pleasure that I cannot help but admire the designer who created it.

Eco bags give me a feeling of admiration as I value those people who try to use them as many times as possible in their daily lives.

Stage lighting emphasises the performance and makes me admire the performer on the stage even more than I already do.

Enabler, Situation

Instrument, Use

Enabler, Relation

Enabler, Situation



admiration



The wall mounted CD player is a typical MUJI product designed by Naoto Fukasawa. I admire this designer, and the product reminds me of him.

Object, Association

admiration



I admire the designers of smartphones for the convenience and new experiences that they have offered us.

Enabler, Association

admiration



Looking at the ancient sites in Greece fills me with admiration and makes me think of the feats of people who lived more than 2000 years ago.

Enabler, Relation

admiration



I feel admiration when I see my friend using markers. I think he is really good at it and I wish I could be as good as him.

Enabler, Activity

## admiration



I admire the shape and the material of the Harley-Davidson, specifically the excellent fusion of both elegance and masculinity.

Object, Form

## admiration



People play astonishing jazz music with a DW drum set. I admire the person who can play beautiful music, and I also feel this admiration when seeing this magical drum set.

Object, Association

## amusement



**Enjoying the experience of being entertained or finding something funny. Amusement arises when we encounter something funny, entertaining, or absurd that makes us smile or laugh.**



I imagine seeing this life-sized pin-board at the bus stop. This would make the waiting time very amusing and playful. Not only when I would do this myself but also when I would look at other people doing it.

Enabler, Activity

## amusement



A carousel or merry-go-round is such a sweet, old invention. Its purpose is not to evoke frenetic exhilaration, but to provide some charming delight for the little ones. The colourful decorations, animals, the playful movements and sweet sounds all contribute to the experience.

Object, Association

## amusement



This is a urinal that looks like a guitar. By turning peeing into a game, it makes using the urinal playful and amusing.

Instrument, Use

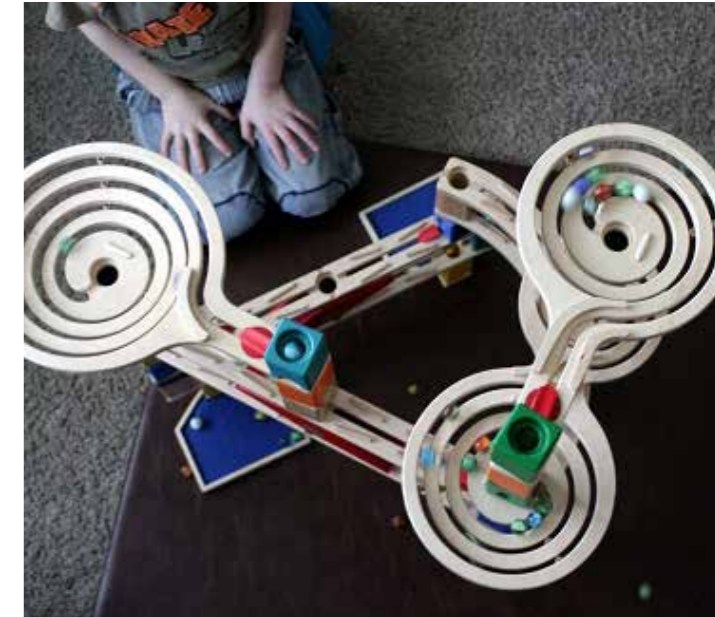
## amusement



These lights always provide for a lot amusement in my shared house, even if the only thing they do is be silent, soft, and cute. By changing colour, they literally light up my day, and they make a great party gadget.

Instrument, Use

## amusement



These blocks can create a marble track. The creativity and freedom felt when using it and seeing the cute marble race amuses me, even though I am an adult.

Instrument, Use

## amusement



When typing 'group costumes' in google images, a whole new world opens up to me; people collectively dressing up in a theme amuses me very much!

Enabler, Activity

## amusement



This is a wine stand shaped like a dog. Dogs don't drink wine, and I am amused by this absurd combination.

Object, Form

## amusement



Underwear with funny and cute illustrations gives me the giggles.

Object, Form

## amusement



My flatmates and I made a Lego ship. After finishing, we decided to play darts with the tiny laser gun of the ship. It was super amusing to try to hit Lego figures.

Enabler, Activity

# amusement



I received this poster as a present two months ago. I have it in my room and it amuses me every time I see it.

Object, Form

# amusement



I first tried this chair a couple of years ago at a furniture fair in Valencia. When you sit down, you have the sensation that you are going to fall down. But you won't, which makes it exciting, fun and amusing.

Instrument, Use

# amusement



Sometimes my eyeliner ends up being more amusing than sexy.

Enabler, Activity

# amusement



I shave in small steps because the process amuses me and my girlfriend.

Enabler, Relation

# amusement



It was amusing to see my nephews wearing these dorky safety glasses during our campfire bread-baking activity.

Enabler, Activity

# amusement



I feel amused whenever I see these little frog magnets. I want to meet up with my sister, because she gave them to me, and they remind me of her happy and spontaneous character.

Object, Association

# amusement



This coffee cup is funny because it has little legs and a big ear – it can stand up straight but also tilted like in the picture. It makes me smile because in my eyes the cup is a bit rebellious.

Object, Form

# amusement



My colleague loves birds. I bought these cute bird pins and told her that she can pick one every time she has submitted a chapter of the book she is writing. Her response was hilarious and now we are both very amused every time we see the pins.

Object, Personal Meaning

amusement



We had a lot of fun and amusement with Santa's hat during our Christmas drinks.

Instrument, Use

amusement



I took this picture of my mother when she was inflating the beach ball. When I showed her the picture we both had to laugh, it was such an amusing image.

Enabler, Situation

amusement



In a hotel, they gave me room number thirteen. I am not superstitious, but I thought hotels usually don't have room number 13. I thought it was funny and I have sent the picture to my friends.

Object, Association

Anger

The feeling when someone did something bad that harmed or offended you. You want to go against this person to stop them or prevent them from doing it again.

anger



When people cut our car off, my boyfriend always reprimands them with an angry voice, even though they cannot hear him.

Activity, Enabler

anger



I feel anger when I see this lying on the street, because it represents an industry focused on addiction, that adds to the habit of only thinking about and acting upon your own needs.

Object, Association

anger



I feel the urge to tell the people that left this behind that a disposable barbecue is actually meant to be disposed of, instead of leaving it in a picnic spot for others to find.

Instrument, Use

anger



Using an epilator is a painful experience, therefore it makes me feel angry when I use it. I endure it because it is less painful than waxing.

Enabler, Activity



anger



Guns make me angry because, although they are harmful for all the creatures in the world, they are still extensively used.

Object, Association

anger



My vacuum cleaner can make me very angry, especially when its cable is stuck with the furniture or it does not work properly. Most irritating is when it does not follow me, because it is stuck behind a piece of furniture.

Instrument, Use

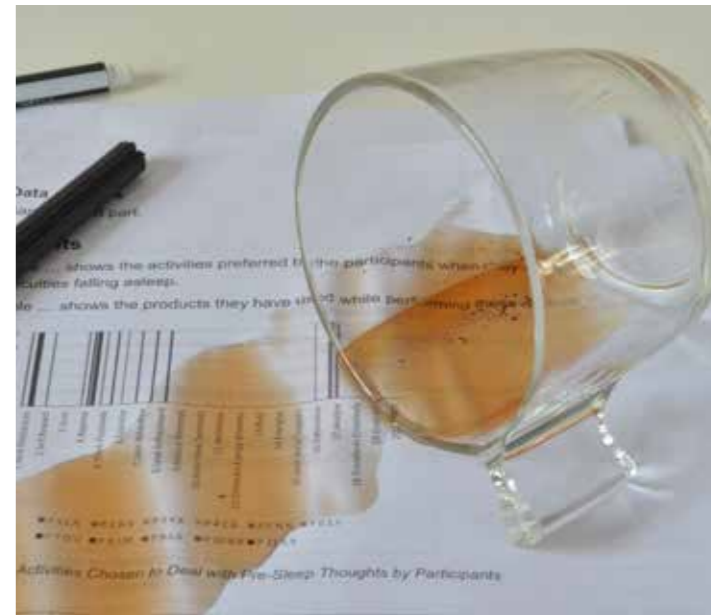
anger



Seeing a plastic bottle unleashes a tiny feeling of anger in me, as it is a product known to cause a lot of environmental issues, which is a threat to the earth thus a threat to humans. Seeing the plastic bottles laying on the streets unleashes even more anger.

Object, Association

anger



When someone accidentally spills coffee or tea over my work, I feel angry because my work was ruined due to someone else's clumsiness.

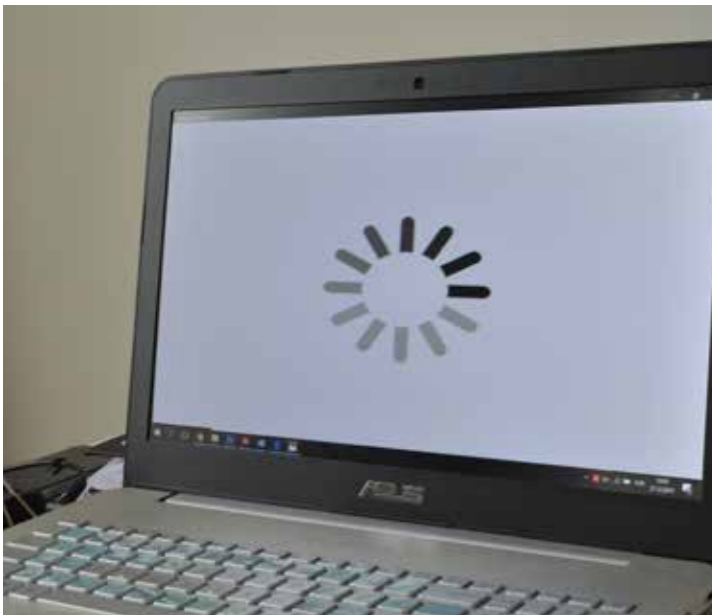
Enabler, Situation

anger

anger

anger

anger



The internet has become almost indispensable in our daily lives. Sometimes when the internet is slow, it makes me angry and upset as it slows down my progress.

Trying to open a tight jar can make me very angry, especially when I'm hungry and home alone. This is caused by the injustice of having paid for the food and the reality of a badly designed package.

I'm angry with bagpipes for multiple reasons: They make the most penetrating sound you can imagine; they are made to be out of tune for no reason; they are designed to never stop making sound; and yet there are people that put a lot of time and effort in them.

Craftsmanship souvenirs make me angry because in the larger cities there are millions of handmade 'quality' souvenirs and the market men only care about getting money by selling them in most annoying ways.

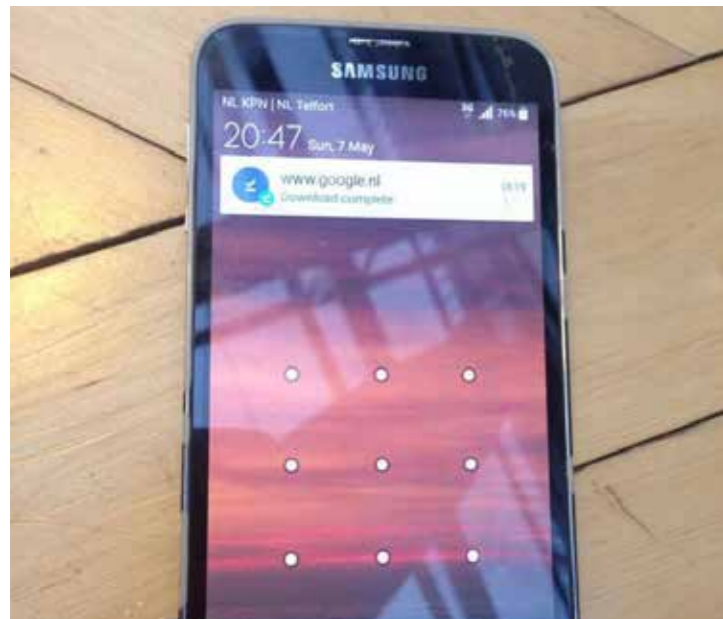
Enabler, Situation

Instrument, Use

Object, Form

Object, Association

anger



Using my android phone makes me angry because it doesn't behave the way I want it to. I have the feeling that the interface is constantly trying to trick me, and it never shows me the information I need.

Instrument, Use

anger



Permanent markers look almost identical to the whiteboard markers. I have had several whiteboard accidents with them. I am very angry with the manufacturer for not making more effort in showing the difference between permanent and non-permanent markers. And I get angry with the people who put permanent markers close to whiteboards. It is almost as if they want me to have an accident!

Instrument, Use

anger



I do believe that having shared bikes is a desirable development. However, I can get angry with people who dump the bike just anywhere, not caring about other people.

Enabler, Situation

Annoyance

**The feeling when something is happening that bothers you. You have the urge to say or do something to change it or make it stop.**

annoyance



Whenever I try to leave or enter my flat, there are just too many bikes to move around. I feel like it is unfair for people who park their bikes in the right way, and it annoys me that there are no consequences for wrongly parking your bike.

Enabler, Situation

annoyance



I get annoyed if I sit in an uncomfortable airplane seat, especially when the source of annoyance is strangers invading my personal space, or, people talking when I try to read a book.

Enabler, Relation

annoyance



I'm annoyed with the fact that skin lightening creams still exist. That being white is 'ideal' and one is not pretty if they are not white is an absurd, dehumanising idea the industry tries to force on everyone.

Object, Association

annoyance



I get very annoyed when somebody uses their car horn unnecessarily, especially when there is a traffic jam.

Enabler, Relation

annoyance



Making coffee is a ritual most people go through every morning. I live in a shared house with roommates, and finding used coffee filters in the machine from the day before makes me feel annoyed with certain roommates.

Enabler, Relation

annoyance



Near Field Communication (NFC) payment is exciting but when it is implemented as an exclusive payment option it can leave out people that don't have NFC enabled payment means. Not being able to pay for a coffee in the morning can be quite annoying.

Enabler, Activity

annoyance



A router is the portal to the online world. Being so dependent on its proper functioning leads to rather annoying situations in those instances when it fails to do its job.

Instrument, Use

annoyance



Some plastic packaging is such a struggle to open. I can be very annoyed by that.

Instrument, Use

# annoyance



Relaxing in a park is very nice, but it can be annoying when there is music coming from speakers of other groups around me.

Enabler, Situation

# annoyance



Plastic plates remind me of the vast plastic waste, which makes it annoying to see.

Object, Association

# annoyance



When I'm browsing through a menu which consists of several loose papers attached to each other with a clip and they come loose I feel annoyed because it should not happen in the first place.

Instrument, Use

# annoyance



When a teacher is writing on a chalkboard, sometimes I hear this really annoying sound which gives me goose bumps.

Instrument, Use

# annoyance



I am annoyed when a book doesn't open well enough to read the complete page.

Instrument, Use

# annoyance



I feel annoyed when a fountain is making a sound which makes me feel like I have to pee while a toilet is not in reach.

Enabler, Situation

# annoyance



I can be annoyed when a product is just off in terms of symmetry or rhythm in shapes.

Object, Form

# annoyance



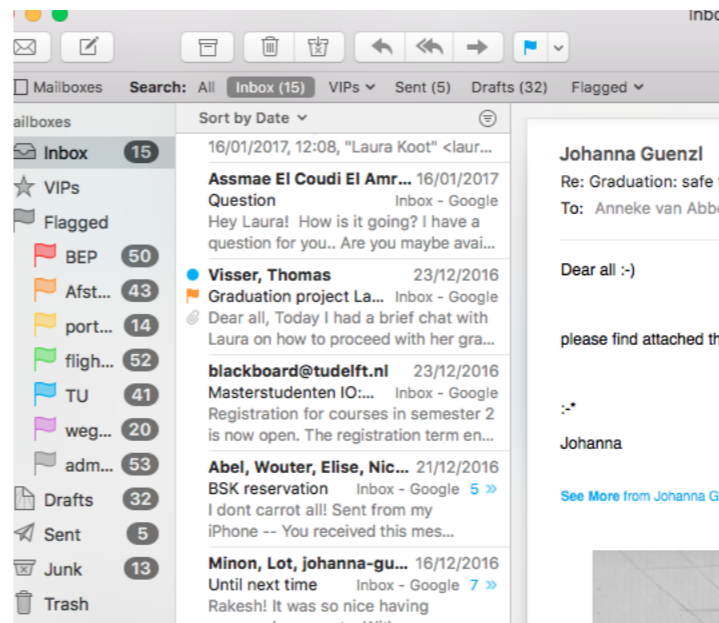
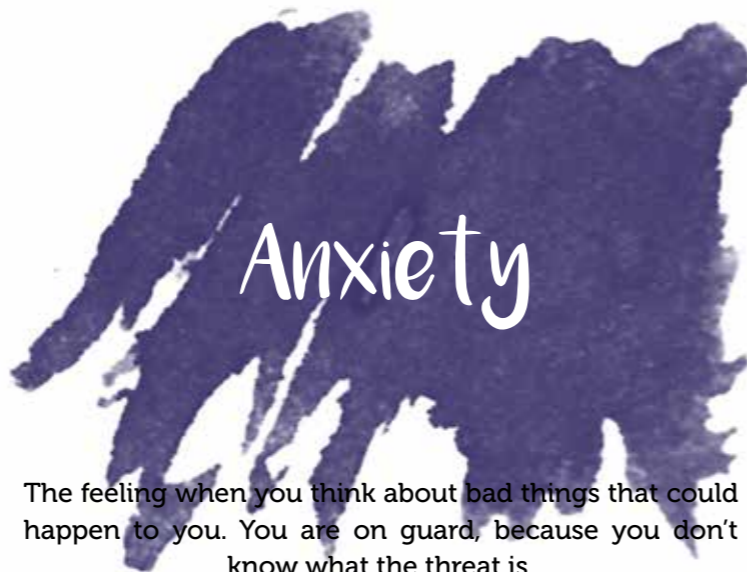
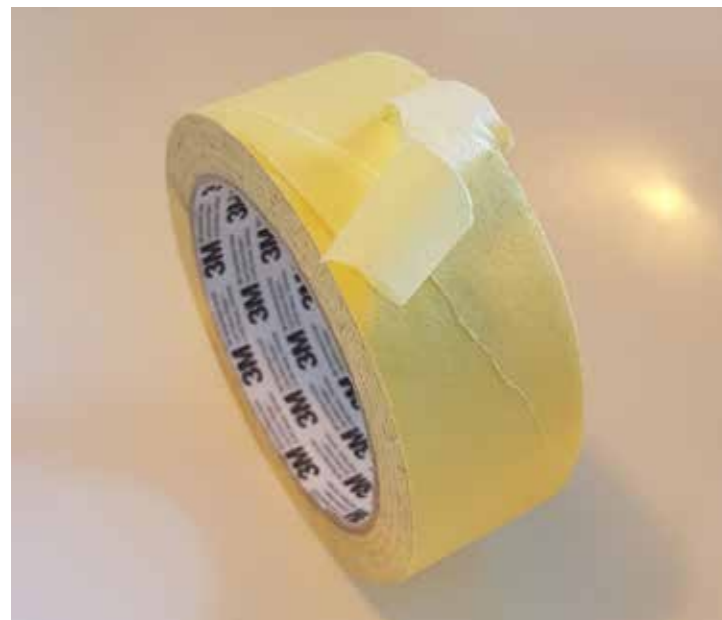
I feel annoyed about the train delay when I have an important appointment because it ruins my plan.

Instrument, Use

annoyance

anxiety

anxiety



I use this adhesive tape in creative workshops. I get very annoyed when it tears while I'm unrolling it from the roll. It shouldn't do that...

The feeling when you think about bad things that could happen to you. You are on guard, because you don't know what the threat is.

I can feel anxious seeing an important e-mail in my mailbox.

The wet floor signs make me feel anxious when I walk in high heels. Usually, they are placed in big public spaces, so if I do not pay attention I might fall badly. As a consequence, when I see them I am on guard.

Instrument, Use

Enabler, Situation

Object, Form



anxiety

anxiety

anxiety

anxiety



When I'm on a rollercoaster I feel anxious along with other strong emotions like excitement and joy. These emotions are caused by the fast and sudden movements and because one has no control over what happens.

Instrument, Use



I feel anxiety using the table saw because it is quite a dangerous tool to use, especially without experience.

Instrument, Use



Snakes are my biggest fear. Consequently, when I go hiking during summer, I feel anxious and I am on guard in order to avoid any unpleasant situation with snakes.

Object, Form



Losing (or thinking that I lost) my keys makes me feel a lot of anxiety.

Enabler, Situation

anxiety

anxiety

anxiety

anxiety



When I wear expensive jewellery, I feel anxious because I may lose it, or it might get stolen.

Knives can make me anxious when I use them to cut vegetables, because of the fear of hurting myself. Sometimes knives evoke anxiety by association.

When I open my online banking application is a moment of anxiety as I might encounter automatic payments (insurance, yoga membership, public transport, etc.) that I have not calculated in my balance.

These sharp scalpels used by surgeons can create a feeling of anxiety, because I find it quite scary to imagine a body being cut open with one of these.

Enabler, Situation

Instrument, Use

Enabler, Situation

iObject, Association

anxiety

anxiety



I was in the airport and dropped my soup. I made a mess and I felt very anxious about the situation because I didn't just want to leave my mess but I had to catch a flight and could not afford delays.

Enabler, Situation



I had to check my water usage for the yearly water bill. I had no idea what the numbers mean but I was anxious that I had to pay much more than I had anticipated.

Enabler, Situation

boredom



**The feeling when there is nothing interesting or engaging for you to do.**



I think commuting is a boring activity, because I'm stuck in a place crowded with strangers where I cannot do much except waiting until I arrive at my destination. I often search for an activity to overcome this boredom, for example, reading or listening to music.

Enabler, Activity

boredom

boredom

boredom

boredom



This sponge evokes boredom because it has no extraordinary features; it looks like any other sponge. Its form and material derive from its function. And the function itself, cleaning, is a very boring one.

After staying at a vacation home for a few during a holiday, due to lack of new impulses I often tend to get bored very quickly.

Doing the dishes with a dishwashing brush is a repetitive chore I find extremely boring

Sanding an object, even with a sanding machine, is something I find very boring especially because it needs some mental effort while not particularly challenging to do.

Object, Form

Enabler, Situation

Instrument, Use

Enabler, Activity

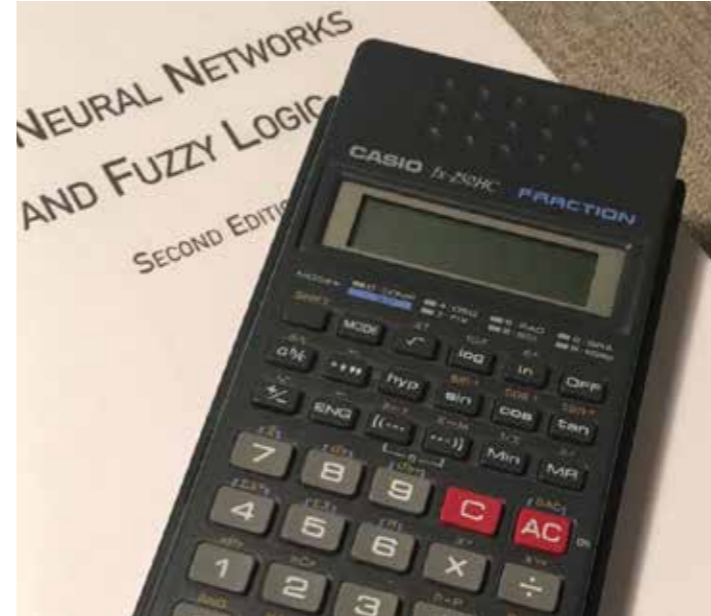
boredom



The iron evokes boredom because its usage is very much expected and not exciting. All irons work in similar ways. Ironing itself is a boring activity, because it requires the same movements over and over again.

Instrument, Use

challenge



When using my calculator, I feel confident that I will be efficient and effective in meeting the challenge of making complex calculations.

Instrument, Use

challenge



Purchasing high quality sports shoes makes me believe that I will be a better athlete, and that thought, in turn, might indeed make me play better. They make me feel like I am up for the challenge!

Enabler, Situation

Challenge

**Feeling powerful, resilient or effective, and having a strong belief in one's abilities or qualities. Confidence arises when we face a challenge for which you know to have the required mental and physical resources that are required to prevail.**

## challenge



When I do extreme sports like surfing and skydiving, I always enjoy the challenge of staying in control in unpredictable situations.

Enabler, Activity

## challenge



My bookshelf makes me feel confident because it symbolises how much knowledge I have accumulated over the years. At the same time, it symbolises the challenge of keeping an open mind and to never stop learning.

Object, Association

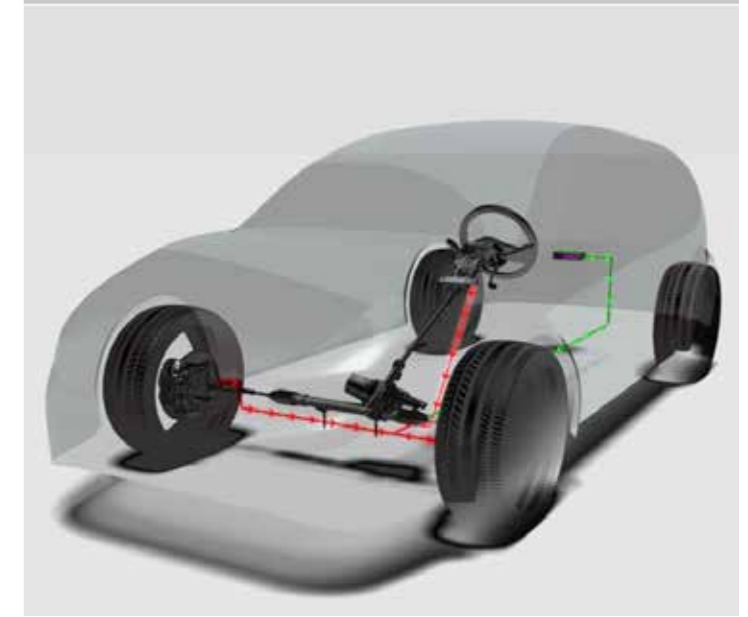
## challenge



Wearing a bikini on the beach can sometimes be a challenge, especially when seeing people who are very confident about their body because they have been working out to welcome the summer.

Enabler, Situation

## challenge



Power steering helps the car turn in any direction easily with a gentle touch - this gives a solid feeling of control and confidence over the vehicle when driving.

Instrument, Use

challenge



My business suit makes me feel strong and assertive when presenting ideas in a high-stake meeting, which gives me confidence. Then, I embrace the challenge!

Enabler, Situation

challenge



Last year, I was awarded with this wooden medal for having the third best project in a design course. When I see the medal, I enjoy the memory of that challenging project.

Object, Association

challenge



I feel confident when I see this wooden medal that was given to me last year for having the third best project in a course.

Object, Association

challenge



This jacket makes me feel challenged whenever I have important events such as an interview or a presentation. I have a few items in my wardrobe that make me feel confident and I use them whenever I feel nervous.

Enabler, Situation

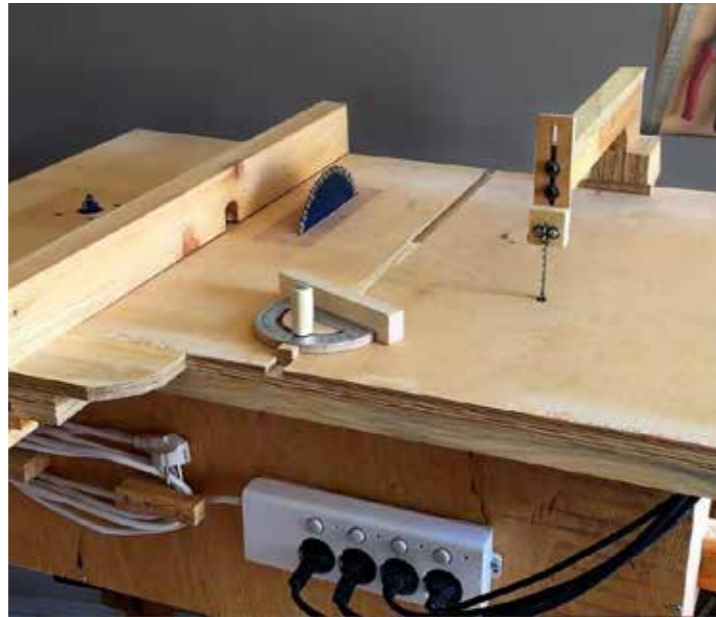
# challenge



I feel challenged when I see improvements in my drawing skills. It reminds me that the more I practice the better I will become, and it gives me the courage to draw whatever I want.

Enabler, Activity

# challenge



This sawing-machine takes some courage to use. The saw is rotating and I have to be careful on which side I place my object and fingers to avoid injury. It's a challenge because there is no cover to protect me from harm.

Instrument, Use

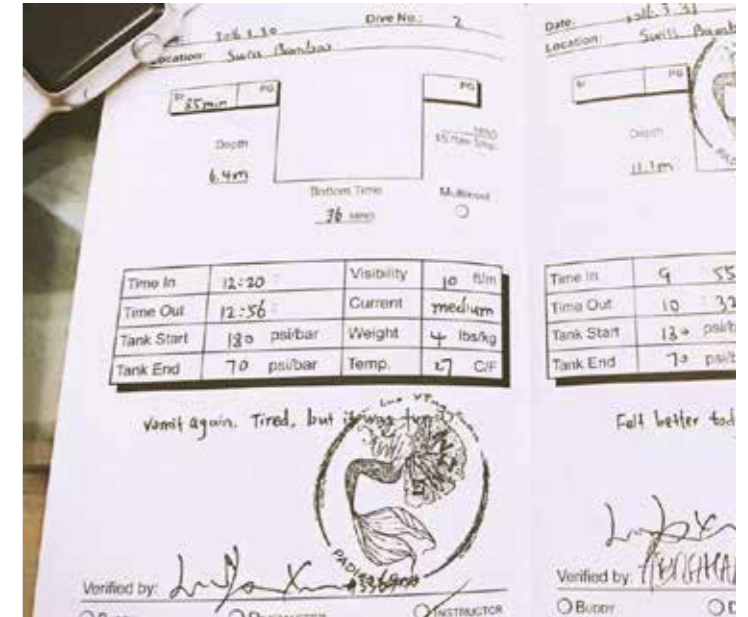
# challenge



When camping or hiking in a rural area that I am not familiar with, the compass tells me the direction and gives me courage to enjoy the challenge of keeping moving forward.

Enabler, Situation

# challenge

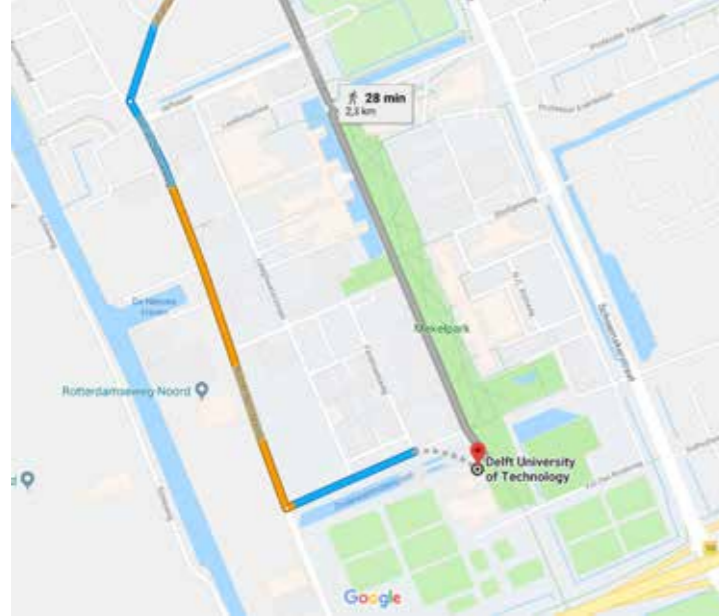


I feel challenged when I see improvements in my drawing skills. It reminds me that the more I practice the better I will become, and it gives me the courage to draw whatever I want.

Enabler, Activity



## challenge



Mobile map applications (like Google Maps) are a trustful tool when I am in an unfamiliar city or country. During my traveling, it encouraged me to challenge myself to explore the city and enjoy my journey!

Enabler, Situation

## challenge



Love Your Melon is an apparel brand on a mission to give a hat to every child battling cancer in America. When wearing the hat, these children do not differ from healthy kids. By protecting the children from discrimination, the hat can help them in their challenging situation.

Enabler, Situation

## challenge



I feel determination and challenged when using the bow and arrow to shoot a target.

Enabler, Activity

## challenge



This is a character from a computer game who is brave and approaches any adverse situation with a positive mind-set. When I see it, I feel determined to face challenges, just like in the game. Nothing can stop me from chasing my dream.

Object, Association

## challenge



The sound of the starting gun gives the runners a signal to try their best. As a runner, I feel determined to reach my goal of running as fast as I can until the end.

Enabler, Situation

## challenge



The mug named "Mr. Strong" makes me feel like I am strong and powerful. The red colour and the character's face gives me some courage to face my challenges and adversities.

Object, Form

## challenge



This tableware set is designed for people with dementia, to help them eat better and maintain their well-being and dignity. The contrast of colour and ease of use can provide confidence when challenged by the complexity of eating a meal.

Instrument, Use

## challenge



This picture was taken in Banaue in the Philippines; it is a beautiful site with rice terraces. During our hike, it was pouring most of the day. This emergency poncho gave us the courage to continue on this challenging hike, knowing we would not get soaking wet.

Enabler, Situation

confusion

confusion

confusion

Confusion

The feeling when you are confronted with information that does not make sense to you, leaving you uncertain what to do with it.



I get confused when I select wine because it is not clear which type of cap the bottles have. I do not have a bottle opener and therefore I should select wine bottles without a cork cap, but sometimes it is difficult to see.

Instrument, Acquire



When I first used an all-in-one computer, I was confused because I was looking for the start button. This was because I was used to a regular desktop computer.

Instrument, Use



Traffic signs can be overwhelmingly confusing, especially in foreign countries.

Instrument, Use

## confusion



Personally, I find buying groceries a confusing activity. The numerous similar options and the extensive information on each product is exhausting.

Enabler, Activity

## confusion



A washing machine can have much information on it and often I have no idea what settings to choose.

Instrument, Use

## confusion



Before contactless payments we had to insert our cards. If you would forget to take them out there was a warning signal: 'BEEP'. Now with the contactless payments it still beeps after my payment is received. This confuses me because it seems like a signal that something went wrong.

Instrument, Use

## confusion



This wayfinding system is confusing because both signs show arrows leading upwards. Only the right sign has a staircase, which raises the question if the left one is not for upstairs locations.

Instrument, Use

## confusion



Some car keys have to be turned counter-clockwise to unlock the door. Therefore, I expect this door to work in the same way. I felt confused when I realised it didn't and I had to turn the key clockwise to unlock it.

Instrument, Use

## confusion



I feel confused because the form of the handle indicates that I should pull the door. Only the sign tells me the opposite.

Instrument, Use

## confusion



Even though there are only two induction plates here I still get confused about the mapping because the knobs are placed left and right and the pits front and back. The indication of the power levels is also confusing because there is no tactile feedback.

Instrument, Use

## confusion



As an international student, I felt confused when I first used my bicycle in The Netherlands due to very crowded bicycle lanes with very fast Dutch riders.

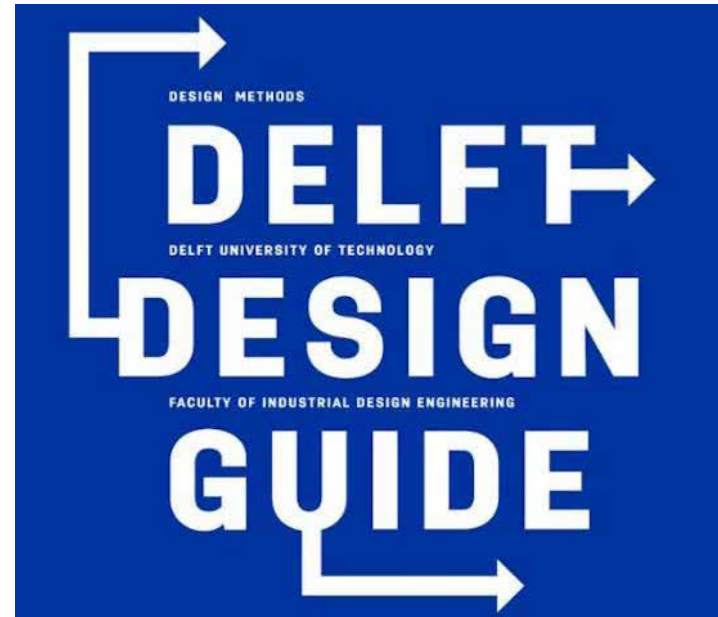
Enabler, Activity

confusion

confusion

confusion

confusion



I did not do my bachelors at TU Delft. I feel confused when students or teachers mention the "Delft Design Guide". It makes me insecure about whether I have all the necessary knowledge, which others already have.

Enabler, Activity



I always feel confused when I need to put the washing powder into the washing machine, because I never know how much I need to use for the amount of clothes I want to wash. The cup for the washing powder also doesn't show the right amount I have to use.

Enabler, Activity



The display shows the departure times of the trams. However, it also mentions that these are "theoretical departure times". What does that mean? It confuses me!

Instrument, Use



There was a sign above the sink in my hotel: "Safe water: turn off taps after use". This message confused me because it is obvious that I turn of the taps after using them. Do we really need a sign to remind us of this?

Instrument, Use

contempt

contempt

contempt

Contempt

The feeling when you look down on someone. You don't want to have anything to do with a person like this.



This is one of the coffee machines in my kitchen and it is an example of a product that was made for profitability, without considering sustainability. I have a very low opinion of such products and feel contempt towards them.

Object, Association



As a former skateboarder I am highly prejudiced about longboarders and have a lot of contempt for them: I think they ride a longboard to look as cool as skateboarders do, but are too scared to get hurt and too unskilled and undisciplined to master the skill of riding the streets like a true skateboarder does.

Enabler, Activity



Some products exist just as a symbol of higher status and nothing else. Such products evoke contempt; they remind me of how materialistic people can be, and how money is given more importance over human values.

Object, Association

contempt

contempt

contempt

contempt



This is my roommate's BMW. I feel contempt for this car and the way he uses it. This is his transportation vehicle to the university, while the ride takes just as much time as cycling there. He clearly prioritises looks and comfort over sustainability and his own health.

For most people this Prada ostrich leather bag is a symbol of high fashion and status. But when I look at it, all I can think of is how ostriches are tortured and beaten to death just for fashion's sake. I feel contempt when I think of how shallow humanity is that they do something this heinous just for something so trivial.

These laundry pouches are cute and actually handy in use. But I feel contempt towards manufacturers when they try to convince me that the different colours and shapes actually influence the laundry results. Come on guys, we all know that this is just marketing, nothing more and nothing less. We're consumers, we're not ignorant.

I understand that we have to have some rules to function as a community, but I do feel some contempt to these unsympathetic 'forbidden' signs that the municipality puts up. I don't understand why they need to be so punitive.

Enabler, Relation

Object, Association

Object, Form

Enabler, Situation



contentment

contentment

contentment

# Contentment

Enjoying a state of mental or physical calmness, slowing down and enjoying the present moment. Contentment arises when everything is well, we are free from worries or discomfort, and we have nothing urgent to do.



I feel great contentment when I see the wooden beach lounge chair. I close my eyes and see myself relaxing in it.

Object, Association



Looking at my daughter playing with her new doll house, seeing her being cheerful makes me feel very content.

Enabler, Activity



I felt very content when I was laying in my hammock, in the middle of the forest.

Enabler, Activity

contentment



Drinking a nice cup of tea with a friend gives me the possibility to enjoy my time and forget the tension of all the things I have to do. Just a moment to breathe and feel free from all the must do's for a moment.

Enabler, Activity

contentment



When seeing the hammock, I already can imagine myself sitting down in it and enjoying being comfortable, feeling carefree and just looking at the tree above me, hearing the wind through the leaves.

Object, Association

contentment



A lounge chair, like this famous design by Charles Eames, is a symbol of design and relaxation and it makes me feel contentment.

Object, Association

contentment



When the sun shines through my curtains while waking up, it always gives me contentment. I do not feel any stress, no tension, only a serene feeling. The day can wait.

Instrument, Use

contentment



My bike does not make me feel content. However, it enables me to cycle through the city of Delft, which gives me a moment of contentment after a day of hard study.

Enabler, Activity

contentment



This aquarium at the Rotterdam zoo makes me feel content: the movement of the water, the slow swimming of the fishes, the blinking light in the water, and the activity of walking in this environment.

Enabler, Activity

contentment



I can't exactly explain why, but when I'm doing the laundry, and see and hear the laundry machine running its cycle, I feel intensely content. When the laundry machine is humming, all is well.

Object, Form

Desire

**Experiencing a strong wish for something to happen, or to enjoy, consume or own something. Desire arises when we think of or encounter something we anticipate to be beneficial in some way when acquired, owned or consumed.**

desire



When I see my pen I desire to have the skill (or the patience to learn) to write compelling stories or create beautiful drawings.

Object, Association

desire



The outstanding aesthetics of the Tesla Roadster makes me feel desire. It is a luxury product with a high price and exceptional quality. The fact that I cannot afford it makes it even more desirable.

Object, Form

desire



Tiramisu is my favourite dessert. When I see it, or think about it, I immediately feel the desire.

Enabler, Situation

desire



After a busy day or an intense workout, a massage is the most desirable thing I can think of, because it offers relaxation.

Enabler, Activity

desire

desire

desire

desire



Castiglioni is one of my favourite designers. His Arco floor lamp is very elegant and makes me feel desire. I would love to own one at some point in my life.



Going on a vacation is always a desire of mine, and I think for many people alike.



During the day, I can sometimes desire a cup of coffee. Just making coffee or ordering one from the cafe outside can be a highly desirable moment.



For me (and I believe for most women), a Chanel bag is highly desirable.

Object, Form

Enabler, Situation

Enabler, Activity

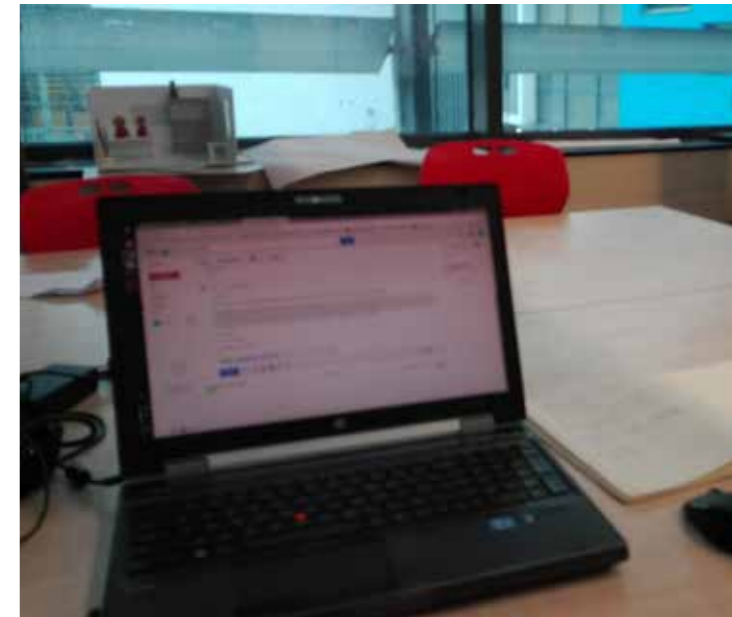
Object, Form

desire

desire

desire

desire



Using fitness equipment evokes desire since the more I exercise on the machine, the better I will feel.

A credit card gives its user the power of spending. Therefore, I desire a credit card.

While I was baking a cake with this flower shaped baking mould together with my sister for Mom's day, I desired to start the next day quickly. I could not wait to share this special cake with the rest of my family.

When working on my almost six-year-old laptop, which has gotten pretty slow, I desire to have the money to buy a new one, so that I can work more efficiently.

Enabler, Situation

Enabler, Situation

Enabler, Activity

Instrument, Use

desire

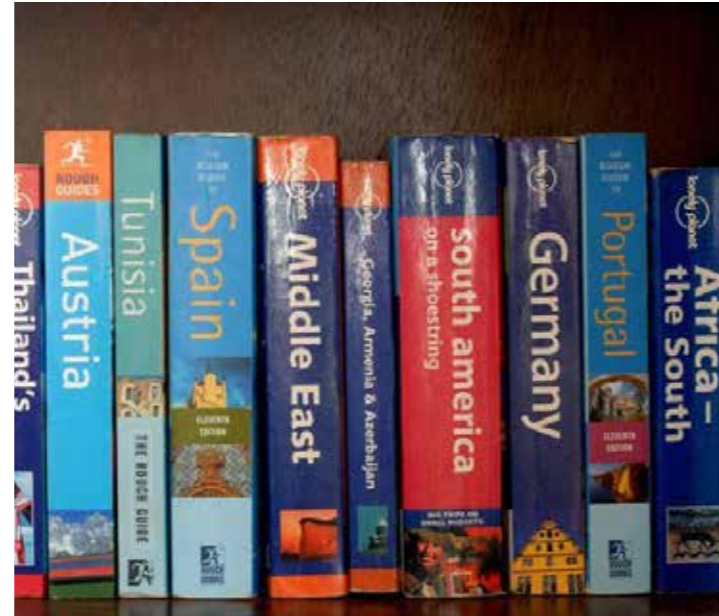
desire

desire

desire



I saw the most beautiful watch in the window of a jewellery shop in the city centre. I would give anything to own it, but it was so expensive that it will never happen.



Browsing through travel guides makes me desire to go traveling.



When I watch TV, there are always commercials for beautiful vacation places that I really desire to visit.



While cleaning my old and rusty racing bike, I often think how nice it would be to own that new, very expensive one. I feel desire.

Object, Form

Enabler, Activity

Enabler, Situation

Enabler, Situation

desire

desire

disappointment



I feel desire when I am using this bag because it reminds me of the old days when I was a bachelor student and used it to bring a lot of books to the library to immerse myself in my study to fulfil my study goal.

This headband reminds me of my desire to fight for my goals. When I see the band and the words on it, I feel determined to pursue my goals.

**The feeling when you find out that something you had hoped for has not happened.**

When walking up to automatic doors, I feel disappointed when they don't open since I deserve to be seen by the sensor as much as anyone else.

Object, Association

Object, Association

Instrument, Use



## disappointment



I felt disappointment when the zipper of my new pencil case was damaged and I couldn't make it work.

Instrument, Maintain

## disappointment



I recently bought a new desk chair, continuing my long search for an adequate one. Somehow, desk chairs, no matter how expensive and supposedly well-engineered they are, have the tendency to be disappointing with respect to comfort.

Instrument, Use

## disappointment



I feel disappointed when I open the box of my Big Mac, since it looks less tasty than the advertisement did.

Instrument, Acquire

## disappointment



As an effort to act more sustainable, people opt to use plastic bags less often. Instead, many use paper bags, be it to transport groceries or other things. It is disappointing that people care only superficially about doing the right thing ecologically speaking, as many are deliberately choosing an even less sustainable solution to replace plastic bags.

Object, Association

# disappointment



Apple is a company greatly admired for their well-designed products and services and the perfect integration of their products amongst one another. Last year, Apple came out with a battery case for iPhones, which falls short with respect to almost all of these qualities – how disappointing.

Instrument, Use

# disappointment



It can be really disappointing when I want to find some information on websites which only have a Dutch version. The computer translation can make the situation even worse.

Instrument, Use

# disappointment



The appearance of the AH-to-go yogurt really satisfied me. It makes me feel that I can enjoy a healthy meal even though I was in a hurry. However, when I open the foil cover, it seems like only half of the yogurt is left. It really makes me feel disappointed.

Object, Form

# disappointment



A crane machine is always stuffed with all kinds of colourful toys. The arrangement of the toys gives me the illusion that I can easily get the toys out. But every time I pay and try to grab the toy, it falls down just beside the hole.

Instrument, Use

# disappointment



The packaging of this meal evokes disappointment. While ordering, I check the menu and select the product based on the images. Food is advertised in elegant service accessories like ceramic plates and glasses. However, the actual product is served in disposable packages, like plastic and paper.

Instrument, Acquire

# disappointment



When I put the meal in the microwave and set the required time for warming up, I expect the meal to be sufficiently heated. Sometimes, however, depending on the amount and type of food, it is not enough. In that case tasting the food is a disappointment.

Instrument, Use

# disappointment



I was disappointed when I was trying to lose weight and used the scale during the process. Smaller numbers than the ones appearing on the device were expected...

Enabler, Activity

# disappointment



A lottery brings disappointment as I have never won something substantial.

Enabler, Activity

# disappointment



Packaged food is sometimes disappointing, especially when it comes to aesthetics. It often looks totally different from what I expected from the package. I get disappointed when I open the package.

Object, Form

# disappointment



I bought this bike because it looked decent and I expected it not to break. Now the different parts are breaking and that makes me feel disappointed.

Instrument, Maintain

# disappointment



I bought this camera to capture social moments with my friends, but the pictures look too dark or unrecognisable most of the time.

Instrument, Use

# disappointment



I love taking hikes in nature, and I feel disappointment when I am confronted by the fact that some people do not respect the environment and leave evidence of their disrespect.

Enabler, Activity

disappointment



I'm disappointed when my food doesn't look resemble the picture in the menu.

Object, Form

disappointment



I was very happy when I bought these elegant tea cups. They are glazed on the inside, and not glazed on the outside – giving them a beautiful matte finish. But when I started using them, the outside got stained and because it is not glazed, the stains cannot be removed. I was disappointed that my elegant cups have lost their purity.

Instrument, Maintain

disappointment



I gave my mother this candle for Christmas. It was shaped like a star. I was disappointed to see how it turned out to be a poor-quality candle; most of it did not burn.

Instrument, Use

Disgust

The feeling when you encounter something that you don't want to get into contact with in any way (neither see, hear, feel, smell, or taste it), because you expect it is bad for you. You want to get it away from you.

disgust



I feel disgust when I am cleaning the trash container. The sight and smell turns my stomach, and I just want to run away, but I know that I have to do it because if I don't it will only get worse.

Enabler, Activity

disgust



The fur garments that are made from the skin of wild animals make me feel disgusted. A lot of animals are killed and many species went extinct because of human consumption.

Object, Form

disgust



When using this kind of brush to clean the toilet, the dirty water will splash. I only use this when the toilet is dirty and really needs to be cleaned. I always feel disgust when using the brush especially when water splashes on my skin, no matter if the toilet is clean or not.

Instrument, Use

disgust



The smell and the flavour of chewing gum is fresh and clean. The remaining gum wad, however, is dis-gusting. My feeling gets stronger when people spit their chewing gum everywhere.

Object, Form

disgust



The smell and the flavour of chewing gum is fresh and clean. The remaining, however, is disgusting. My feeling gets stronger when people spit their chewing gum everywhere.

Enabler, Activity

disgust



This coffee cup is designed with a visual element of a leaking coffee stain. It is deliberately visualised in a realistic way, stimulating some disgust. The cartoon character adds some humour to the feeling.

Object, Form

disgust



Sexual activity usually consists of lust, desire and love. During the activity both partners don't hesitate to share intimate physical experience. In the heat of the moment, I am not bothered by the bodily fluids. However, afterwards, touching the condom suddenly feels disgusting.

Instrument, Use

disgust



After wearing the same sandals for several times without cleaning them, it arouses disgust when my clean feet sense the dirt and other particles on the surface of the sandals.

Instrument, Use

disgust



When I am waiting in line, there are always some people cutting the line and act as normal as possible. I feel really disgusted if I see people pretending they were there, especially when I am in a hurry.

Enabler, Activity

disgust



The Seattle gum wall has collected a million chewing gum wads, plastered on the walls. Although they are in fancy colours and have become a tourist attraction after two decades of passers-by sticking gums onto the walls, the moment I saw it I felt really disgusted.

Object, Form

disgust



I get disgusted when I see this car. The aesthetics are terrible. The car looks like two designs had a baby with technical difficulties, but Fiat mass produced it anyway.

Object, Form

disgust



I get disgusted when using a yellow rag. They are cold and wet and they feel like they are full of germs accumulated from previous use.

Instrument, Use



disgust



I feel disgusted with myself when I take a lot selfies to pick the best for social media. I feel shallow and stupid but I do it anyway.

Enabler, Activity

disgust



The printing on the cigarette boxes brings a feeling of disgust because it represents human organs affected by smoking.

Object, Association

disgust



The hand towel in public toilets brings a feeling of disgust because of its usage. The part I am using is not separated from the part that others have used.

Instrument, Use

disgust



Although I love my daily green smoothie, the way it sticks to the glass does look a bit disgusting.

Object, Form

disgust

disgust

dissatisfaction



Here you wash your hands at the same spot where you also pee. I guess it is efficient, but I felt somewhat disgusted by the idea.

I was at my friend's house and we were watching television. I took this picture of his remote control because it was so dirty that I was disgusted by it.

**The feeling of being unfulfilled when something happens that is different from what you expected. You feel that it should be changed to meet your expectations.**

I want to get new a laptop because my present one is six years old, it boots up very slowly and it degrades my working efficiency. However, I do not have enough money to buy a new laptop.

Object, Form

Object, Form

instrument, Use

dissatisfaction

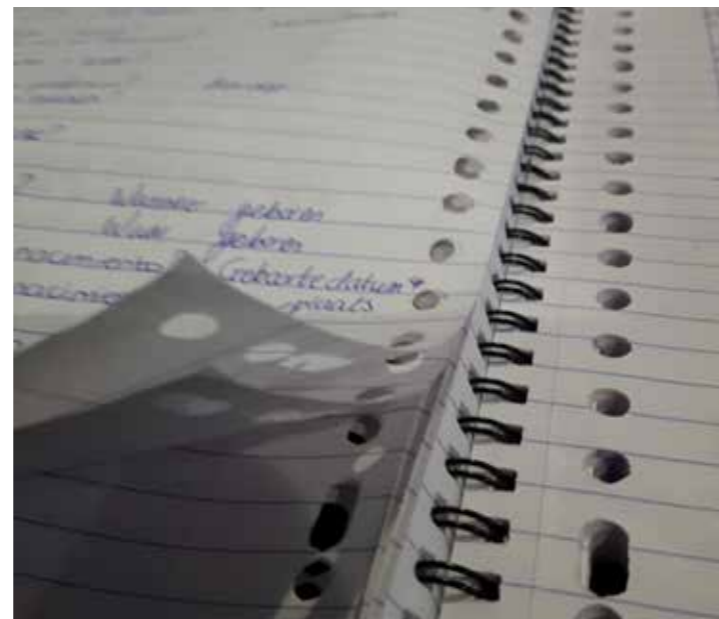
dissatisfaction

dissatisfaction

dissatisfaction



I am dissatisfied when I want to make a nice dinner, but the recipe does not match my expectation. Moreover, it looks horrible.



During use I turned the pages to hard. It made me feel dissatisfied, because I think the product need to manage this force.



I enjoy listening music, but when I want to listen in public I always have to untie my earplugs. I hate to do that, it costs time, that is why this product normally gives me a dissatisfied feeling.



When I closed the package I pulled too hard and the plastic package tore. This made me feel dissatisfied about the product, because it always happens to me.

Object, Form

Instrument, Use

Instrument, Use

Instrument, Use

dissatisfaction



I am dissatisfied when I pay a lot for a dish at a restaurant but the portion is so small and the ingredients are not special

Object, Form

dissatisfaction



I expected to have bought an icon of usability, but it turns out that this watering can is not user-friendly. Due to the open pouring spout I often spill water next to the plant pot, and it turns out that you can even spill water through the handle because it has an open connection to the water container.

Instrument, Use

dissatisfaction



When there are a few paintings people expect them to hang straight and fit into perpendicular lines. In this case one of the paintings is crooked and therefore this sight of these 3 paintings on the wall is very dissatisfying. I would be inclined to hang the painting straight.

Object, Form

dissatisfaction



When I closed the package I pulled too hard and the plastic package tore. This made me feel dissatisfied about the product, because it always happens to me.

Enabler, Situation

dissatisfaction



When getting a container and lid from the closet I expect an easy fit. When I discover I must put a lot of effort into the lid to fit on the container I feel very dissatisfied with the design of the product.

Instrument, Use

doubt



For four years I trained 25 hours a week, but this year I decided to quit. This decision was hard to make and every time I watch a race I feel insecure about my decision. Watching the races give me a proud and nostalgic feeling of what I have reached over the years, but makes me doubt my decision because I still like the sport.

Enabler, Situation

doubt



The donation jar is something that reminds people of those who are suffering in society and in dire need for general help. It also arouses some doubt. Will the money go directly to the people in need and will it be used efficiently?

Object, Association

doubt

**The feeling when you have to do something, but there is more than one course of action to choose from. You don't know which option you should choose.**

doubt



As a special kind of product, nail polish is very pleasant to look at in terms of various colours. But at the same time, I can feel doubtful about whether the colour will look nice on my hands.

Instrument, Acquire

doubt



This series of products from the Design Academy of Eindhoven changed the shape of the separate parts of daily products, which generates a lot of doubt for people about how to use them to achieve the modified functions.

Object, Association

doubt



Having to choose what to wear in the morning can be a doubtful activity. There are certain aspects to consider such as the weather, event, time and so on. In addition to that, there are too many choices possible in the closet. It brings doubt until the moment I have decided what to wear and leave the house.

Enabler, Activity

doubt



This is a kettle. The ambiguous form leads me to be uncertain of the purpose, the function and the usage. I am in doubt. It seems like a sculpture; perhaps it is not supposed to be used, only to be admired.

Object, Form

doubt



I know it is unhealthy, but I also know that it tastes good. The temptation of the fast, greasy food is sufficiently strong to make me give up my healthy diet. But the doubt inside my mind is difficult to get rid of.

Object, Association

doubt



In Turkey, fortune telling out of the leftover grounds of Turkish coffee is a social activity among friends. One person checks the other's cup and makes up a story by interpreting the patterns. Due to the abstract forms of the patterns, different interpretations and associations are possible. The activity enabled by the cup involves the emotion of doubt.

Enabler, Activity

doubt



A stone cushion looks like a stone, but it is placed as a pillow on the couch. It stimulates doubt. Is it a soft cushion or a hard stone?

Object, Form

doubt



Earphones usually have a right and left side. Often, there is no indication or the indication is too small to figure out which is left or right. Sometimes I just put the earphones in my ears and when it feels a bit strange, I swap them. This is always a moment of doubt.

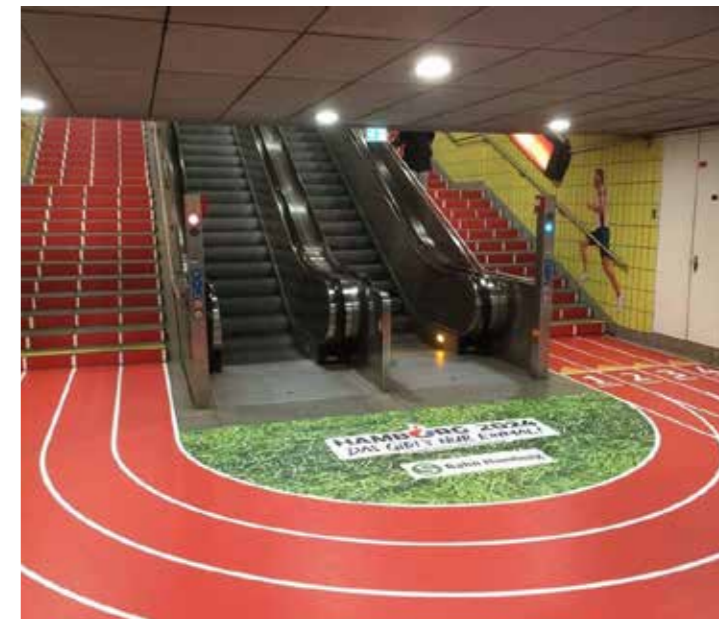
Instrument, Use

doubt

doubt

doubt

doubt



Generally, taking a vitamin is known as being good for one's health. However, I always feel doubt about the vitamin's effect even though I take them every morning.

A few years ago, I bought this old polaroid camera and some film which is pretty expensive. I often doubted whether I had everything right in the picture before pressing the lever.

When I buy something that I don't really need, like a cookie from the vending machine, I take out my bank card. Then as soon as I have it in my hand and look at it, I sometimes start doubting and sometimes reverse my initial decision.

I was doubting about taking the stairs or using the escalator. I think it is good for my health to use the stairs, but it is easy to choose the escalator.

Enabler, Activity

Instrument, Use

Enabler, Situation

Enabler, Activity



doubt



The display says it has three photos left, however I doubt if that is true. This type of camera has already failed me before, so I have my doubts.

Instrument, Use

doubt



I always have my doubts while using recycle bins, because sometimes it is hard to know which trash should go in what bin.

Instrument, Use

doubt



When I leave my house and it is almost too late to catch a train, I discover that I don't have my keys and I cannot find them. There is doubt between searching just a bit longer for my keys and increasing the chance of missing the train or leaving the house without keys, hoping one of my roommates will be home later.

Enabler, Activity

Dreaminess

**Being absorbed in a soothing state of absent-mindedness that is pleasantly abstracted from immediate reality. Dreaminess arises when something happens that brings us into a state of thoughtfulness and stimulates us to indulge in introspection and languor.**

## dreaminess



Listening to music on my headphones help me zone out from reality and get dreamy. I get to think and visualise each song in my head and that is one of the best feelings one can have.

Enabler, Activity

## dreaminess



V (vinyl collectable) reminds me of V for Vendetta which is my all-time favourite movie and makes me think about what would happen if the anarchy that is portrayed in the movie would happen in real life.

Object, Association

## dreaminess



This beautiful wooden room divider offers me some serenity and dreaminess. It invites me to configure my personal space for thinking, studying or just escaping from the outer environment. Meanwhile, the space is not totally isolated, so I can see the sunshine through the scattered holes.

Instrument, Use

## dreaminess



Impressionist paintings by, among others, Monet and Renoir make me dream of beautiful gardens, romantic flowers, piano music, flamboyant dresses and graceful dances. I wish I could be there for one day.

Object, Form

## dreaminess



This bag was a thoughtful gift from an old friend. It has travelled to many, many places along with me, sincerely bearing the weight of all the junk I put in it during travel. It is a constant reminder of my love for travel and every time I see this bag, I get dreamy about all the places I've visited.

Object, Association

## dreaminess



The peppy and refreshing sound of a guitar can always bring me into a calm and enjoyable state of mind. Meanwhile, it stimulates dreamy imagination. By playing guitar, performers create a fascinating environment influencing the audience.

Enabler, Activity

## dreaminess



MUJI's body-fit cushion provides ultimate comfort when I am in the mood to be lazy, to indulge in a little catnap, to read or think. I enjoy a calm state of thoughtfulness leaning on it.

Enabler, Activity

## dreaminess



A friend gave me these tiny tea cups. Every time I look at them, I tend to stare at the fish, let my mind wonder, and imagine the fish swimming in the bowl; it is very relaxing and it makes me feel dreamy.

Object, Form

## dreaminess



This carpet looks as if it is made of small pebbles. I lay on it, stroke the pebbles and I enter a state of dreaminess, daydreaming that I am relaxing in a river bed listening to the river and enjoying the moment.

Instrument, Use

## dreaminess



I feel dreaminess when I turn on the camping light before going to bed, because it creates a specific light effect that makes me feel like sleeping in the woods with a full moon. While I am getting a sleep, this effect creates peaceful thoughts and helps me to reflect about my day and my life. It is special because every summer we used to sleep in the woods with my parents.

Object, Form

## dreaminess



My water colour helps me to explore myself while drawing. They make me feel dreamy because I can explore shapes that are made by me and by coincidence (the water does not always responds how you want). Using my watercolour creates a sense of confidence in me and that helps me to seek and find my goals.

Instrument, Use

## dreaminess



I feel dreamy when I put on the birds song while showering. When I was a child, I used to shower in the woods with my parents for a couple of years, and now the sound of the nature evokes in me a sense of self reflection, and it reminds me where I come from and where I want to go. Moreover, those moments were a family ritual, because it was easy showering all together.

Enabler, Activity

embarrassment

embarrassment

embarrassment

Embarrassment

**The feeling when people suddenly focus unwanted attention on you in a situation that is not in your control. You have the urge to get away from the attention.**



I feel embarrassed when friends start playing with a football because football is my weakness, yet I wish I could join this social fun.



I once tried to get out of the station without paying and the doors started to beep loudly. I became the focus of attention of the people around me. Since this is an activity that is against the norms and standards I was highly embarrassed.



As a child, I once was ill and had to use a bedpan. I strongly associate it with a negative experience. It is used for a highly personal activity which becomes public, thus becoming a source of embarrassment.

Enabler, Relation

Instrument, Use

Object, Association

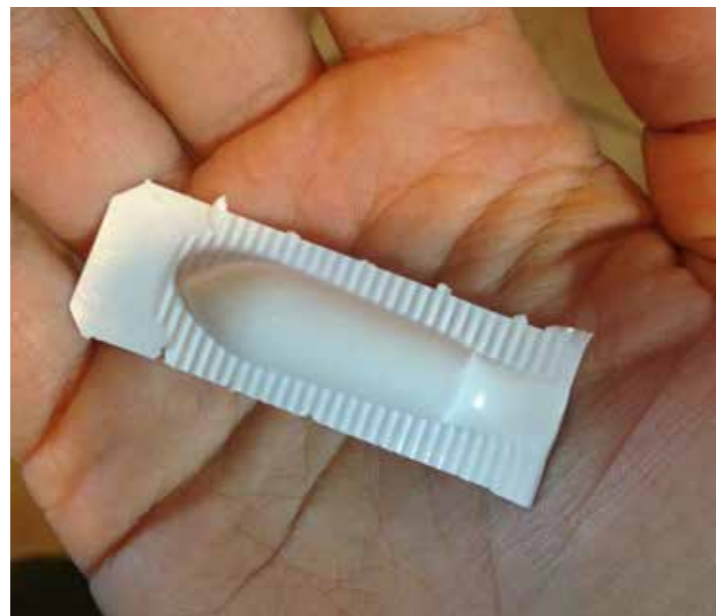
embarrassment



I remember having an undesired makeup disaster when I was going out one night. This caused unwanted attention, and therefore was very embarrassing.

Enabler, Identity

embarrassment



Suppositories are medication taken via the rectum or vagina. The act of using them always leaves me highly embarrassed.

Instrument, Use

embarrassment



I had to start wearing braces when I was an adult. In the first few weeks I was very embarrassed because usually braces are worn by teenagers and kids.

Enabler, Identity

embarrassment



When I was a teenager my mother made me wear a raincoat when riding my bike to school. I did not feel comfortable about it and it gave me a lot of embarrassment.

Enabler, Identity

# embarrassment



That moment when my card is rejected at the counter, I feel embarrassed because the people around me think I don't have enough money. The more people around me, the stronger the embarrassment.

Enabler, Identity

# embarrassment



Pulling a door when having to push it or the other way around in public can make me feel embarrassed

Instrument, Use

# embarrassment



I feel embarrassed when I put on sunscreen because I'm supposed to be a tough-skinned island beach-boy but still sometimes lose the fight to Mr. Sun and am forced to look like a white shiny doofus.

Object, Form

# embarrassment



I own a fancy espresso machine that serves high-quality coffee. And yet, every now and then, I enjoy making a cup of coffee with cheap, low-quality instant coffee. I never do this when I have friends over because I am embarrassed by this guilty pleasure.

Enabler, Identity

embarrassment



I am embarrassed to admit it: I have an electrical blanket. And I love it... (but I don't want people to know about my secret comfort-giver).

Object, Personal Meaning

energetic



Sport shoes are designed to stimulate a dynamic feeling, as can be seen from the colour, stream line and form. Just looking at sport shoes makes me feel energetic and ready for some exercise.

Object, Association

energetic



All drivers know that when the traffic light turns from red into green, it is time to start roaring your car's engine so you can continue your journey to arrive at your destination. Therefore, the green traffic light makes me feel energetic.

Enabler, Activity

Energetic

**Enjoying a high-spirited state of being lively and vitalized. We feel energized when we are engaged in an activity that provides us with mental or physical potency and the motivation to be dynamic.**



energetic



For me, wind turbines are energetic objects. When there is some wind they are indefatigable, constantly spinning and producing energy.

Object, Form

energetic



I use a yoga mat during my practice, which is usually very energetic and intense. Thus, the yoga mat makes me enjoy a high-spirited state of being energetic.

Enabler, Activity

energetic



Stage lights are key for setting the mood during a concert. Well-designed stage lights correspond with the rhythm of music, which makes me feel energetic and ready to start moving my body.

Enabler, Situation

energetic



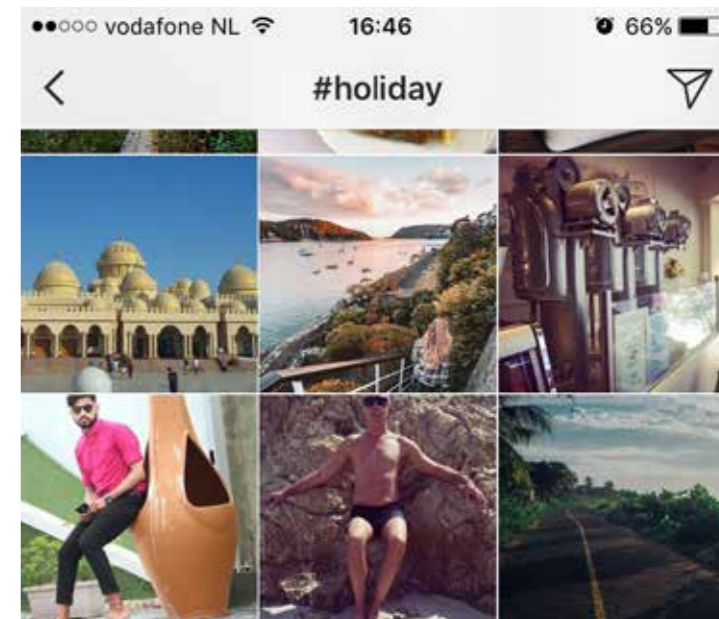
We were on a trip in the mountains. In the evening we took out the hiking map to plan our hiking tour for the next day. I felt very energetic planning for this wonderful hike.

Enabler, Activity

energetic

energetic

envy



When I am tired of working, I read a quote that I have as a mug. That gives me the energy to keep going.

When I wake up, I feel energetic when I hear the motivational voice message that my father left me on my phone.

**The feeling when something good has happened to someone else, but not to you. You keep wishing that the good thing had happened to you instead.**

While viewing my Instagram feed, I feel insecure about my own life because I see all the interesting parts from the lives of others.

Object, Form

Enabler, Relation

Enabler, Situation

envy

envy

envy

envy



When somebody is celebrating, I can feel envy when I am not part of it.



When someone can lift heavy equipment, I feel envy because I cannot.



In Japan, people take a bath every day. In my flat, there are only two showers. I know it is usual in The Netherlands, especially in student accommodations. However, some apartments have bathtubs. I feel strong envy about it.



Many luxurious products are only available for a limited group of people. I like the Leica camera, but I am not able to get the limited edition. I envy those who can.

Enabler, Activity

Enabler, Activity

Enabler, Situation

Enabler, Situation

envy

envy

envy

envy



Bang & Olufsen is known for its beautifully crafted, high end consumer products. This exceeds its function and fulfils a role in expressing the owner's identity and social status. I envy those who can afford the subtle, smooth interactions with this product.

A pearl necklace is a symbol of wealth and fortune. Women who wear a pearl necklace show off their femininity, classic beauty and spendable income to others. With such jewellery the size of the pearl is in direct relation to the size of your bank account, a common trigger for envy.

Many products capitalise on people's inherent need to collect things. Pokémon cards are a good example: when they were in fashion, I would bend over backwards (beg my parents) to get the cards I wanted. I surely envied the kid in class with the most 'powerful' cards.

Wearing a wig is both the result from and cause of envy. If one desires beautiful hair, but does not have it, one wants to imitate and pretend as if one does. Every time when putting it on, though, the realisation of it being fake and uncomfortable causes the emotion of envy again.

Enabler, Identity

Enabler, Identity

Enabler, Relation

Enabler, Situation

envy



An award evokes envy due to its symbolic meaning. It symbolises success and accomplishment. In that sense a person competing with another in the same field desires the award. If the other is the winner, I can feel envious.

Enabler, Relation

euphoria



The thrill of going downhill or jumping down a big gap and the sense of accomplishment when landing a trick that I have been trying for hours - these are the things that put me in a state of euphoria while skateboarding.

Enabler, Activity

euphoria



The mobility that my car provides is a catalyst for euphoric feelings in itself, and a cabriolet amplifies the perceived freedom by its open nature. This is my father's old car and the one I drove before I was able to get my own car. It is associated with the achievement of getting my driver's licence along with the memories of driving to school in summer making it a euphoric experience.

Object, Association

Euphoria

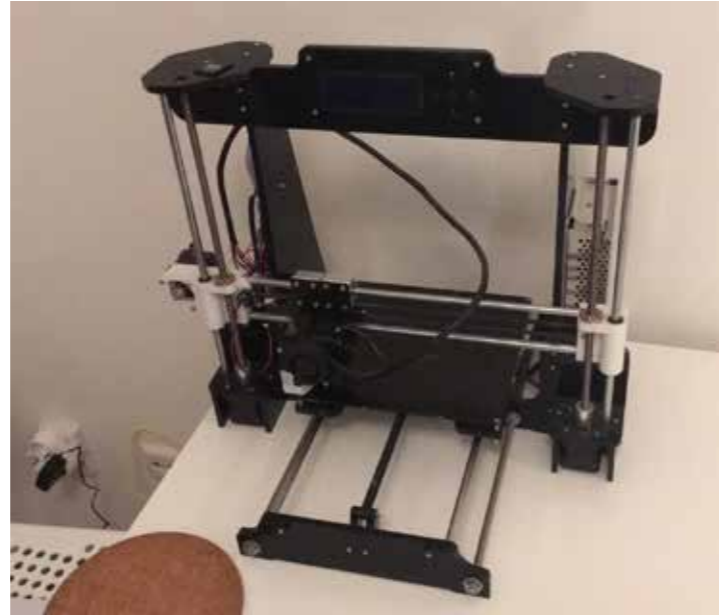
**Being elevated by an intense experience of joy and excitement, fully indulging in the situation at hand. Euphoria arises when something extraordinarily good happens to us, or when we engage in an overwhelmingly joyful activity.**

euphoria

euphoria

euphoria

euphoria



The tennis racket enables me to play the sport. As such, it represents the emotional spectrum arising from playing tennis. In my case, as tennis is my favourite sport, it stands for the euphoria I feel while standing on the court or after having won a point, set, or match.

My 3d printer represents creativity. I built it myself which gave it an emotional value along with a functional value. The objects it enables me to construct and its open structure which allows me to modify it at any point make for a very euphoric experience every time I achieve a new, personally unprecedented milestone.

Each week this trophy is handed out to the 'Man of the Match'. It is a symbol of honour and celebrates the person's performance and role on the team. When I won this trophy, it was a moment of euphoria.

Bouquets can evoke euphoria, when I receive them for an achievement. When I graduated, I was given a bouquet of flowers, and when seeing the flowers in my home, I am reminded of that moment of eu-phoria.

Object, Association

Enabler, Activity

Enabler, Activity

Object, Association

euphoria



My sport shoes enable me to play actions on the playing field. When my level of performance is high, it evokes euphoria.

Enabler, Situation

euphoria



Sailing in this boat with friends, feeling the wind in my hair, feeling the wide openness of the waters, getting caught by that moment: in this activity I feel euphoria.

Enabler, Activity

euphoria



I had been helping my father in his garden all day; building a garden house, and I was very hungry. We went to eat in a café, and when the schnitzel was served it turned out to be huge. Just what I needed – a moment of euphoria.

Enabler, Situation

euphoria



I was euphoric when I found a car for sale which I wanted for a long time already. Not only was it the exact right car, but it was in perfect condition as well.

Object, Associations

euphoria

euphoria

excitement



I was euphoric when I managed to fix a washing machine I had just bought, after it had broken down when I moved it.

I was euphoric when I found back my stolen bike in the city and managed to "steal" it back with the spare key I still kept at home.

**The feeling of eagerly awaiting something good or desirable to happen, and not being able to stop thinking about it. Anticipation arises when we are expect an event in which a need will be fulfilled or goal will be achieved.**

After having ordered something online, the anticipation grows and culminates until the moment the package is actually delivered.

Enabler, Identity

Instrument, Use

Instrument, Use



excitement

excitement

excitement

excitement



Having the opportunity to travel and explore new and unknown things causes a feeling of anticipation while thinking of possibilities and experiences to come.

Enabler, Activity



A crucial part of the analogue photography experience is the anticipation caused by the unknown outcome of photographs taken. "Did this shot I really liked work out? Will there be a pleasant or unpleasant surprise?"

Instrument, Use



When packing my suitcase, I experience excitement because I know something fun is about to happen.

Enabler, Activity



Perfume symbolises a nice event for which I take the time to get ready, dress nicely and smell like flowers. Looking at the bottle makes me experience excitement about the event that is about to hap-pen.

Object, Personal Meaning

excitement



While opening the fridge, anticipation rises as I hope to find something that I like.

Enabler, Activity

excitement



The setup of a stage days before a concert can arouse much excitement in my heart, leading me to imagine how it will look when that day really comes.

Enabler, Activity

excitement



When the newest designer wedding dress comes out, I experience a lot of anticipation. I picture myself in the future, wearing that dress.

Object, Association

excitement



Alluring makeup is something I strongly associate with anticipation, not only the hope to own it, but also the wish to make my face look prettier and different.

Instrument, Use

excitement



I anticipate using pedalboards and other sound-enhancing tools because they let me create unusual and exiting soundscapes. I never know what I'm going to get by messing around with buttons and settings!

Object, Association

excitement



Immediately when I sit down behind a drum kit, excitement fills my whole body and I feel eager to play.

Instrument, Use

excitement



Excitement is what I feel when I am waiting for someone I love at the airport terminal. I am always looking carefully to try to find the other person in the distance!

Enabler, Situation

excitement



I remember feeling excitement when I was staring at the concert ticket of the band that I've always wanted to see live. It makes me feel like I want that day to finally arrive.

Enabler, Activity

excitement



I feel anticipation when I watch one of my favourite TV series. The introduction music is always very powerful and makes me eagerly anticipate the episode.

Enabler, Activity

excitement



Whenever I have a concert coming up, I anticipate the amazing feeling of energy being transferred back and forth between the band and the audience. It is a feeling I will never get tired of, and the nervous anticipation is a big part of that!

Enabler, Activity

excitement



This tool is the best friend of a model maker. For me, it is almost addictive to use it to carve, scoop peel, and cut foam models.

Instrument, Use

excitement



We have been working for three months on designing this exhibition. As soon as we started building it on site, everyone was tired but the energy was fuelled by excitement and we just couldn't wait to see it complete!

Enabler, Activity

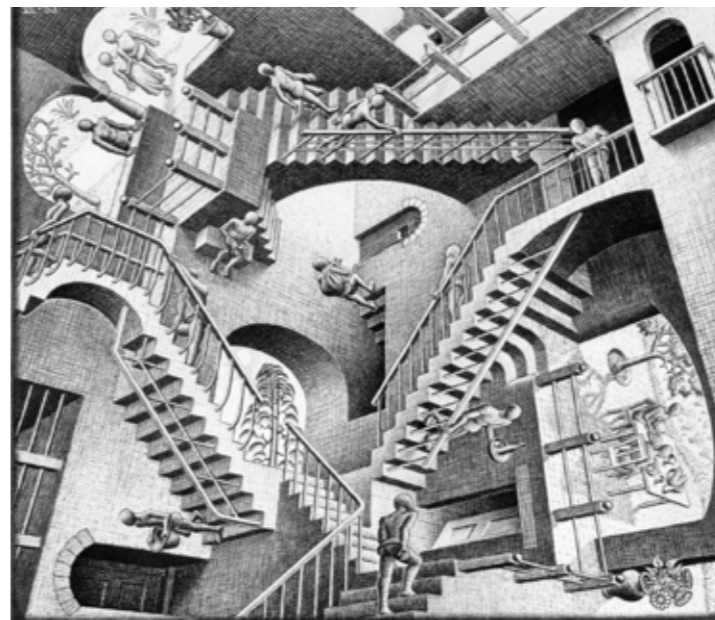
excitement



I was walking in the street and came across this bicycle. The expressive contrast excited me, and I was also excited about the idea that the owner dared to be so expressive with his bike colours.

Object, Form

fascination



Seeing surrealistic art, especially from M.C. Escher always makes me curious. I want to investigate how the illusion is created.

Enabler, Activity

fascination



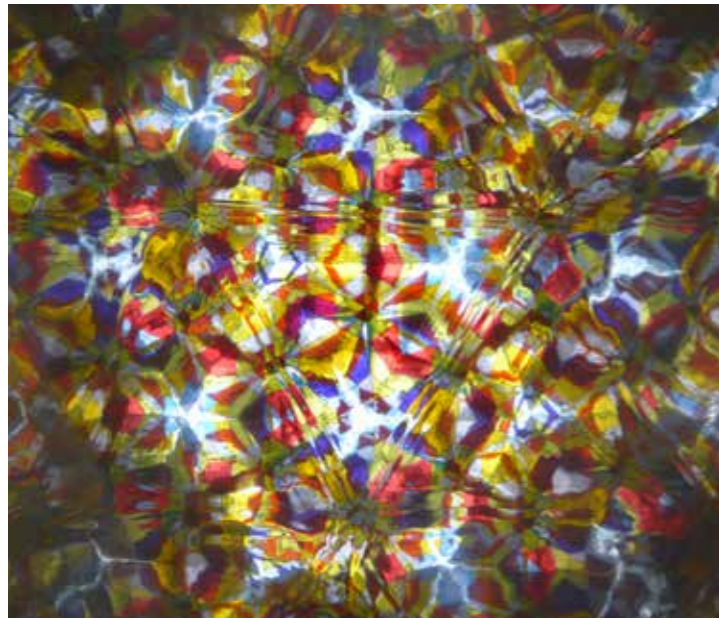
The way the colours are mixed in the glass of this vase makes it very interesting and fascinating. I am very curious to learn how it was made.

Object, Form

Fascination

**Feeling an urge to explore or investigate something in order to find out more. Fascination arises when we come across something novel that we do not immediately understand, yet provides us with a clue that it could be of relevance.**

## fascination



By looking into this mysterious tube-shaped object while slowly turning it, I get to see fantastic and extraordinary features. The kaleidoscope fascinates me.

Instrument, Use

## fascination



At a flea market, I will find tons of objects and I can only partly imagine what they will be. What's more, there is a good chance they will be affordable. Walking around and exploring a flea market makes me feel fascinated.

Enabler, Activity

## fascination



3D-glasses enable people to view movies with an extra dimension. This picture illustrates very well how I can get fully engaged in the movie. It almost looks as though I am in another dimension myself.

Enabler, Activity

## fascination



The novel and futuristic appearance of a hover-board leaves me feeling fascinated. Even though I have encountered several people riding it, I am still amazed by the technological possibility of riding without steering.

Object, Form

# fascination



This is the gesture-based interactive lamp 'Fonckel'. The design intends to give users fluent control over their light settings in a tangible way. Its organic shape invites people to touch it and explore how it works. I am fascinated that I can discover my light preferences through experimenting.

Instrument, Use

# fascination



Blowing bubbles is fascinating, because it is always a surprise what shapes and sizes will come out. I am always fascinated by the reflections in the bubbles.

Enabler, Activity

# fascination



Rowing for me is very fascinating; feeling the boat accelerate, hearing the 'klunk' when eight oars together finish their stroke: goose bumps.

Enabler, Activity

# fascination



I find it fascinating how the Fallingwater villa was created to make it look like a waterfall emerges from the house. In addition, I am fascinated that a building from 1935 can look so modern.

Object, Form

# fascination



A book is no more than some paper and ink, and yet it provides us with deep experiences and emotions - just by placing letters on a page. The power of this simplicity truly fascinates me.

Enabler, Activity

# fascination



When flying in an airplane, I am fascinated by the fact that you are floating thousands of metres above the ground.

Enabler, Activity

# fascination



I feel fascinated when I see someone who is really enjoying music with their headphones on. I wonder what kind of music they are listening to and how music can evoke such strong feelings.

Enabler, Activity

# fascination



This object looks like concrete but feels soft. When I touch an object that feels totally different than what I expected, I feel fascinated and immediately wonder what the material is, or how it is made.

Instrument, Use



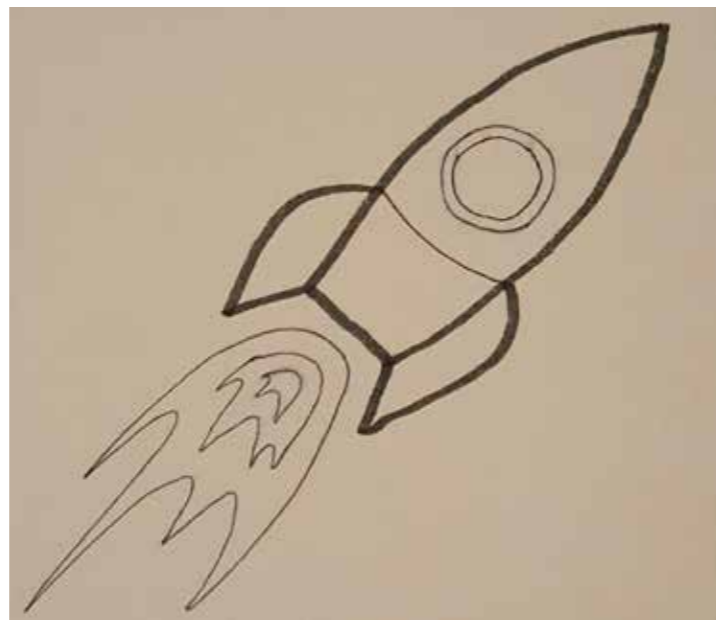
# fascination



I am fascinated by objects that have lots of buttons but I don't know what they are used for. I want to try them all as soon as possible.

Instrument, Use

# fascination



I feel awe and fascination thinking of how it is possible that some pieces of metal and cables can take you to a place with no oxygen, gravity, thousands and thousands kilometres away from Earth.

Object, Association

# fascination



This little elephant has been standing on my desk for a long time. Last week, out of nowhere it was accompanied by a crane. It must have been made by a colleague. I am fascinated by this act of kindness and wonder who could have done it.

Enabler, Situation

# Fear

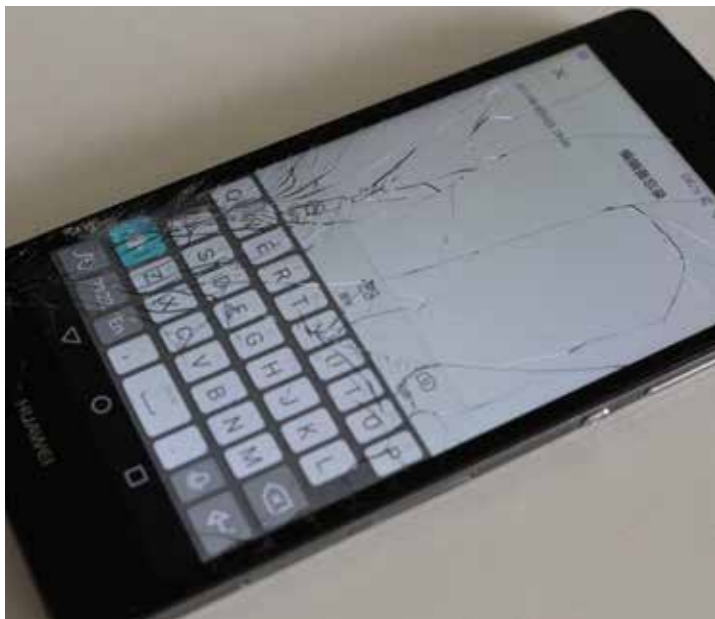
**The feeling when you encounter or think about a thing or person that can harm you. You have the urge to avoid or get away from the threat.**

fear

fear

fear

fear



I am afraid of getting glass in my finger, because the screen of my phone is broken.

There is too much ice in my freezer. I am afraid that it will stop working and that all my food will be wasted.

When carrying my backpack, I am always afraid of leaking drink packages, water bottles or squeezed bananas that will ruin my laptop. This fear is the reason I do not take food to the university anymore.

The chain of my bike is so loose that I am afraid it might fall off and I will get injured.

Instrument, Use

Enabler, Situation

Enabler, Situation

Enabler, Situation

fear

fear

fear

fear



When I have to give a speech to a crowd of people and my mind goes blank when I start my lecture.



I am afraid of needles. I fear the moment when I see the syringe with which I am going to be injected.



When the matchstick is burning and the flame is getting too close to my fingers.



I was gone for about four days and these plants looked like they were dying. I immediately feared that they could not be revived.

Enabler, Activity

Object, Association

Instrument, Use

Instrument, Maintain

fear



Because I am afraid of heights I never like to stand on ladders. When people are using a ladder, which is not stable in my opinion or too steep, I fear that they will fall.

Enabler, Situation

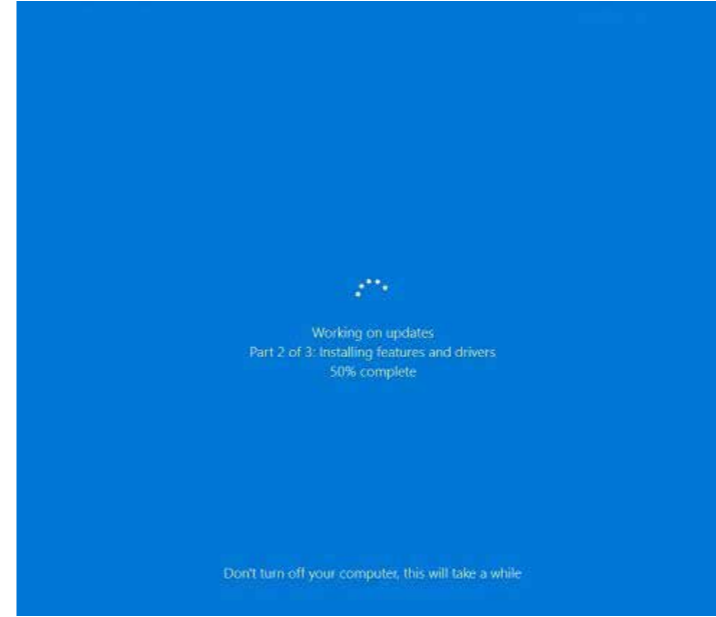
frustration



**The feeling when you want to achieve something, but find your action blocked. Nevertheless, you keep trying.**

Instrument, Use

frustration



When I am using my computer because I have a deadline, and suddenly windows 10 decides to start a mandatory update, it can make me feel desperately frustrated.

Instrument, Maintain



I get frustrated when my favourite piece of clothing got dirty and the stain did not come out even though I tried different cleaning products.

# frustration



For my job I needed a lot of new stuff and clothes, and I needed to find space to store all of it in my flat. It made me feel frustrated because I have a small student room with insufficient storage space.

Instrument, Maintain

# frustration



I get frustrated by all these buttons, it is unclear what I have to do. The difference between a disposable and an anonymous public transport card is completely unclear to me.

Instrument, Use

# frustration



Be it Mac OS's spinning beach ball, Microsoft's Hourglass or any other kind of loading indicator - they all cause frustration by their mere presence. Not able to continue doing what I was doing only seconds before with the potential prospect of a system crash and loss of data can be a very frustrating experience.

Instrument, Use

# frustration



Trying to fit into something and not being able to is a highly frustrating experience. This has an influence on my self-perception and how I am perceived by others.

Enabler, Situation

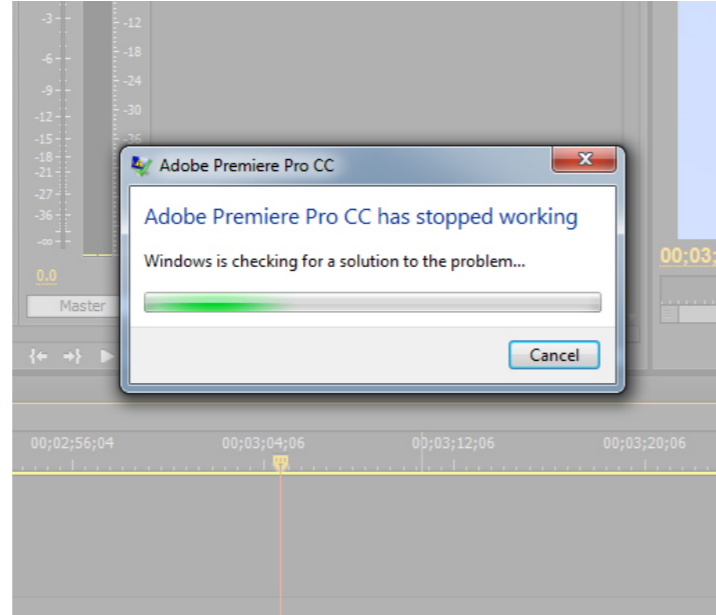
# frustration



Who has faced one of these signs and did not feel frustration? The symbolic meaning of these construction signs triggers a feeling of frustration because it is a problem that I am not able to solve. It does not depend on me, it is out of my control.

Enabler, Situation

# frustration



Technology is the frustration of this century. The unexpected behaviour of a specific software (e.g. Adobe suite) is a huge source of personal frustration. Besides, the inability of doing something to fix it increases my feeling.

Instrument, Use

# frustration



The use of this dinner knife evokes frustration when the knife is not sharpened and I want to cut the meat on my plate. It takes a lot of effort to get the meat sliced into smaller parts that I can eat.

Instrument, Use

# frustration



Dice are used for the activity of playing a board game, like Risk or Monopoly. After rolling the dices, when I do not get the numbers I want, the dices can lead to a lot of frustration.

Enabler, Activity

## frustration



One of my roommates placed the toilet roll in the holder with the downwards part of the roll located on the wall side. I know that I have to hit the wall with my hands when using it, and the illogicality of placing the roll in this way frustrates me.

Instrument, Use

## frustration



In a formal context, the idea is to look impeccable. Yet, keeping things neat in formal attire is quite a challenge. The bowtie, for instance, is prone to being tilted. Nervousness about how I am being perceived in such a judgemental context forces me to repeatedly straighten it or check whether it is still straight.

Instrument, Use

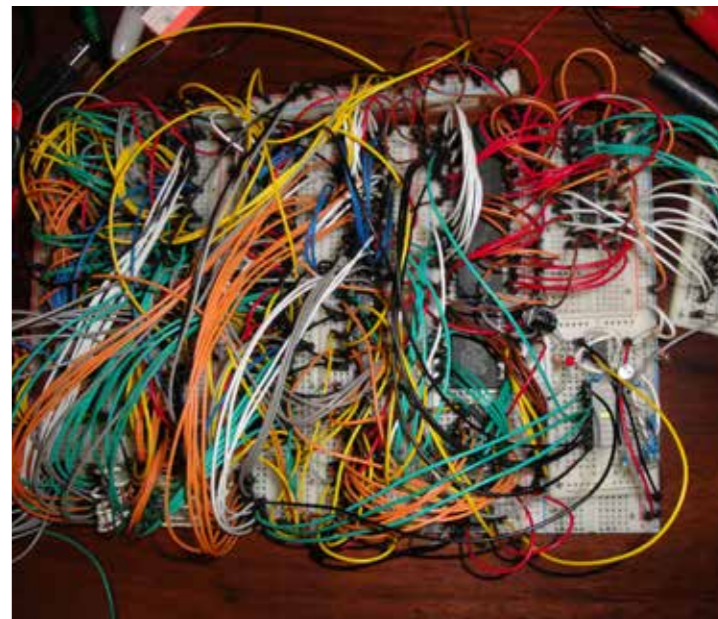
## frustration



I can get frustrated when filling out forms. Through what they stand for, bureaucracy, one may think, without evaluating its contents, that its existence is what makes life so cumbersome or overly complicated.

Instrument, Use

## frustration



There are an infinite number of ways to connect a set of electronic wires and components. Even when there is a clear idea of how things should be connected, mistakes are easily made. Frustration is caused by my inability to trace a problem and consequentially requiring a seemingly infinite number of fixes.

Instrument, Maintain

# frustration



Speed bumps are not only frustrating with a car, but also when riding a bike, even at a speed of 5 km/h. This specific type is the worst because it gives me headaches.

Enabler, Activity

# frustration



I am frustrated when after a lot of training I still cannot win a table tennis set. I think it is useless to keep trying.

Enabler, Situation

# frustration



It frustrates me when one of my markers is damaged and I know I won't be able to use that colour.

Enabler, Situation

# frustration



When I can't tear off the cling film correctly. I am a perfectionist. Frustrating!

Instrument, Use



frustration



I get frustrated when the bridge is open. A bridge is supposed to enable me to cross the water. But when it's open, it blocks my journey.

Enabler, Situation

frustration



I get frustrated each time I see the tea towel hook lying on the floor and have to stick it to the wall again. It is supposed to stick to the wall, but it falls off every few days. It is a hassle to hang it back every time.

Instrument, Use

frustration



When I entered a competition that I wanted to win, I ended up being last. I received a consolation prize. This medal reminds me of my failure and frustration I felt due to losing.

Object, Association

Gratitude

Feeling appreciation for (the act) of another person. Gratitude arises when we think of or encounter someone who we believe has gone out of their way to do something good or kind to you.

gratitude



People in Japan often make thousands of Origami cranes for sick people. They make them for sick people's fast recovery. A crane means living for a long time in Japan. People who receive this from friends or family feel gratitude. At the same time, when I make these cranes, I feel gratitude towards my loved one.

Enabler, Relation

gratitude



When paying the tab, using cash money (in contrast to digital money) nudges me to give tips, enabling me to express my gratitude.

Enabler, Relation

gratitude



I feel gratitude for my bicycle's splash-boards. During rainy days, they protect me from getting mud on my clothes. Thanks to this small product, I can reach my destination without getting wet and dirty.

Enabler, Situation

gratitude



In Japan, there are many disasters like earthquakes, tsunami, and typhoons. Every time when we suffer from those disasters, people from all over the world try to help or rescue us. We often feel gratitude for people in the world and many products which are carried from other places.

Enabler, Situation

gratitude



While seeing this monument for the second world war, I feel gratitude towards the people who gave their lives to give us a better life now.

Object, Association

gratitude



After coming back from hiking, I clean my boots and I feel gratitude towards them, since they have protected my feet and kept me safe.

Enabler, Situation

gratitude



I feel awe at the ability to chat with my mum when I study in The Netherlands but she lives in Greece.

Enabler, Situation

gratitude



I have used this orange juicer for many years. I love it because it is easy to use and easy to clean. After about ten years of use it broke down. I was sad because I expected that this model would no longer be in production. But then I discovered that the exact same model is still available. I bought it and felt very grateful to the company for staying faithful to this device.

Enabler, Situation

gratitude



For me the stethoscope is the universal symbol for doctors. I feel gratitude towards these people who dedicate their lives to the health of others.

Object, Association

guilt



I look at my unfinished drawings and my drawing tools and feel guilty about my procrastination tendencies. I know I could be much more focussed and thorough with my personal projects.

Enabler, Situation

guilt



Disposable plastic products such as cutlery, plates and cups are very much associated with not living sustainably. They are cheap, easy to use and easy to get rid of. And they make me feel guilty.

Instrument, Use

Guilt

**The feeling when you think you have done harm to someone. You blame yourself and cannot stop thinking about this.**

guilt

guilt

guilt

guilt



Every morning I turn on the shower and wait till the water is warm enough for a comfortable shower. I know I should not waste this much water, yet I really do not want to take a cold shower. Hearing the water fall makes me feel really guilty.



I noticed this yesterday when returning some beer bottles: the deposit machine has an option to donate your deposit to charity, rather than receiving a coupon to spend in the supermarket. I felt a bit guilty when choosing to keep the money.



Some time ago I spilled beer on someone. The guy who suddenly turned around felt guilty about knocking into me, and I felt guilty for spilling the beer on him.



I was supposed to share this with a good friend after a long day of work, however before she arrived, I already ate the whole bowl of chocolate myself. Seeing the bowl made me feel very guilty.

Enabler, Activity

Enabler, Activity

Enabler, Activity

Enabler, Activity

guilt

guilt

guilt

guilt



Cigarettes trigger a sense of guilt because I am trying to stop smoking without success.

Guilt is sometimes the reason why I pray. Then, I hope that God will forgive me for my sins.

Our PlayStation is a great facilitator of pointless distraction. I have found myself feeling guilty many times after playing games for too long when I should have been studying.

My gym key makes me feel guilty as it is a constant reminder that I need to go to the gym more often.

Enabler, Situation

Object, Cultural Meaning

Enabler, Activity

Object, Personal Meaning

guilt

guilt

guilt

guilt



The containers in a street food restaurant make me feel guilty because I use too many of them in a meal, and there is always a mess when I leave. This means a lot of work for the cleaner.

Enabler, Activity



The 'sleepless' app leads to a feeling of guilt because it shows when I need to go to sleep in order to have enough sleeping hours, but I never follow its advice and I am hurting myself.

Instrument, Use



This coffee made me feel guilty. When I took the first sip, it made a cute smile when. However, when I continued drinking the coffee, it felt like I was tearing apart this smiling face.

Enabler, Activity



When I was ordering this pedestal, I was hesitant if I should let them deliver it to me, or if I should collect it myself. I choose the delivery option. It arrived damaged. It is not a problem because they will send a new one. But I feel guilty because now all this material is wasted just because of the damaged corner. It is not my fault but I could have prevented it by collecting it instead of asking them to deliver.

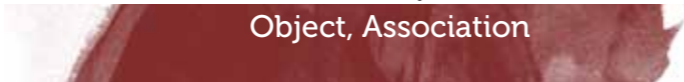
Enabler, Situation



**The intense feeling when you think about a bad person who is doing very bad things. You would want something bad to happen to this person.**



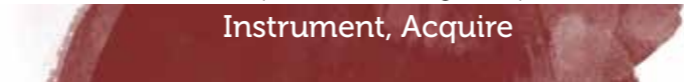
Beats by Dre. Headphones cost a lot of money and don't bring any justifiable quality to the table. Instead of spending money on development in order to deliver a good product to the customer, this product is a symbol of the power of marketing. Millions of dollars were spent to build a brand identity solely to exploit people with an external locus of identity.



Object, Association



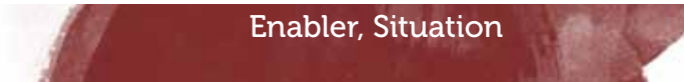
The global tobacco industry knows what the implications of smoking are. While I strongly support the right to self-determination, the product vision sold by companies is aimed at manipulating people into smoking, nowadays especially in under-developed countries. The cigarette is therefore a symbol of the shameless exploitation by influential persons and big companies.



Instrument, Acquire



Many people tend to choose convenience over responsibility. The plastic six-pack holder, for example, has catastrophic effects on the environment and nature; everyone knows the pictures of strangulated seagulls or deformed turtles. I hate to realise that we live in a society which tolerates these products out of mere convenience.



Enabler, Situation



hate



I hate how guns bring out the worst in people, leading them to manipulate people, or even to injure or end someone's life. I deeply hate what this product represents.

Object, Association

hate



The rotating knob of my shower's water tap is very annoying, especially when my hands are wet. It never works effortlessly, so it makes me feel hate.

Instrument, Use

hate



I hate to be forced to buy groceries in plastic packages. It is such a frivolous use of material and the consequence is a huge waste. It is not required to have all those plastic boxes. I hate to have to use this product.

Instrument, Acquire

hate



My flat mates sometimes leave food disposal in the sink. It makes a bad smell and cleaning it out is awful. I hate my flat mates for making me go through this.

Enabler, Activity

hate

hate

hate

hate



I do feel some hate towards this car, not only towards the car itself (which is obnoxiously big), but per-haps also to its owner (in my eyes they are pompous polluters).

There is a lot to hate about plastic bags, like their environmental burdens to lacking strength, their looks and their reuseability. For many, though, it is a necessary evil, and they would simply feel a dislike. For environmentalist these do however represent an attitude problem of society, which they feel strongly about.

When visiting museums, I hate the fact that people in front of me are not letting me enjoy the painting while they are only taking a picture.

It seems to me like public signs are vandalized for no good reason.

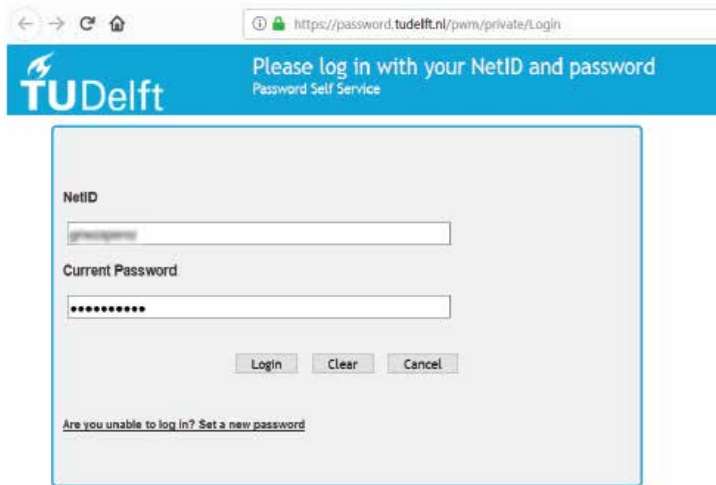
Object, Association

Object, Association

Enabler, Situation

Instrument, Use

hate



I hate it when I am required to change a password I already know and the fact that I won't be able to use it anymore.

Instrument, Maintain

hope



**Experiencing the belief that something good or wished-for can possibly happen. Hope arises when we foresee, but are not certain, that a future event may fulfil a need or help us in achieving a goal.**

Instrument, Use

hope



Diet pills reflect my hope for losing weight. When I see the product, I imagine myself with an ideal image, a slimmer body.

Object, Association



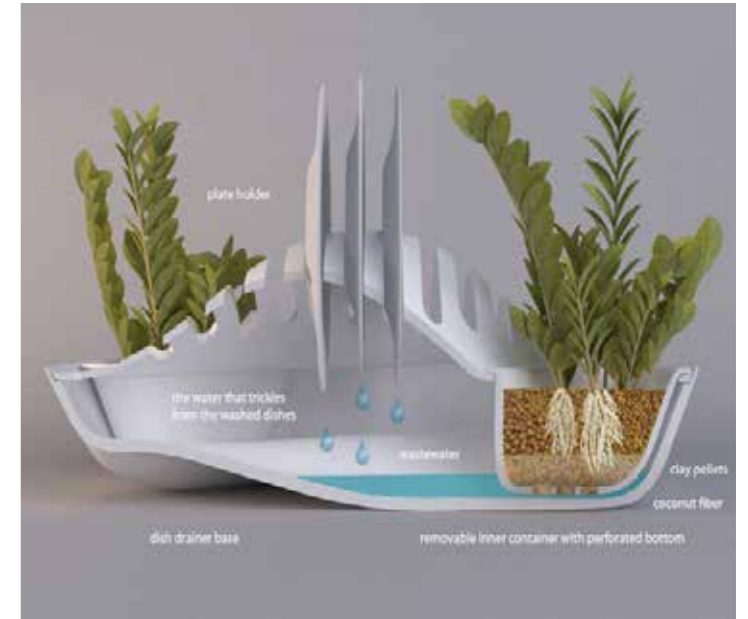
Yut, a Korean traditional candy, symbolises good luck for admission or employment. It is usually given as a gift by friends and family to the people who are taking an exam or interview. It symbolises hope for a person and people around him or her.

hope

hope

hope

hope



The piggy bank is used for collecting a small change. Often people set a goal of what to do with the collected money when the piggy bank is full. After setting a certain goal, putting the coins into the piggy bank reflects the hope of a person over a long period of time.

When the ball is drawn, it gives a brief feeling of hope to the people who participate in the lottery. I might become the owner of a brand new fridge or microwave, or even a large sum of money.

A donation box is an expression of human kindness since it collects goodwill in the form of money in order to help those in need. When I see it, I know there is hope in this world.

This dish drainer makes me conscious about my ability to help nature. This gives me hope for the future with the insight that I can combine my daily activities with saving and reusing water for greater purposes.

Enabler, Activity

Enabler, Activity

Object, Association

Enabler, Activity

hope

hope

hope

hope



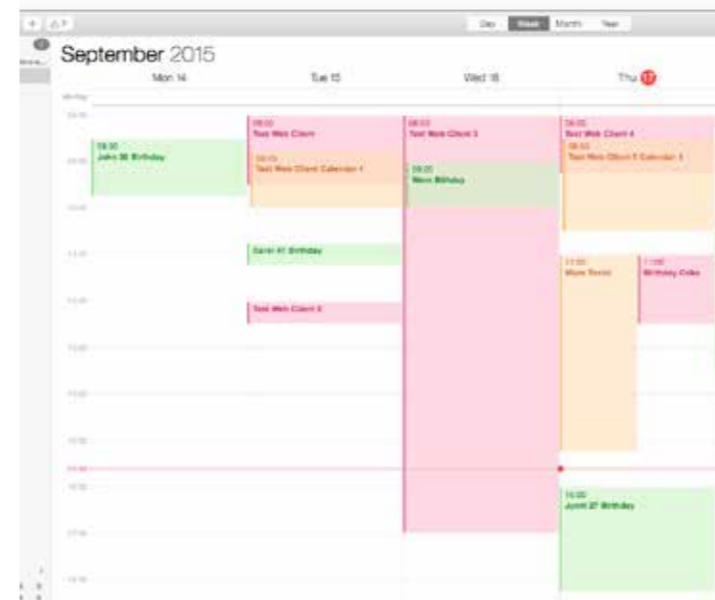
Dating applications are designed to easily help single people to find the love of their life. Due to the great number of members, it gives me hope because there must be one person on that app that might become my partner.

Enabler, Relation



This beautiful and innovative egg package gives me hope, as it shows that designers can address simple products when designing and it still remains possible to improve the look, use and expression.

Object, Form



Looking at my calendar always gives me hope as I see that more relaxed weeks are coming up just after this one. That hardly ever seems to be the case, but my brain still believes in this hopeful fairy tale.

Enabler, Activity



This bracelet is used for praying in Buddhism. The prayers help in finding mindfulness and eventually reaching a state of liberation. Only those few who achieved that state can move on to Nirvana, the ultimate goal of everyone. I always hope to reach this state.

Object, Cultural Meaning

hope

hope

inspiration



Whenever I receive a mini flower pot with vegetable seeds, I hope to have the ability to grow the seeds into big plants.

I visited a temporary exhibition. For the front desk, they had used recycled wood. I was amazed by the design. So simple and effective, and beautiful too. It gave me hope to see how creative designers can be with used materials.

**Feeling a sudden and overwhelming urge to express creativity, or to engage in new thoughts or actions. Inspiration arises when we experience or learn something new that triggers our creative impulses.**

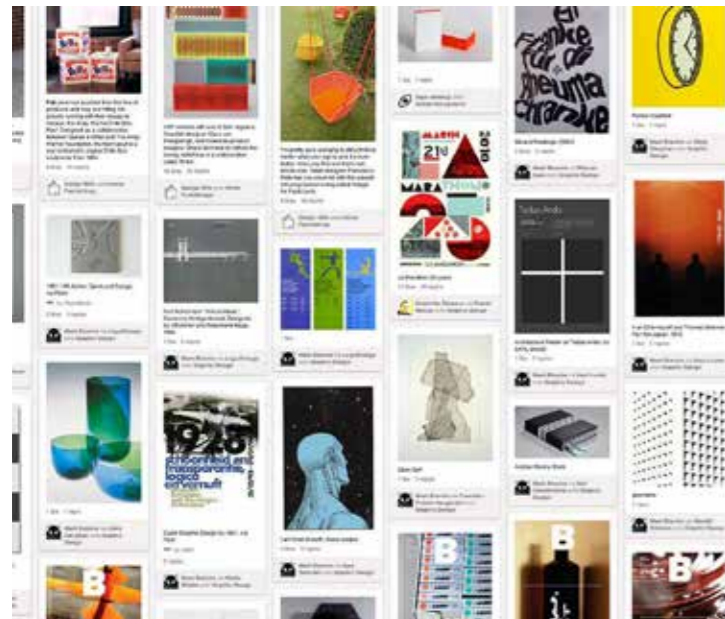
Playing the piano inspires me. The melody triggers my imagination and the feeling of a creative impulse.

Enabler, Situation

object

Instrument, Use

# inspiration



On Pinterest, people can collect and share amazing pictures, unique designs and novel ideas with others. It is like a depot of all kinds of visual materials. I go to Pinterest to get some inspiration.

Instrument, Use

# inspiration



A tea ceremony includes several actions and follows a series of procedures. It requires the person to focus on the flavour of tea. By concentrating on the actions like boiling the water, cleaning the kettle, and sipping the tea, I can forget about my busy schedule and be inspired by the inner peace.

Instrument, Use

# inspiration



During a brainstorming session, I can express my opinions frankly without worrying about being criticised by others. I can share my ideas and also get inspired by the ideas of others. Different kinds of facilitating skills and tools can also inspire me.

Enabler, Activity

# inspiration



Dixit is a really inspiring card game. Every player selects a card to fit in the theme and explains the idea behind it. I am always inspired to hear how one word can lead to totally different stories.

Enabler, Activity

# inspiration



This poetic clock represents my hope that my perception of time will change, allowing space for all the little things in life that cannot be counted. It inspires a sense of renewal, calm, and perhaps most importantly, balance.

Instrument, Use

# inspiration



The Kongming lock is a traditional Chinese puzzle. It comes in different shapes and sizes, with different internal structures. They are easy to take apart yet difficult to reassemble. The process of reassembling is very inspiring. It stimulates me to try out all kinds of solutions and think deeply.

Instrument, Use

# inspiration



Attending a TED talk can inspire me and make me think. In addition, I can share the ideas I get from a TED talk with other people, stimulating conversations that create additional inspiration.

Enabler, Activity

# inspiration

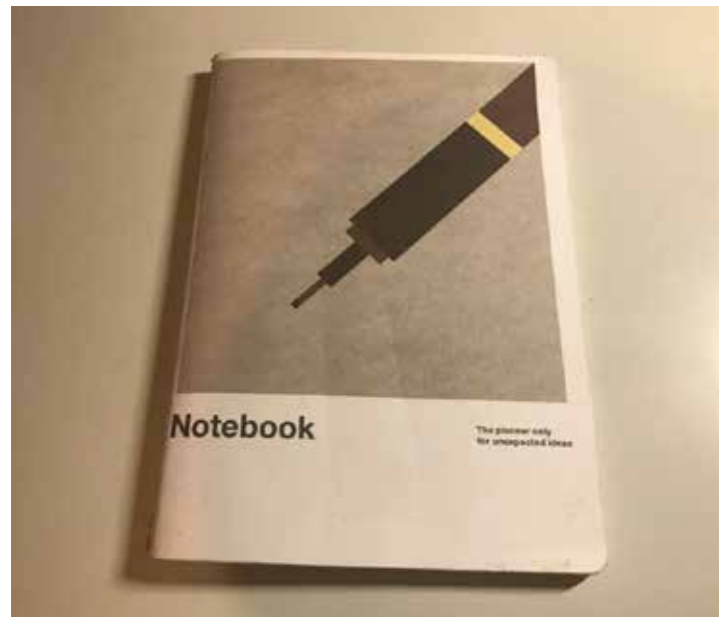


Pantone has said that colour 'has always been an integral part of how a culture expresses the attitudes and emotions of the times.' The pantone book has given me inspiration for many years.

Instrument, Use



## inspiration



I always love notebooks with good quality paper. It makes me feel determined and inspired to write.

Instrument, Use

## inspiration



I admire the beautiful movies that Pixar creates for us humans with all their tools and creativity. It inspires me to also use my imagination to make others happy.

Enabler, Situation

## inspiration



The shoes' amazing performance are emphasised by the superstar Kobe Bryant. I am inspired by his outstanding performance. And I attribute this emotion to the sneakers that bear his name.

Object, Association

## inspiration



The sculpture of 'Nike of Samothrace' at the Louvre Museum inspires me, and presumably many others alike, for its amazing sense of beauty in motion.

Object, Form

## inspiration



I attended a workshop in a seclusion centre. The owner of the centre uses these funny little characters so that everyone can keep track of their tea cup. It saves him a lot of dishes, and I was inspired by his creativity in finding a funny solution.

Object, Form

## inspiration



I am inspired by the well thought design of my backpack, it encourages me to thoroughly think of every little detail in my own designs.

Object, Form

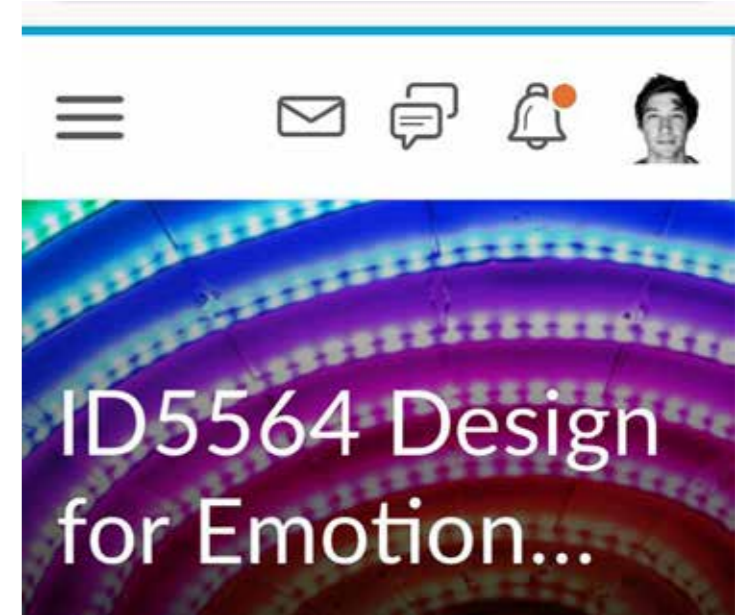
## inspiration



The use of colours in the painting inspired me; I never thought about using paint that way and now I want to try it myself.

Object, Form

## inspiration



The minimalism of the icons on my phone inspires me to keep things simple; the designers who created the icons must have spent a lot of time on them.

Object, Form

joy

joy

joy

Joy

Taking pleasure in something good or favourable. Joy arises when we fulfil a need, achieve or make progress towards achieving a goal, or enjoy sensory sensations.



This toilet cleaner is shaped like a duck. It gives me some joy when cleaning the toilet to look at this funny shape.



This disco ball gives me a lot of joy when I am at home with my friends and want to party. With the disco ball, there is no need to go out anymore.



Making bubbles is a lot of fun for both young and old.

Object, Form

Object, Form

Enabler, Activity

joy

joy

joy

joy



These sunglasses are in my sport bag. When I put them on during a sunny Saturday, after or before a match, I enjoy the activities while wearing them. Sitting with a drink on the terrace in front of my sports club building, enjoying the warmth and the sun, watching another game on the pitch in front of me, having fun with my friends around me.

Seeing balloons always makes me feel joyful. I feel joy because the balloons represent a moment of celebration, but also because of the shape and colours.

Using my Moleskine Notebook evokes joy. Using it reminds me of designing, something that I like doing. The opening of the elastic band, the handling of the page marker, the texture of the cover and the pages all evoke joy.

I remember that receiving a Kinder Surprise egg as a reward or gift from my parents was a very fun experience. The activity of receiving it unexpectedly, getting excited about the surprise in the middle and the chocolate treat resulted in a lot of joy.

Enabler, Activity

Object, Form

Instrument, Use

Enabler, Relation

joy

joy

joy

joy



These playful objects called Flip, designed by Marco Hemmerling, evoke a lot of joy. The flowing and abstract shapes empower children to combine the objects in multiple ways. Combined with the bright colours, this gives me joy, even when I am not using them.

Object, Form



The adrenaline and the weightless experience of jumping on a trampoline is fun and results in a joyful experience.

Instrument, Use



This flower bulb field is near my parents' home. The colours and the smell of the flowers remind me of the good time I had during my youth. This gives me a lot of joy and happiness when reminding me about the good times back then.

Enabler, Situation



This bottle of Almdudler reminds me of the hike vacations with my parents in Austria. This was only available in Austria, so every time I was there I wanted Almdudler. Nowadays it is also available in The Netherlands. It became less special, but now I have more flashbacks to the hike vacations when I see it in the stores, which reminds me of the joy I had and makes me happy.

Object, Association

joy

joy

joy



This board game provides me a lot of joy every time I play it with my friends. It results in fun nights and everyone becomes happy. This game represents lots of fun memories to talk about for a long time, which gives me joy over and over again.

My friend brought these chocolate tools. We both love chocolate, but eating chocolate that is shaped like a hammer is even more joyful.

We were buying an ice-cream in an Italian ice-cream shop. They had this big bowl with colourful spoons on their counter, like the rainbow. It made me feel joy.

**Feeling the urge to contribute or to be sensitive to the well-being of someone with whom you interact or engage. Kindness arises when we encounter a situation that stimulates us to be benevolent, supportive and considerate to someone.**

Enabler, Activity

Object, Form

Object, Form

# Kindness



Teddy bears are toys that teach children to take care of something on their own. When I was a child, I looked after my bear with kindness and affection.

Object, Form

# Kindness



When going through a photo album with family pictures I carefully turn the pages and look at each picture. The fragility of the album stimulates me to be kind when turning the pages, and I feel kindness to many of the people in the pictures.

Instrument, Use

# Kindness



I made an interesting observation at the university. Since this new coffee and tea machine has been installed, students show a lot more kindness. Because they are able to get free hot water, I often see people offering others a cup of tea. It seems that the lack of a financial barrier triggers this act of kindness.

Enabler, Activity

# Kindness



Blood bags, used for blood donation, are part of a very kind action: giving my blood to other human beings.

Object, Association

# Kindness



A terracotta vase is meant to contain a plant. For me it is a symbol of kindness towards nature and planet Earth.

Object, Association

# Kindness



I prepared a cup of tea with kindness for my roommate who had a rough day. She came back from school drenched by the rain. It made her feel a lot better which made me happy.

Enabler, Relation

# Kindness



I feel and show my kindness in the moment of sharing a box of delicious chocolates with friends.

Enabler, Activity

# Kindness



I felt kindness during the reunion of my student house. I heard a lot of beautiful stories from the 60 people that joined the reunion.

Enabler, Activity



# Kindness



Taking your hat off is a chivalrous and elegant way to express one's respect and kindness, always accompanied with a respectful obeisance. It is an indirect interaction between two individuals. I feel the kindness when seeing this simple action.

**Enabler, Activity**

# Kindness



Whenever we eat with the whole family, we use the old family heirloom plates and we use them with a lot of tender and kindness to not damage them.

**Instrument, Maintain**

# Kindness



The white espresso cups are the ones I have used for many years. Then one day my niece gave me the colourful ones because she felt that I could use some more colour in my life. She told me not to settle for a boring cup. Now, every time I use the colourful cup, I'm reminded of her kindness!

**Object, Personal Meaning**



Loneliness

**The feeling when you think there is no one who cares about you.**

# Loneliness



Seeing other couples around in cosy spots makes me long for a partner. It makes me feel lonely.

Enabler, Activity

# Loneliness



This pillow with anime characters allows me to feel empathy with the character. Recently, the product was upgraded to be able to speak pre-recorded sentences. My lack of social interaction is replaced by the anime character. To have responsive interaction, however, is impossible.

Instrument, Use

# Loneliness



The messenger connects me with people. However, this possibility stimulates me to want to stay connected all the time. Somehow, I feel more lonely because of it.

Instrument, Use

# Loneliness



This bowl is designed to make eating alone more fun and interesting. It helps me to look at the smartphone easily when I am eating alone. However, I desire deeper communication. In the end, it emphasises the absence of my loved one.

Instrument, Use

# Loneliness



I use headphones to take me to my sanctuary place via music. However, when I feel lonely this trick often is used to chase my loneliness away.

Instrument, Use

# Loneliness



This pillow is specifically designed for the emotion of loneliness. Although the aim is to prevent loneliness when sleeping, every time I use it, I am reminded of the fact that I am lonely.

Instrument, Use

# Loneliness



Depending on the situation photos may evoke loneliness as well as eliminate it. When I look at the pictures taken with a beloved one, the memories of that moment and the beautiful time spent together comes back. I become aware of the absence of that person, something that a picture can only partly take away.

Object, Personal Meaning

# Loneliness



Chatting with Siri gives me a feeling of loneliness because of the activity. I am talking to a programme – apparently I have nobody real to talk with except this lifeless artificial intelligence.

Enabler, Activity

loneliness

loneliness

love



In my mind, this horse once belonged to a family of horses on a merry-go-round. Now it is all alone, and when I ride it, there is nobody to share the experience with. Everything about it brings a feeling of loneliness.

This bench makes me think of the feeling of loneliness. I imagine: If a group of more than four people are using it, one of them will have to sit separately. I would feel lonely if I had to be that one person.

**Feeling the warm tendency to be affectionate, and to care for someone or something. Love arises when we think about or interact with someone or something we care about or is dear to us.**

IKEA has gathered children's drawing for mass production. Each toy sold means IKEA will give one euro to Save The Children and Unicef. The toy is not only a cute product that I love, but also a way to show my love to help the children.

Enabler, Activity

Enabler, Situation

Enabler, Relation

love

love

love

love



The knitting needles remind me of my grandmother who was knitting a sweater and a scarf for me. People always knit for the person they love and care about.

Object, Association



This kind of bike always reminds me of the time when I was a little girl. I loved to sit on the front bumper of the bicycle. The feeling of being hugged and being protected by my father is love.

Enabler, Activity



A stuffed animal is easily personified, and very close to a child early on. Years later, I still often feel the same love and care towards it, even though its beauty has faded.

Object, Association



When living abroad, being away from my loved ones can be difficult. The skype icon on my phone's home screen acts as a reminder of them, and serves as a direct portal to them. As such, it represents my love for my family.

Enabler, Activity

love



Putting my dog in this mini-outfit strengthens my feeling of love for him and even makes others also love the dog.

Enabler, Activity

love



With their cute packaging and low barrier of entry, the mini garden (pot with seeds) is something that I want to care for, love, and see grow.

Enabler, Activity

love



I feel love for my cappuccino machine: for its beauty, quality, and the delicious coffee it serves.

Object, Form

love



Whenever I sleep under this quilt, I feel love for my mom. She made this quilt for me and feeling its warmth makes me think about her and want to spend time with her.

Object, Association

love



I have strong love for the unicorn that can be heated because it reminds me of my mom's love. She bought it for me to keep me warm in winter when I am away from home.

Object, Association

love



This is a handmade bag for my drawing tablet. I designed it and my grandmother helped me to make it. This close cooperation makes me feel the emotion of love every time I see it. It reminds me of my grandmother's love and care for me, which was expressed by the careful sewing.

Enabler, Activity

love



This is a plate specially made for holding dumplings. Chinese people use it when getting together to make dumplings to celebrate the Spring Festival. It arouses my memory of being together with my family and enjoying family time. This makes me feel love and loved.

Enabler, Relation

love



This cabinet used to be from my grandparents, and owning it now makes me feel the love I have for them.

Object, Personal Meaning

love

lust

lust



I took this picture because I noticed how well-taken care this car was. I could clearly see that the owner has put a lot of love into restoring and maintain this old-timer.

**Feeling a sensual or sexual drive, and being motivated to satisfy the appetite. Lust arises when we interact with or think about someone who we find sexually attractive.**

This massage tool can create the feeling of lust, because someone else is sensitively and sometimes sensually giving a massage with this tool. One can feel lust for the activity itself, because it is satisfying and relaxing and often a feeling one wants to hold on to.

The aesthetic pleasure this chair gives creates lust. The charming wooden flowing shape and the beautiful grid created by elastic bands covering the sitting surface evokes curiosity of how the experience will be whilst sitting on it. It reminds me of a rocking chair, which is experienced as pleasant and comfortable.

Instrument, Maintain

Enabler, Activity

Object, Form



lust

lust

lust

lust



This MacBook creates a feeling of lust, because it is so beautiful, yet so simple. I can feel lust when thinking about all the possibilities this product offers me and how easy it will be to use it.



I feel lust when eating delicious chocolates. The taste of beautifully combined ingredients and the sweetness of the softly melting chocolate creates a feeling of lust for this guilty pleasure.



Seeing nice lingerie, in the store or while shopping online, stimulates associations about erotic interactions and therefore leads to feelings of lust. This object causes many associations and fantasies.



This vibrating egg comes with a remote control; this provides the option to give the control to someone else. The erotic play that follows with the toy leads to feelings of lust.

Object, Form

Object, Form

Object, Association

Enabler, Activity

lust

lust

lust

lust



The activity of taking a bath combined with the activity of relaxing in a hammock creates a feeling of lust. The context of this emotion is important, it is all about taking time for myself or for my partner and the associations it evokes with a holiday at the beach.

Enabler, Activity



While using massage oil to massage my partner, feelings of lust can arise. The massage doesn't need to be erotic but the associations made with touching each other can quickly lead to erotic interaction and feelings of lust.

Instrument, Use



The integration of the bowl in the actual product (popcorn) gives a sensational feeling. This, combined with the craving for comfort food is what creates lust. It is easy, comforting and fulfilling a desire.

Instrument, Use



I have this bag of colourful glass fruit beads. I don't know why, but I feel lust whenever I take out the bag. It is the combination of the shapes, the sound, the colours, and the material. I can't stop touching it.

Object, Form

lust

lust

lust

lust



This is a little shop in which they sell all kinds of preserved fruits. It all looks so delicious and colourful. It evokes lust every time I go there.



The lust I have for my bed after a tiring, long day is so big, that I smile when I finally reach my bed.



The lust I had to gain possession of the ball was so uncontrollable that I injured myself in a sliding tackle.



The overwhelming lust I have for comfort food makes me forget that it's unhealthy and I indulge myself.

Object, Form

Instrument, Use

Instrument, Use

Instrument, Use

lust



Feelings of lust arise when I smell a certain type of perfume, as the scent reminds me of a love from the past.

Instrument, Use

nostalgia



**The feeling when you think about a cherished past experience. You wish you could experience it again.**

Object, Personal Meaning

nostalgia



The photo album reminds me of my memories. I remember the old days and long for the times and moments that are already gone.

Object, Cultural Meaning



A white Chrysanthemum flower is used in a ceremony service for the dead in South Korea. The visitors grab one flower and put it beside the picture of the recently departed. The person who passed away is missed and pitied by the visitors. The activity of giving the flower to the lost one brings out a feeling of nostalgia.

# nostalgia



When I see my grandmother showing her old album, she reminds me that she once was young too.

Enabler, Activity

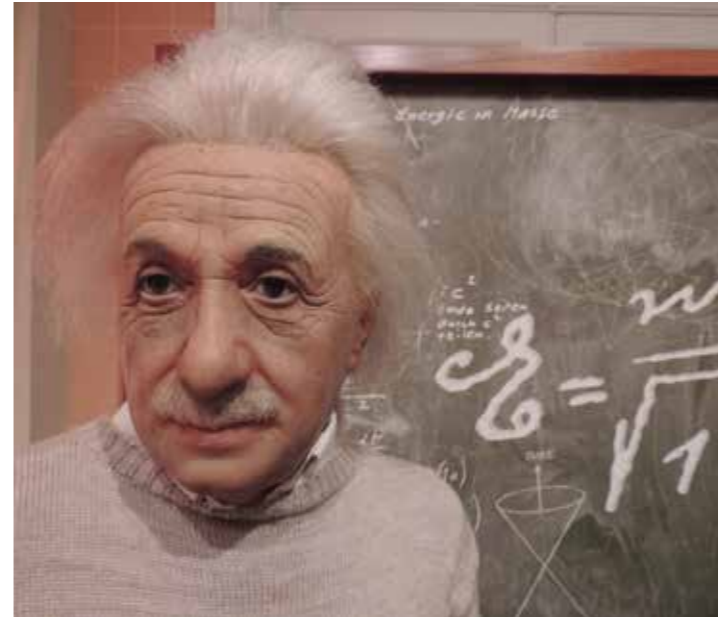
# nostalgia



I was overwhelmed by a feeling of nostalgia when a giant street musical organ played old songs that I sang in my childhood. I had not heard these songs for many years.

Object, Personal Meaning

# nostalgia



I felt nostalgic when I saw the wax sculpture of Albert Einstein. He was my childhood hero, and seeing his statue reminds me of those years.

Object, Personal Meaning

# nostalgia



These preserving jars strongly remind me of my grandmother. In the summer we used to make jam from the fruits in her garden. I miss her a lot.

Object, Personal Meaning

# nostalgia

# nostalgia

# nostalgia

# nostalgia



The dry Christmas tree moved to the garden, since it studded the floor with needles. However, the sad tree keeps reminding me of the nice Christmas period we had at home.

After a long travel in a certain country, I have the tradition to take a typical cookbook of that country with me. Only seeing the books makes me already wanting to go back again. When eating a dish I made with it, even more!

After succeeding my Bachelor at the University of Twente, the university gave me this thermo mug. Although I'm happy I got my degree, it reminds me of my good study life back in Enschede.

A photograph from my childhood makes me feel nostalgic. I used to spend an entire day with my siblings and having mischievous bonding with my favourite toys.

Object, Cultural Meaning

Enabler, Situation

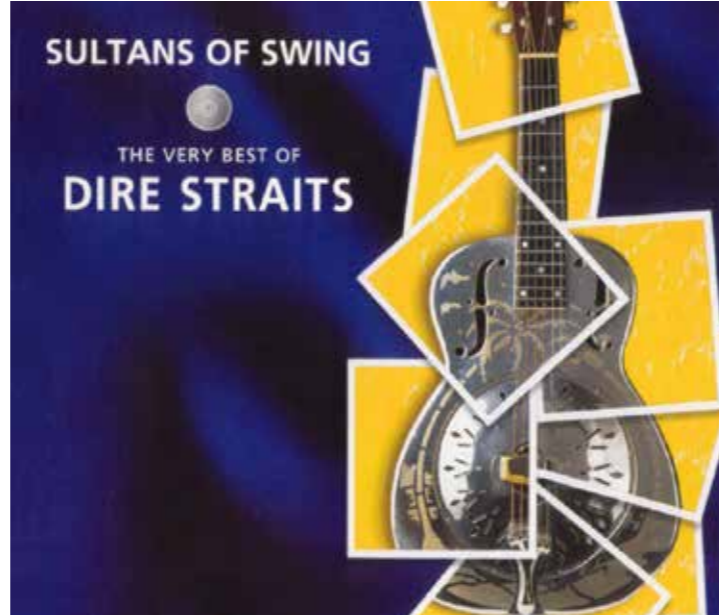
Object, Association

Object, Personal Meaning

nostalgia

nostalgia

pity



I feel nostalgic when I see my niece eating and enjoying her ice cream and not caring about anything else.

It felt nostalgic when I suddenly heard a song of the CD we used to play over and over again in the car while driving towards our holiday destination wants me to relive that vacation.

**The feeling when you witness the misfortune or suffering of someone who is worse off than you.**

I feel pity when I see a group of friends all using their smartphones instead of talking to each other.

Enabler, Situation

Object, Personal Meaning

Enabler, Activity

pity



This animal-shaped tag is designed for the animals which are killed on the road by cars. The tag is used as a campaign to increase the awareness for these animals and let the animals be remembered. I put the tag on my bag and promote the message.

Object, Association

pity



The product is designed to enable you to donate half of it to charity. The package reminds me of those people who cannot afford good quality food. The emotion of pity stimulated me to buy this product and to help the people who are in need.

Enabler, Situation

pity



This memorial monument was created to remember the people who suffered from the Chernobyl disaster. When visiting it, it made me pity the innocent victims of this tragedy, and it made me reflect on my own life.

Object, Association

pity



My brother loves to go fishing. Although he always releases the fish he catches, I pity those fish.

Enabler, Activity



pity

pity

pity

pity



I associate cheap clothing with child labour. Although I have some clothes in this category (I am not a saint), I do pity the children that are subject to child labour.



I feel pity for people who seem to only look at the world through their smartphone.



Even though with fast improving technology, prostheses are getting easier to control, I still feel pity when I see a disabled person. He or she will never be able to feel or use that part of the body as other people do.



I feel pity when I see animals living in very small places like a fishbowl. The same happens with travelling boxes and the cats and dogs that are put inside.

Object, Association

Instrument, Use

Object, Form

Object, Association

pity

pity

pleasant surprise



Pleasant Surprise



Even though with fast improving technology, prostheses are getting easier to control, I still feel pity when I see a disabled person. He or she will never be able to feel or use that part of the body as other people do.

A friend broke one of my expensive Dutch design glasses. Although I was sad about the glass I mostly felt pity for my friend because she was so embarrassed about breaking the glass. I tried to comfort her, but she was very upset. The glass is just not worth the agony.

Being delighted by something good that happened unexpectedly and suddenly. Surprise arises when we achieve (or make progress towards achieving) a goal unexpectedly, or one of our needs is unexpectedly fulfilled.

When using it, people around me are surprised by the quality of the sound produced by this small silicone speaker. It is a very unusual material and application of a speaker.

Enabler, Situation

Enabler, Relation

Object, Form

## pleasant surprise



The supermarket sells tortillas from its private label brand. Because of the price I did not expect much of the package, but these expectations were surpassed as it has a useful resealing strip which actually works very well and enables me to store it after use.

Instrument, Maintain

## pleasant surprise



Video games are made to surprise people during playing, for instance Mario Kart. The surprise that I experience is an important part of my joy of playing the games.

Instrument, Use

## pleasant surprise



A present box has something special inside. Especially if it is well-packaged, like the small blue boxes from Tiffany, it symbolises a pleasant surprise.

Object, Form

## pleasant surprise



The Alessi juicer surprised me because of its extraordinary design. It evokes thoughts about things other than a juicer, as it resembles, for instance, a spider.

Object, Form

## pleasant surprise



When I first saw a Furby, it surprised me. It is a doll, but it reacts to the human touch. Furthermore, it can dance, talk and sometimes it seems like it has its own personality.

Instrument, Use

## pleasant surprise



I was surprised to see how nice this chair is, because it does not look very comfortable. The steel rods are actually very flexible and the chair conforms to the shape of the body. Additionally, the chair rocks and moves slightly, due to the flexibility of the material.

Instrument, Use

## pleasant surprise



It was a pleasant surprise when I saw this rainbow looking out of my window the day I arrived in Morocco for a holiday.

Enabler, Situation

## pleasant surprise



I visited a friend and he showed me this antique music box that he had inherited from his grandparents. I was very surprised when he demonstrated it about how beautiful the music is that it makes.

Object, Form

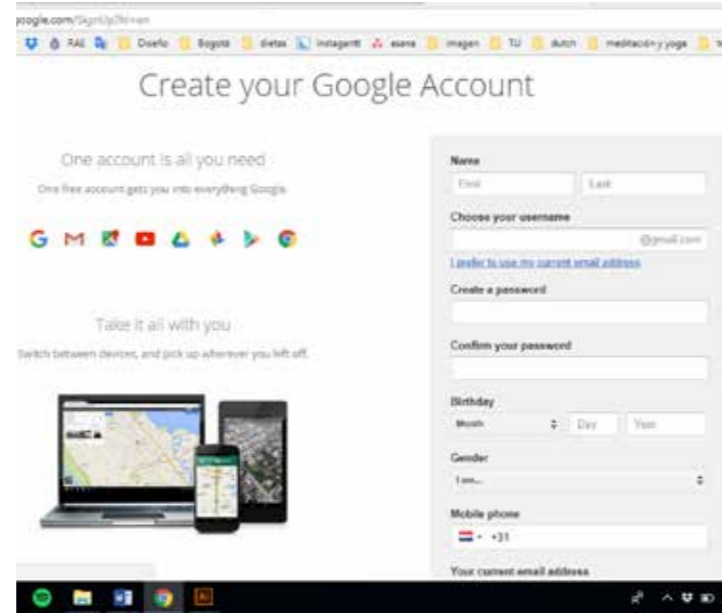
## pleasant surprise



I feel pleasant surprise when I think there is no more candy inside the package; but I find that there is still one more.

Enabler, Activity

## pleasant surprise



I feel pleasant surprise when I must fill a form online and I see already my information on it.

Instrument, Use

## pleasant surprise



I feel pleasant surprise when I'm walking on the street and I find 2 euro coin on the floor.

Enabler, Situation

## pleasant surprise



When I got my papercutter, I noticed after a while that it has the ability to cut a tearing pattern. This happened at the moment when I just needed to cut something like this. Therefore it is pleasant surprising to discover a new feature.

Instrument, Use

# pleasant surprise

# pleasant surprise

# pride



Ofcourse I knew in advance that my little niece would be born. Receiving the birthcard and seeing it on the piece of paper was still a pleasant surprise!

Deep fried doughnut balls (oliebollen) are, as it says, deep fried. Recently this came on the market, lower in fat by baking it in the oven. Without a lot of expectations they are made. Surprisingly enough, they tasted as good as the original ones!

**Enjoying a sense of self-worth or achievement. Pride arises when we have a praiseworthy quality or accomplish something that exceeds our expectations and is acknowledged by others.**

Using this planer to shape surfboards makes me feel proud. It is designed to shape foam. It being a quite dangerous machine in combination with the soft fragile foam makes me feel proud that I have mastered the art of using it.

Instrument, Use

Instrument, Use

Instrument, Use

pride

pride

pride

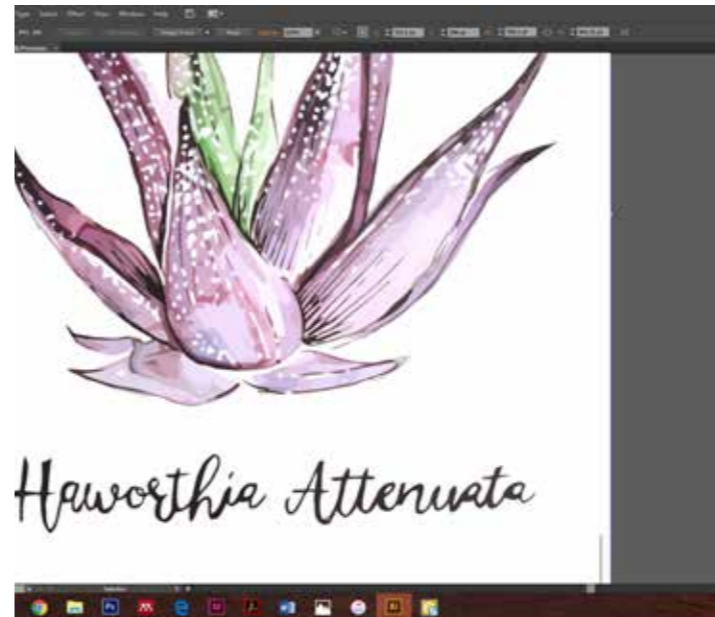
pride



It is special to have the ability to play the piano. It takes a lot of effort to learn it and it is an appreciated skill. Playing the piano evokes pride in this achievement, and this is strengthened when there is a crowd, for instance of friends, to hear and enjoy it.



I can be very proud of an achievement. A personal memory of this achievement, such as a medal, lets me re-experience this pride again.



Some programmes such as Adobe Illustrator are quite hard to master. Having developed this skill of using the programme is an achievement. Using this programme then gives me a feeling of pride of having mastered it, and being one of the few to enjoy the advantages.



Ribbons, medals and badges of honour are strong symbols of appreciation. In return for the appreciation people receive for their actions, they can show off their pride through these badges. These symbols are accepted forms of expressing pride according to common social norms.

Enabler, Activity

Object, Association

Enabler, Activity

Object, Association

pride

pride

pride

pride



A sewing machine enables me to make my own clothes. The product evokes pride on different levels: Being able to use this complex product, making something myself, and triggering compliments from others about wearing unique clothes.

A unicycle is much harder to ride effectively than a regular bicycle due to a lack of balance. Being able to ride a unicycle therefore requires a lot of effort and practice. I am proud when I can show my skills on the bike.

Every time I see the shower head holder that my roommate modelled and 3D-printed, I feel proud. To be able to repair something like this by ourselves without being dependent on the factory that sold us the original, feels independent and important.

This sweater represents pride because it is from one of the most exciting events that I organised with a couple of friends. It makes me feel proud of us. Moreover, I designed it, which makes me feel proud of myself.

Enabler, Identity

Enabler, Identity

Enabler, Situation

Object, Association



pride

pride

pride



Skateboarding can make me feel pride. When I try a new trick over and over again, and then finally succeed, it evokes pride.



I feel proud when I see my plants, as I see the care that I put into nurturing them reflected in their flowers.



My friend and I rented these bikes in France to climb the famous Mont Ventoux. To my surprise we actually made the top. I was very proud about our achievement.

Regret

**The feeling when you think that something you didn't want to happen could have been prevented if you had acted differently.**

Enabler, Activity

Enabler, Situation

Enabler, Activity

regret

regret

regret

regret



A bike might seem strange as a product that evokes regret. But when I see my bike on the street I often regret going to school by train rather than taking the healthier and cheaper option of going by bike.

The other day, I went to Morocco and bought a Tajine pot. The owner of the Tajine shop told me that "This pot is really special and of high quality". I believed him and decided to buy one of them. However, it was fake and broke in my kitchen. Now, I have only its lid. If I would have been smarter, I could have avoided this situation.

I often associate alcohol with regret. Regretting how much I drank, the money I spent and the things I said/did. As a product I think a beer mug enhances this feeling of regret by making it super easy to drink too much.

I often feel regret when taking the escalator. The moment you step on the escalator feels fine, usually you are mindlessly following a group. But when someone on the stairs next to me passes you by, I instantly feel regret for not taking the healthier option.

Enabler, Activity

Enabler, Situation

Object, Association

Enabler, Activity

regret

regret

regret

regret



When passing by the bakeries, I always feel attracted by the pretty desserts. Even though I am not hungry at all, I want one. However, every time when I finish the dessert I feel regret for eating these high calorie foods.

Enabler, Activity



During the AA meeting, I am required to share my feelings and past experiences. These kinds of reflections can bring about memories of bad things I have done. So regret is a substantial part of my AA experiences.

Enabler, Activity



When I stumble upon one of my diaries with a maximum of ten days described in it, I feel regret for not being consistent and giving up so soon after starting.

Enabler, Situation



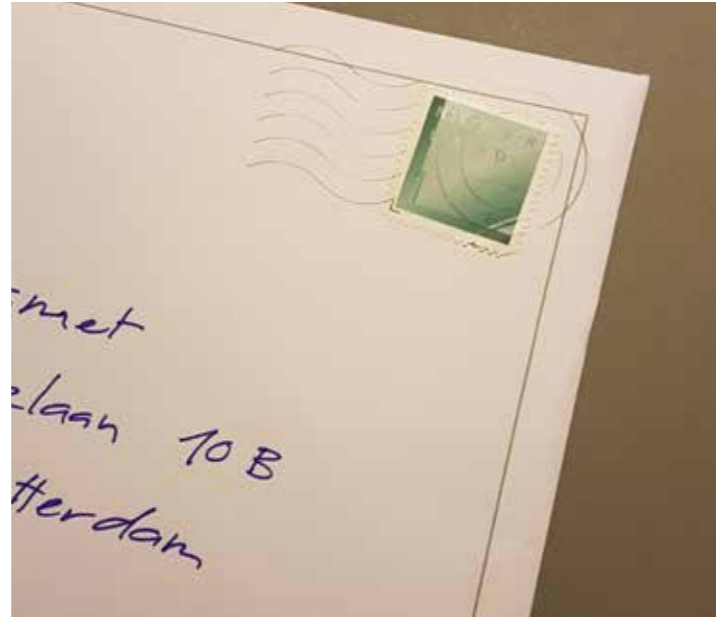
When I washed my pan, I scratched its surface. I cannot use it anymore and I felt regret. If I had washed it more carefully, I could have avoided this mistake. Now it is too late.

Instrument, Maintain

regret

regret

regret



When I went to Brazil, there was a food stall. The environment of the stall looked bad, but its BBQ meat seemed delicious. I ate some and it was nice. However, the next day, I had terrible food poison. I regretted eating it.

The father of a friend passed away. When I received the funeral card, I experienced many emotions. One of them was a strong feeling of regret about the fact that I have not taken the time to get to know my own father better.

I know I should be careful with my pan with the non-stick coating. And yet I was impatient and I used a metal spatula. And the result was a scratch. Now I regret my carelessness each time use my pan and see the scratch.

**Enjoying a recent removal of stress or discomfort. Relief arises when our situation has changed favourably; a physical or mental stressor has been removed or resolved.**

Enabler, Activity

Enabler, Situation

Instrument, Maintain

relief



Because I believe organic food is healthier, I feel relief when I am about to eat or drink something and spot the certified organic mark.

Object, Association

relief



This is a schedule board for having dinner together. I want to know when I can eat dinner together with my roommates because I do not want to have dinner alone. I feel relief when I see my roommates' dinner schedule in advance..

Enabler, Relation

relief



When I see my kneepads I feel relief because I know that they will protect my knees from bruises while playing volleyball.

Object, Association

relief



A fresh beer can give relief after a stressful period.

Enabler, Activity

relief

relief

relief

relief



I wear this hair band on my wrist for hair emergencies. I always try to bring it. This is because I dread the bothering moment that I cannot arrange my hair. Even though I do not use it often, I am relieved when I bring it.

Instrument, Use



The result of a pregnancy test can be a relief.

Instrument, Use



When I am rushing to the toilet, the green signals on the door evoke great relief since I will not have to hold back the call of nature.

Enabler, Activity



In a dangerous situation, handcuffs can be seen and sensed as something to help put the threat in control, which will give relief to the security or policeperson.

Enabler, Situation

relief

relief

relief

relief



When it starts raining, I feel relief when I realise that I did not forget to bring my umbrella because I know it will prevent me from getting wet and possibly ruining my hairdo and outfit.



Having coffee in a coffee house with friends can be a great relief after a hard day of work.



When suffering from a headache, a painkiller can give relief from the pain.



I feel relief when I look at my watch while in a hurry and then notice that I still have some time left or that I am not late – contrary to my expectations.

Enabler, Situation

Enabler, Activity

Instrument, Use

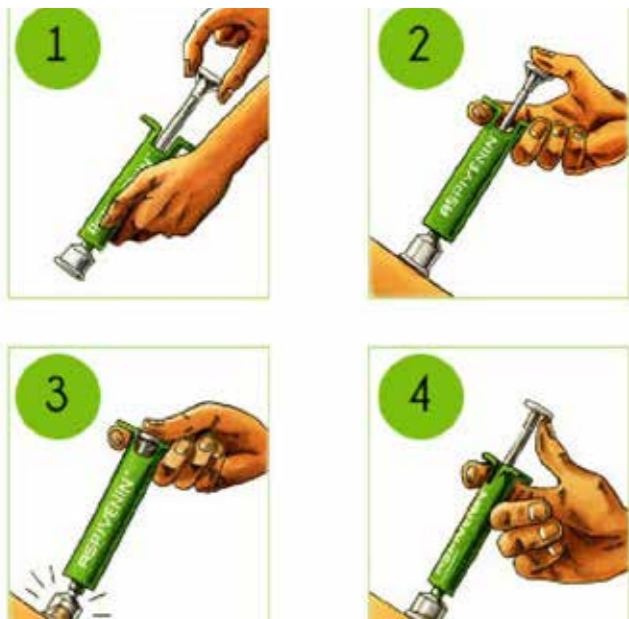
Enabler, Activity

relief

relief

relief

relief



When I was stung by a wasp this object gave me some relief because it enabled me to take some of the poison out.

We made a winter hike through the snow and we were freezing when we came home. I felt very relieved when the first heat from the woodstove started to warm my cold hands.

I took a number and I realized that there were twelve people waiting before me. I thought it would take ages. But then it turned out that many people had left, and it was my turn much quicker than I had expected. That was a moment of relief.

I was relieved to see that the power socket of the hotel room also had USB charging points; I now knew I could chat with my girlfriend who was at home.

Instrument, Use

Enabler, Situation

Enabler, Situation

Enabler, Activity



relief

relief

reluctance



A wave of relief washed over me when I saw that the protective case had kept my CD safe when I dropped it; we can dance to it at the party tonight.

Enabler, Activity



It was a huge relief when I found out that my favourite football jersey didn't shrink after I accidentally tumble dried it too hot; I can still wear it and show that I am an FC Barcelona supporter.

Enabler, Identity

Reluctance

**The feeling when you know that you should do something that you do not feel like doing.**

Enabler, Situation



When I came home from a long working day and I noticed the amount of notifications that I had on my phone. I was very reluctant to look and answer the notifications because all I wanted is to relax and disconnect.

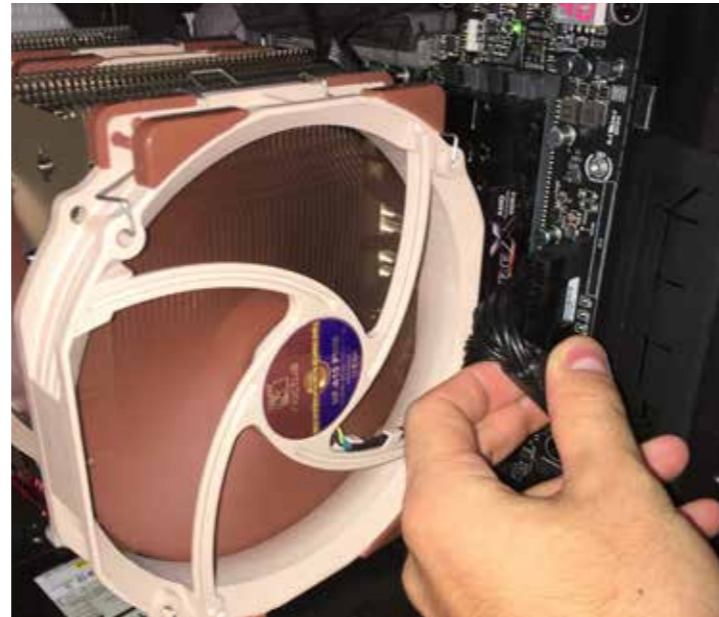
## reluctance



This is the heavy door of the bike park in my flat. Every time I have to park my bike, I feel reluctant because I do not want to open the door pulling my bike with one hand.

Instrument, Use

## reluctance



When building my desktop computer, I felt reluctant to connect all the component cables, since it is the most tedious part of the building process.

Instrument, Acquire

## reluctance



Last week, when the alarm went off early in the morning, I felt the comfort and warmth of the bed, and I felt very reluctant to get up.

Enabler, Situation

## reluctance



I always feel reluctant when looking at my dumbbells, since they remind me of the boring exercise I am about to do.

Enabler, Situation

# reluctance



I sometimes feel reluctant to let my friends borrow my books. Although helping is divine, I cherish my books and take good care of them. I don't know if my friends will be equally caring.

Enabler, Activity

# reluctance



The bike chain is something that I use because it is necessary, not because I particularly desire or like to use it. It takes time and effort to lock it and I always feel reluctant to use it.

Enabler, Activity

# reluctance



While the toilet brush is used, it provides an unpleasant experience. Every time the toilet has to be cleaned, I am overwhelmed with reluctance.

Instrument, Use

# reluctance



My dental braces evoke reluctance when having lunch with friends. I have to take them out before I start to eat. They are full of saliva and it is impossible to take them out of my mouth in a charming way.

Instrument, Use

## reluctance



I use this product with reluctance because it is uncomfortable; too big, sticky and warm. Also having to change and dispose the sanitary towel evokes reluctance. It is the sight and smell.

Object, Form

## reluctance



This hand towel evokes reluctance: I do not want to dry my hand with a part that others have already used.

Instrument, Use

## reluctance



I do not want to touch the car keys since it makes my hands smell and I am afraid that there will be bacteria and other micro-organisms on it.

Object, Form

## reluctance



When I first had to start wearing reading glasses I felt very reluctant to use them. I did not want to be confronted with the decrease in my eyesight and the inevitability of physical decline.

Enabler, Situation

reluctance



My friend uses this brush to clean bottles. It was designed for that purpose. It is actually very convenient to use, but I am reluctant because the shape reminds me of a toilet brush.

Object, Association

sadness



**The feeling when you lost something that was important to you. You have the urge to withdraw and to seek comfort.**

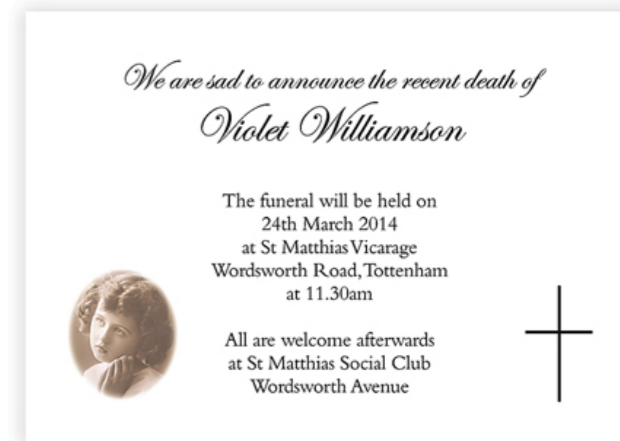
Instrument, Use

sadness



A weighing scale by itself does not evoke negative emotions. However, using it and discovering that I have gained weight and cannot be as light-weight as I was when younger can make me feel sad.

Object, Association



I felt sad when receiving a mourning card in my mailbox. Someone I know has passed away.

sadness

sadness

sadness

sadness



After I watched 'The True Cost', about the inhumane circumstances in the fashion industry, I did not buy clothes for almost a year. The idea that 85 people have been involved in producing my garment, and that most of them have no hope for a better life, evokes enough sadness to wear my winter coat for longer.

Snail and slug bait, designed to kill as many animals as quickly as possible, makes me sad even thinking about it. Slugs may be an uncommon choice of favourite animal, but the idea of these blue chemical lethal grains that are designed to taste delicious, feels very immoral.

Throwing away food is not always possible to prevent, but it feels horrible. As a kid, when I was learning about world hunger and children in Africa for the first time, it is even worse; it would sometimes make me cry.

The activity of lighting a candle in a church sometimes makes me feel sad. So many candles and so many reasons for people who miss their loved ones.

Object, Association

Object, Association

Instrument, Maintain

Enabler, Activity

sadness

sadness

sadness

sadness



Thinking about using a mouse trap makes me feel sad that the purpose of this product is to kill animals. Even though I sometimes do not have a choice, I always feel sad when using this product.



The 'Briefkaars' (letter candle), designed by Jorik Hepworth, is a candle on which you can write a message. When lighting the candle, the message goes up in the air. When thinking about loved ones that passed away and being able to write them a message in this way, a feeling of sadness and loss arises.



While the elderly may feel trust and thankfulness towards a walker, my grandfather feels bad about using it in a social context because it is stigmatising. It makes me sad to see him being confronted with his declining abilities.



This empty and used balloon is not in its optimal state, which makes me sad as it can look so much better. The empty balloon also represents the end of its use and it will never be reused.

Object, Association

Instrument, Use

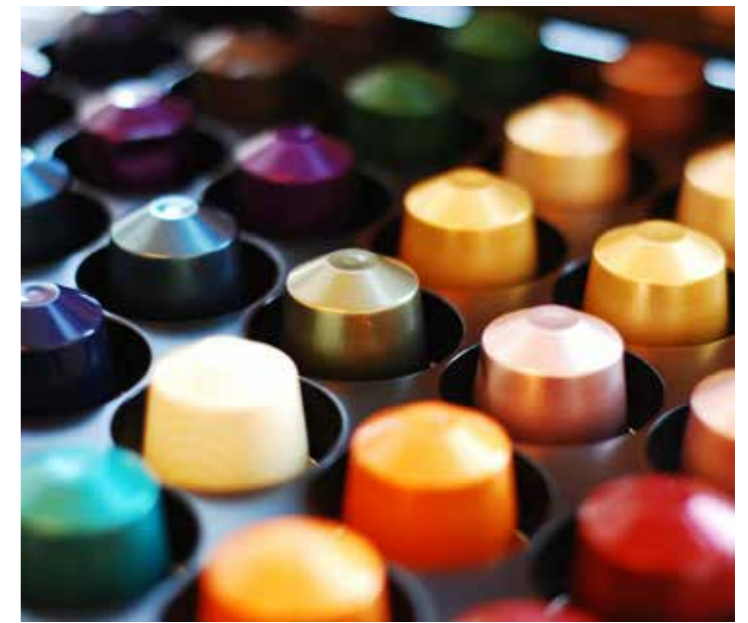
Enabler, Situation

Object, Form

sadness

sadness

satisfaction



To me, this urn is a means to express my sadness. When looking at it, I am reminded of my mortality (and return to dust). In this case, my sadness is not purely a negative emotion, as it also represents a meaningful memory and re-valuing life.

I love good old light bulbs. Each time one breaks, it makes me sad.

**Enjoying the recent fulfilment of a need, expectation, or desire. Satisfaction arises when one of our needs is fulfilled, or when we complete or accomplish something and the outcomes match our expectations.**

I feel satisfied when I see the coffee holder is filled with coffee capsules. When the holder is completely filled, and the colours are sorted in a nice way, this emotion can even be stronger.

Object, Association

Instrument, Use

Object, Form



# satisfaction



The activity of cleaning gives satisfaction. Especially afterwards, I can see the room which has been properly cleaned by a broom.

Enabler, Activity

# satisfaction



I can choose my preferred 'mood of the moment' by controlling this mood light. This gives me a feeling of satisfaction.

Instrument, Use

# satisfaction



I enjoy sharing a nice meal with people who I care about. In this situation the étagère enables me to share and showcase all the food and symbolises my satisfaction.

Enabler, Activity

# satisfaction



I feel really satisfied when I use my favourite plate. It combines the function of a plate, but at the same time it is also kind of a bowl, so your food will not fall off easily. For me this plate is a good combination of functionality with beauty.

Instrument, Use

# satisfaction



This boarding pass is something I cherish as it reminds me of the fact that this was the first ticket I bought for myself. Looking at it makes me feel satisfied and proud.

Object, Association

# satisfaction



Good looking shoes, especially when they are comfortable and easy to wear, can make me feel very satisfied with the purchase.

Instrument, Use

# satisfaction



Homemade food can, when it meets my expectations, make me feel very satisfied during and after the consumption.

Enabler, Activity

# satisfaction



Every time I go to the beach back in India and use these Benelli Guns to shoot down balloons, I feel happy and satisfied. The harmless power of holding such a gun gives me immense satisfaction.

Instrument, Use

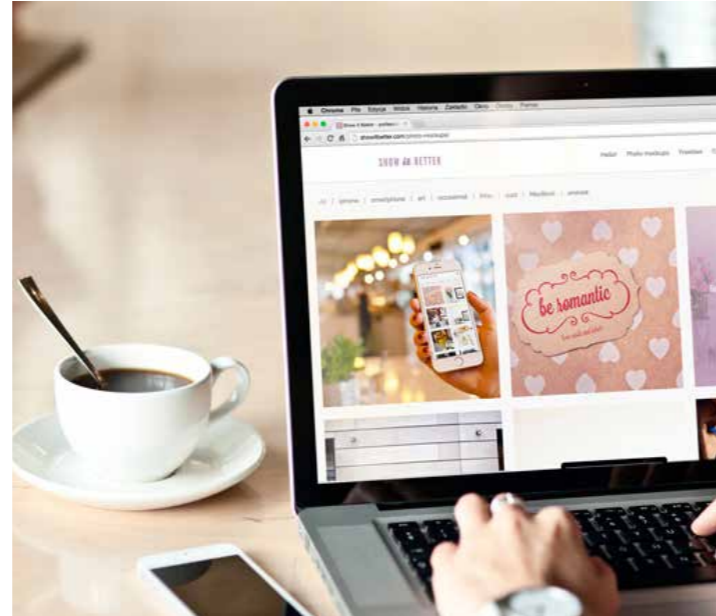
# satisfaction



There's nothing more satisfying than drinking filtered coffee from a traditional tumbler-davara set. To me, coffee drinking feels complete only when drunk out of this tumbler.

Object, Association

# satisfaction



The way the MacBook makes my life far easier and interactions with a computer nicer creates an intense feeling of satisfaction.

Instrument, Use

# sensory pleasure



**Enjoying something that looks, sounds, tastes, or feels good or delightful, and being motivated to savour it. Sensory pleasure arises when we encounter something pleasantly attractive that is highly appealing.**

Object, Form



I feel delight when tasting my favourite ice-cream from my favourite ice-cream place.

## sensory pleasure



I feel sensory pleasure when I am ice-skating on natural ice with friends, especially when it has been a while.

Enabler, Activity

## sensory pleasure



This bike lane, designed by Daan Roosegaarde, is inspired by Van Gogh's enchanting 'Starry Night'. By using this lane I feel enchanted and guided by the enlightenment whilst I bike through the dark night.

Instrument, Use

## sensory pleasure



The lights and the Christmas balls in the Christmas tree enchant me. The lights reflect in the shiny material of the balls, spreading a magical, warm yellow light in the living room.

Object, Form

## sensory pleasure



This water glass is made of translucent white glass. It provides me pleasure looking at it, just because it is so strange and different from regular glasses.

Object, Form

## sensory pleasure



These little colourful eggs are so delightful! I can't stop putting my hand in the bowl, swirl, and enjoy how it feels, sounds, and looks.

Object, Form

## sensory pleasure



I know it is just a simple trick to entice consumers. But hey, it works. When I turn on my water boiler, this nice-looking blue light appears in the window. It provides a bit of pleasure.

Object, Form

## sensory pleasure



This pair of scissors is so well-designed that it is a delightful pleasure to use them. The smoothness with which it cuts through the paper, and especially the sensuous 'shwoop' sound it makes. I can't get enough of it.

Instrument, Use

# Shame

The feeling when you think that other people know something bad about you. What they know is true, so you also feel bad about yourself.

shame

shame

shame

shame



Using chopsticks can be a great challenge. When I tried to learn how to use chopsticks during a dumpling dinner, I kept observing others to make sure no one noticed my unskilled behaviour. I felt ashamed when others observed my clumsiness.

Alcohol is one of the most common reasons for people to behave stupidly or embarrass themselves. One morning I still remembered my foolish behaviour the night before. Therefore, the beer bottle is a reminder of this painful feeling of humiliation.

The use of plastics has increased tremendously in the last 20 years and has resulted in horrific situations. Our carelessness has cost the lives of so many aquatic animals. The picture reminds me of how plastic has ruined mother nature and I feel shameful for being a part of this mess.

Except for being cool or protecting my eyes from the sun, a pair of sunglasses can also be used to hide my shame. People cannot really see my eyes or facial expression when I'm wearing my sunglasses. In this way, I can pretend to be normal and act as if I am not ashamed.

Instrument, Use

Enabler, Situation

Enabler, Situation

Instrument, Use

shame

shame

shame

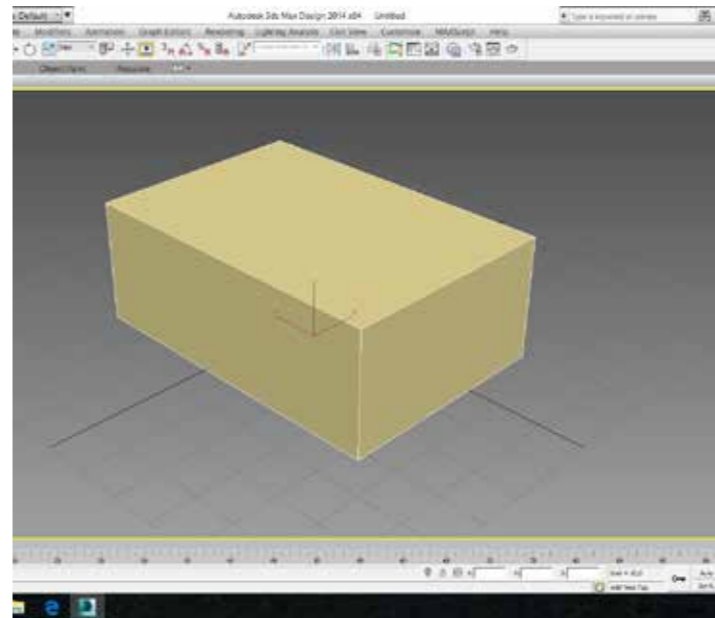
shame



I am ashamed of having bought regular meat instead of ecological meat. Sometimes, it is too expensive for me to buy. But the shame remains.



I am ashamed because guests have to wash their hands in my kitchen after using the toilet because there is no sink in my toilet room.



I am ashamed of still not being able to use 3D modelling software.



Everyone feels lazy once in a while, spending a day on the couch. I feel good to be a couch potato every now and then, but still there is a little voice in the back of my head that tells me to be ashamed of myself.

Enabler, Activity

Enabler, Situation

Instrument, Use

Enabler, Activity

shame

shame

shame



In high school, I once got caught cheating at an exam. Although this happened many years ago, I still remember that it was a very shameful experience.

Enabler, Activity



It's shameful when I can't fit into the pants I once could. I feel ashamed of the weight gained and my lack of discipline.

Instrument, Use



Some time ago I indulged in buying an expensive perfume for myself. But then I hardly ever used it, to the degree that it is now wasted. I still have left, but it took me too long and now the fine fragrance has gone blunt. Now, I don't want to use it anymore, but I also don't want to throw it away. I feel ashamed about wasting this expensive product every time I see it standing in my cabinet.

Enabler, Situation



**The feeling when you realize that something very bad just happened. You didn't think something like this was possible, and you don't know what to think or do.**



shock

shock

shock

shock



I felt shocked when I saw how Dutch people clean their dishes. I do the dishes in a totally different way. I use a sponge and clean them one by one, whereas Dutch students put all the dishes in the sink with water and soap and clean all of them at the same time.



The idea of the danger a good knife can bring, makes handling a more conscious action. Sometimes it can be scary to use the knife and if it (almost) goes wrong – a moment of shock.



Seeing the women's lip stretched by this adornment shocks me, even though I realise that there are cultural differences in how we express ourselves and what we consider to be beautiful.



Hearing that someone nearby got sick will evoke many emotions, such as fear and sadness. In comparison to these emotions, shock is chiefly a reaction to something unexpected.

Enabler, Activity

Enabler, Activity

Object, Form

Enabler, Activity

shock

shock

shock

shock



The artist Ai Weiwei intentionally shattered an ancient vase as an art performance. I was deeply shocked because the vase is part of our cultural heritage. I understand the intentions. But still I am shocked.

In the case of an unexpected pregnancy, the outcome of the test evokes shock. The emotion is not evoked because of the product itself, but due to concerns related to the future and changing social dynamics.

I was shocked when seeing Allen Jones' furniture design series. Firstly, seeing a human figure as part of an object is unusual. Secondly the way of using the figure creates discomfort since it has offensive associations like slavery or sadism.

Taboo is a strong provider of shock. I am not shocked by this sex toy, nor does using it shock me. But once, in a situation with another person, she tried to pressure me into using it, and I was shocked by her peer pressure.

Enabler, Activity

Enabler, Situation

Object, Association

Enabler, Relation

shock

shock

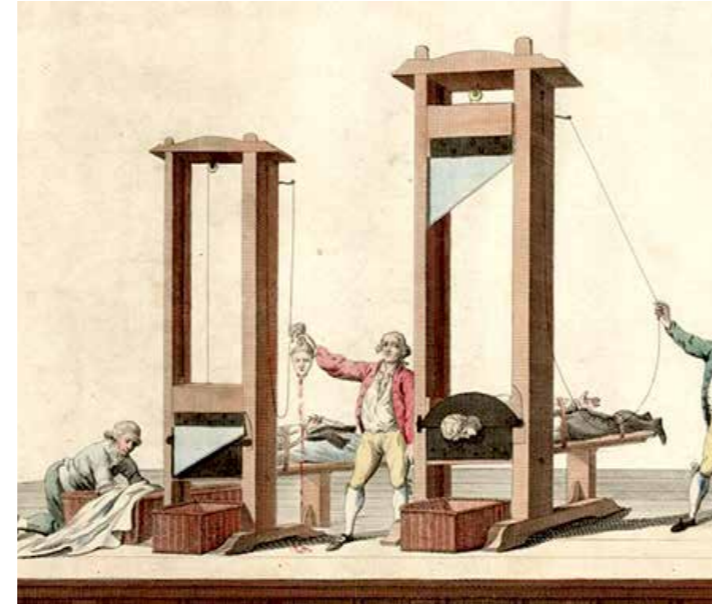
shock

shock



I was shocked when I was not able to check in with my public transport card. I was expecting to have a sufficient balance, and therefore the moment the screen turned red caused a second of shock.

Enabler, Activity



Even when I know that I am not in any danger, objects that cause severe and gruesome harm, like this guillotine, can, just by association, cause me to feel shocked. It is my imagination.

Object, Association



I felt shocked the first time I saw kids wearing a security harness because it reminded me of the ones that are used for pets. At first, I thought it was weird to use this product with kids since the main use was for pets.

Enabler, Activity



I feel shocked that there are many countries in which the use of weapons is allowed. It might be due to my culture and values; I consider myself to be a pacifist and I cannot understand how this type of product can be used by regular citizens.

Enabler, Relation

shock

shock

shock

shock



I was in shock when I opened the case of my external hard disc. I needed it for a project presentation, and when opening the case I saw that the disc was there but the cable to connect it to my computer was not. I had forgotten it at home. Shock came through the realization that I would not be able to present the material that I had prepared.

This case holds ear plugs. It is attached to my key chain to make sure I have them whenever I may need them. I was in shock when I wanted to use them during a concert to find that they were missing from the case.

I was alerted by noise in the front of my house. When I looked out of the window to see what was going on I was shocked to see that they were taking down the ancient tree in front of my house. I'm still in shock.

Why would you do this to someone? I was shocked to see how this car was vandalized.

Enabler, Situation

Enabler, Situation

Enabler, Situation

Enabler, Activity

shock



I was working on my computer, writing a report, and all of the sudden this screen appeared. Naturally, I was shocked.

Instrument, Use

startle



When the door closes behind me I am startled and immediately want to make sure that I brought my keys with me.

Enabler, Situation

startle



Sometimes the fire alarm goes off in the middle of the night for no reason. I always wake up startled, full of adrenaline, not knowing what is going on.

Instrument, Use

startle

The feeling when suddenly something unexpected happens, which could be something bad. You have the immediate urge to find out what is going on.

startle



On a weekend with friends some time ago we played reverse hide and seek. Everyone closes their eyes and counts and one person leaves to hide. As soon as someone finds the hidden person he or she hides with him. I wasn't very good at it so I was the last one walking around. When I found them, they immediately started yelling and I felt startled.

Enabler, Activity

startle



In the centre of France it often happens that a few fighter jets fly over for training. The jets fly faster than the speed of sound, so the sound reaches me at the moment that they are right above me and there is no real build-up of sound. It startles me.

Object, Form

startle



I feel startled when I bring down my bike from the upper parking space at the train station. It comes down really quickly and I immediately want to make sure it did not fall off.

Instrument, Use

startle



When I came home, I was startled to find a blue tax letter on the floor. I immediately opened the letter to find out how much money I owed.

Enabler, Activity

startle



When I first encountered the room divider "Plectere" by Petra Vonk it startled me. The reason is that it absorbs all ambient sounds, so when you are standing close to it, I was surprised by the sudden silence surrounding me.

Instrument, Use

startle



I was in a hotel. When I flushed the toilet, the water was bright blue! I did not see that coming; it startled me.

Object, Form

sympathy



**Feeling empathy for another person's suffering or misfortune, and being motivated to support or comfort them. Sympathy arises when we put ourselves in the shoes of someone who is suffering distress.**

Enabler, Activity



Artificially nurturing a puppy which has lost its mother is done out of a feeling of sympathy. The milk bottle evokes this emotion already in itself, but it also has a strong symbolic meaning.

sympathy

sympathy

sympathy

sympathy



Placing money into the charity box is an act of sympathy. This virtuous moment of caring about others evokes this emotion very clearly.

When people are using a dysfunctional product and suffer from that, I feel sympathy for them because of their bad luck.

My old rusty bike makes creaky sounds. It spent its life carrying me around or waiting outside in the rainy weather. I can feel my old-tired friend's joints are not working well anymore. I feel sympathy when I ride my old bike.

My old rusty bike makes creaky sounds. It spent its life carrying me around or waiting outside in the rainy weather. I can feel my old-tired friend's joints are not working well anymore. I feel sympathy when I ride my old bike.

Object, Association

Instrument, Use

Enabler, Situation

Instrument, Use



sympathy

sympathy

sympathy

sympathy



The incubator is saving a new born baby's life. However, having to lie in the incubator means that a baby is not in good condition so he or she needs more time to grow, has an illness, or his or her life is in danger. I feel sympathy as the incubator is related to this situation.



Stuffed animals have a cute and sympathetic look. Especially when they are old, the worn-out fur and sad plastic eyes makes me feel sympathy.



I feel sympathy for the cafe owners when I see an empty terrace next to a full terrace when walking through the city.



I feel sympathy when reading an old book and the pages fall out due to wear.

Object, Association

Object, Association

Enabler, Situation

Instrument, Use

# sympathy



I feel sympathy when I see in a thrift store an old and complete tableware set. This indicates that probably someone died and the tableware doesn't have an owner anymore.

Object, Association

# sympathy



I saw this chair in a design fair ("Full Grown Chair" designed by Gavin Munro). The branch is shaped to form a chair. I felt sympathy for the twig – all it wanted was to become a beautiful tree, but now it has been pressed into being an object for people to sit on. Beautiful but sad.

Object, Form

# sympathy



I feel sympathy towards this bench. These swans must feel sad that they are chained to the wall, not able to reach the water. And I imagine that the owners' previous bench was pinched, which makes me feel sad that they felt compelled to use a chain lock for this one.

Object, Form

# sympathy



My sister asked me to take care of her guinea pigs for a week. When she brought them over, they were travelling in this tiny little box. I felt sympathy for them.

Enabler, Activity

virtuousness

virtuousness

virtuousness

Virtuousness

Enjoying the feeling of being a good or worthy person. Virtuousness arises when we have done something that benefitted other people or society.



The tissue is made of recycled material. This is environmentally friendly and helps to save resources. The product gives me a sense of virtuousness since it benefits the environment.

Object, Association



I feel virtuous when using my foldable bicycle, because it enables me to be mobile without having to own a car.

Enabler, Activity



The public bin stimulates me to take a moment to think about the category of the trash and put it in the right basket. When I put the trash into the right basket, I feel virtuous because my action will benefit the environment

Instrument, Use

virtuousness



Giving someone a box of good quality chocolate and expressing my gratitude for what they have done, makes me feel like I am a good person.

Enabler, Relation

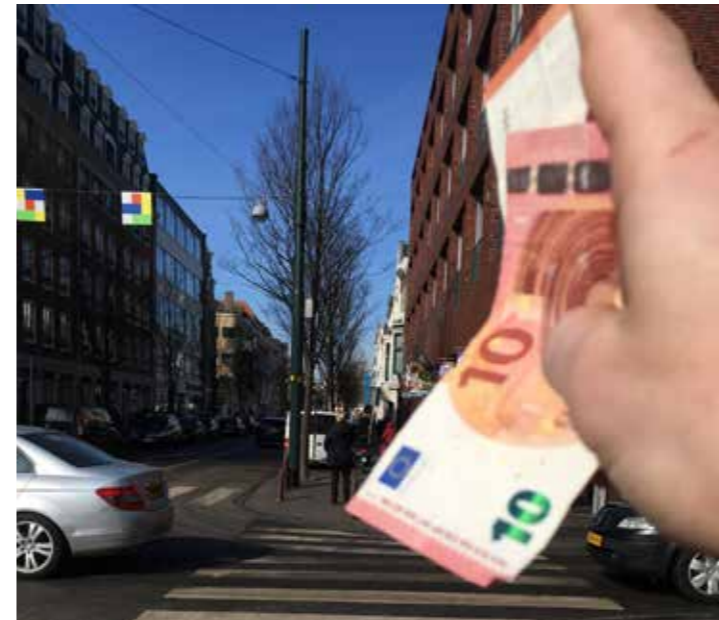
virtuousness



I felt virtuous helping out an elderly person cross the construction yard.

Enabler, Activity

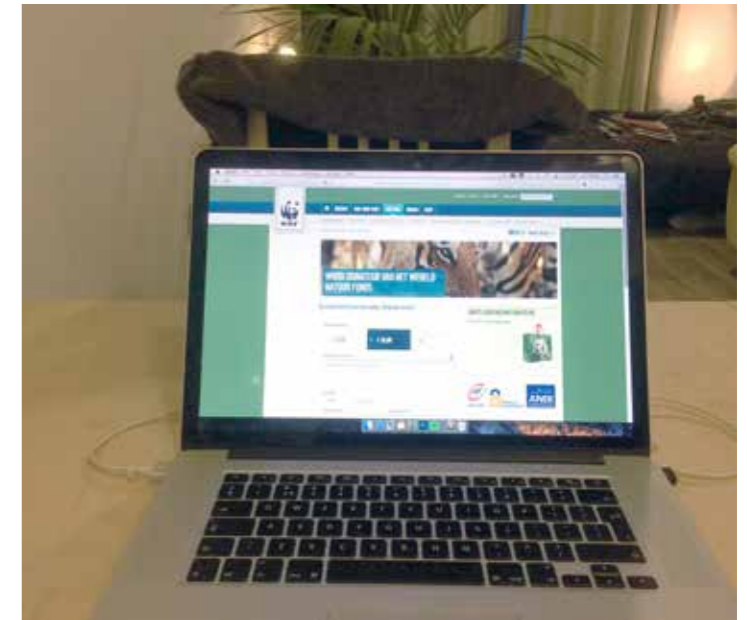
virtuousness



I felt virtuous for handing over the money someone forgot at the ATM

Enabler, Activity

virtuousness



I felt virtue when I registering myself as donator to a charity fund.

Enabler, Activity

worship

worship

worship



Feeling an urge to idolise, honour, and be devoted to someone or something. Worship arises when we think of or interact with someone who we see as greater than ourselves, who we deeply revere and appreciate.



I feel worship when I see my father making hats. He has a lot of patience, understands his clients and does it with a lot of care and taste. I think that it was him who inspired me to become a product designer.



iPhones are the most representative product of the Apple brand, and they became an object of worship. I am highly faithful to my iPhone since it is not only a cell phone but a symbol of splendour and delight.



I worship my headphones because even after they had been in the washing machine for an hour by accident, they still work!

Enabler, Activity

Object, Association

Instrument, Maintain

worship

worship

worship

worship



This religious ritual in which people pierce their cheek and thrust with swords is part of a vegetarian festival in Phuket. Their suffering – they hope – draws evil out of the community around them and, in doing so, brings positive luck to their friends and village. The suffering is a way of manifesting worship.

Apple is very successful in achieving customer loyalty. Whenever a new product comes out people stand in line and pay large sums of money to attain a product of their own. The way I use and take care of my Apple products almost resembles religious worship practices.

This chair, commonly used in Catholic churches, is designed specifically to make kneeling down more comfortable. The chair enables me to be in a position of worship towards my deity.

This example is a bit dated, but still very relatable. A couple of decades ago families would gather around the radio and listen to the news, music and stories. The radio played an important role in family dynamics and was therefore taken care of with much attention.

Enabler, Activity

Object, Association

Object, Association

Enabler, Activity

worship

worship

worship

worship



Soccer fans are well known for their fanatic support for their favourite team. The soccer shirt of my favourite player is an important symbol of my loyalty to the team. I recognise some signs of worship in how I treat the shirt and talk about the team I support.

Enabler, Identity



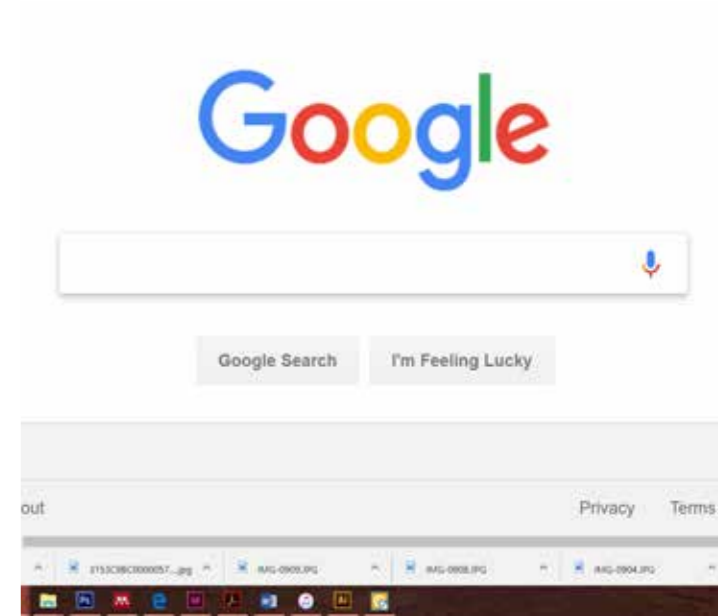
St. Peter's Basilica is made out of a feeling of worship to God. Every element of the church is full of craftsmanship and devotion. Therefore, it is no surprise that it evokes the feeling of worship when I immerse myself in the space; it is a palace of God.

Enabler, Situation



Every country in the world has its own national flag. The flag is always used as a representative. Seeing the flag makes me experience worship and patriotism.

Object, Association



As using this search engine is highly effective, I feel that the brand is reliable. It resembles a feeling of worship, which is why 'Google' still has maintained its position as the most used search engine in the world.

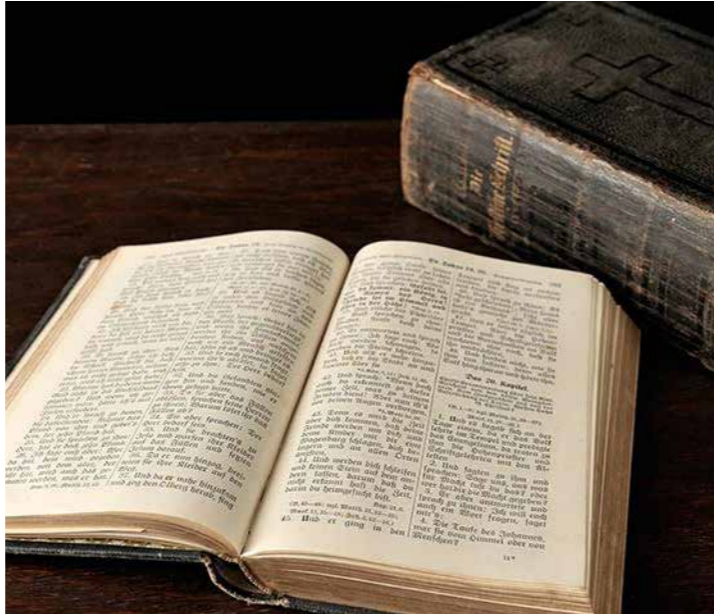
Instrument, Use

worship

worship

worship

worship



People from North Korea feel worship towards their leaders, which is felt when encountering one of the gigantic statues in Pyongyang.

The Bible (or any other holy book) is a typical example of a product that is not unique as it is mass-made and many copies exist in the world, but still holds a very strong symbolic value. People worship this book all over the world, even if it is new from the bookstore.

I worship the Wechat app because I feel connected with my Chinese friends even though we are so far away from each other.

This necklace belonged to my deceased grandma; I worship it because it reminds me of her.

Object, Association

Object, Association

Object, Association

Object, Association



worship

worship

worship



I feel worship for my glasses. For me they are perfect, they are comfortable, light, and suit to my face. It's been four years that I have them and I don't want to change them for a new pair yet.

Instrument, Use



In some cultures, burning incense sticks is a form of communicating with the Gods and spirits. Worshipers honour and pay respect to the god or deceased by lighting incense. I behave myself to show my respect when using it, especially when I am praying in a temple.

Instrument, Use



This "Miss Sissi" lamp by Philippe Starck is a design icon and in my view one of the best designs he has ever made. With this he made beautiful design affordable. It is beautiful in all possible ways. I worship it.

Object, Association

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# Colophon

This publication is an initiative of the Delft Institute of Positive Design.  
For information about the institute and other tools, visit [www.diopd.org](http://www.diopd.org)

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