

1. Record Nr.	UNINA9910838276803321
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Titolo	Emotion-Driven Innovation : A Methodology to Envision Emotion-Focused New Product Ideas / / by Teresa Alaniz, Stefano Biazzo
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	9783031498770 3031498771
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (185 pages)
Collana	Future of Business and Finance, , 2662-2475
Altri autori (Persone)	BiazzoStefano
Disciplina	658.4062 658.514
Soggetti	Technological innovations Consumer behavior Marketing Branding (Marketing) Innovation and Technology Management Consumer Behavior Branding
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The challenges of generating Emotion-Focused product ideas -- Process creation: structuring the Emotion-Driven Innovation -- The language of Emotion-Driven Innovation -- Process development: testing the E-DI in academic environments -- Process validation: towards the application of E-DI in real design practice -- Emotion-Driven Innovation - The process.-Emotion-Driven Innovation: An Inside-Out Approach to Design.
Sommario/riassunto	It is now widely recognized that the emotional dimension of products and services is a critical success factor in many sectors. Generating products with significant emotional features is a complex challenge, as professionals responsible for designing and developing new products should be able to focus the design effort on eliciting specific emotions. But how do designers prepare themselves to convey emotions through the products they design? How do they know how to provoke certain

emotions? To obtain the benefits that the knowledge of emotions can bring when it is integrated into the design process, professionals need to be assisted with approaches to apply the knowledge of emotions systematically and strategically. This book presents the development of a process to support product design teams to envision emotion-focused new product ideas - Emotion-Driven Innovation (E-DI). The E-DI process supports designers in identifying the occurrence of emotions in a certain category of products present in the market and applying this information to make strategic decisions when defining the emotional intentions for the new product. It also helps to focus their creative thinking to develop strong and meaningful emotion-centric new product ideas. This book targets a professional audience wanting to learn more about this process and provides useful tools and frameworks that can be applied in real-life cases.
