在理性与感性的中间
创造深入人心的情感体验

2017年7月

ThoughtWorks®   IxDC

WE ARE THOUGHTWORKS

A community of passionate individuals whose purpose is to revolutionise software design, creation and delivery, while advocating for positive social change.

我们是一群极有天分的软件精英，满怀激情的汇聚在一起，以引导软件创新、设计和交付的革命为己任，助推全球社会变革。
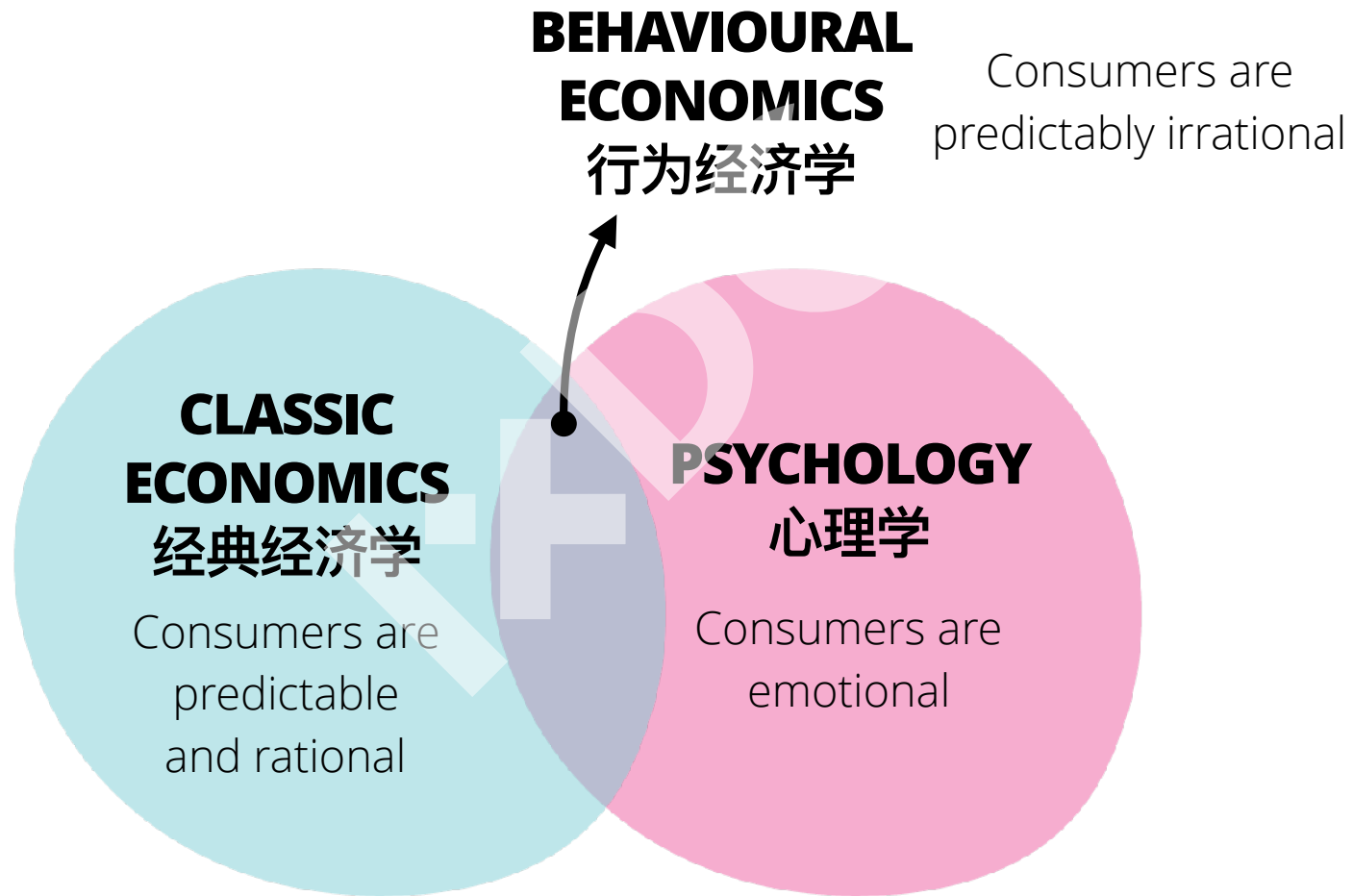
王汝佳　　　　李昂

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IN-BETWEEN

理性与感性之间

BEHAVIOURAL ECONOMICS 行为经济学

BEHAVIOURAL ECONOMICS 行为经济学

Consumers are predictably irrational

CLASSIC ECONOMICS 经典经济学

Consumers are predictable and rational

PSYCHOLOGY 心理学

Consumers are emotional

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SYSTEM 1 VS SYSTEM 2 两个系统

System 1 is gullible and biased to believe, System 2 is in charge of doubting and unbelieving, but System 2 is sometimes busy, and often lazy. (Kahneman, 2011)

SYSTEM 1
系统1

Fast 快

Automatic 自动化

Implicit 暗示的

Emotional 感性的

Difficult to control 难控制

No self-awareness 没有自我意识

SYSTEM 2
系统2

Slow 慢

Effortful 费力

Explicit 明确的

Logical 合逻辑的

Controlled 受控制

With self-awareness 自我意识

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SYSTEM 1 系统一

AROUND 10,000 DECISIONS EVERY DAY
每天需要做一万个决定，其中

95%

of decisions are based on intuition
what 'feels right' is 'good enough'

的决定是凭直觉所做，即：感觉这样
是好的，正确的

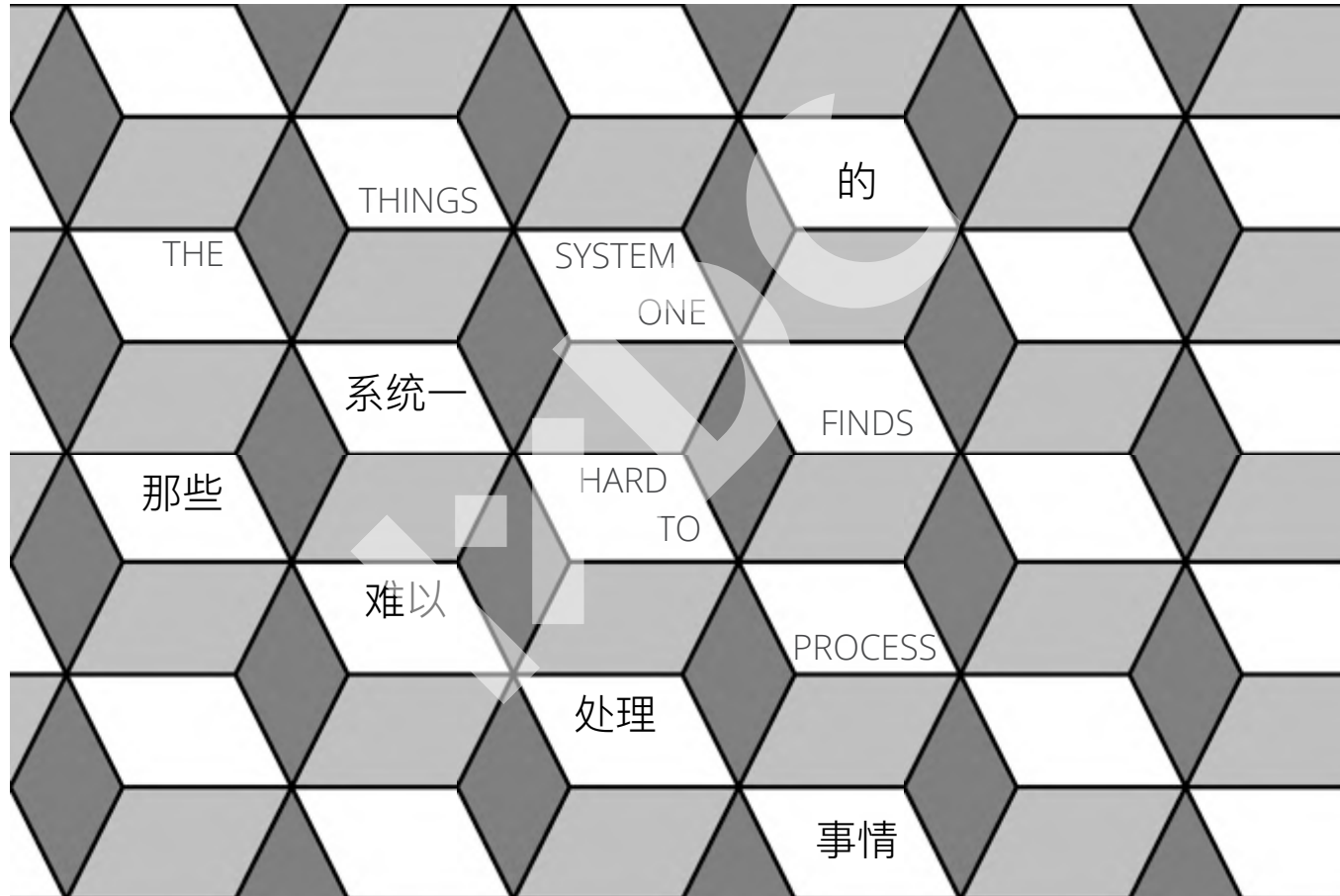## BECAUSE WITHOUT IT, THINGS LIKE THIS COULD KILL US
缺少系统一的决定，我们所面临的将是生命威胁

SYSTEM 2 系统二

THINGS

THE

的

SYSTEM

ONE

系统一

FINDS

那些

HARD

TO

难以

PROCESS

处理

事情

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QUESTION 1 问题一

IF A PEN AND A RULER COST ¥1.10 TOGETHER, AND THE PEN COSTS ¥1.00 MORE THAN THE RULER, HOW MUCH DOES THE RULER COST?

一支笔和一个尺子共需要 **¥1.10**，笔比尺子贵 **¥1.00**，那么尺子多少钱**?**

WHICH WOULD YOU CHOOSE?
你会选择哪一个?

(a)　100% CHANCE OF WINNING ¥500
　　　100% 的机会获得 ¥500

(b)　50% CHANCE OF WINNING ¥1,000
　　　50%的机会获得 ¥1000
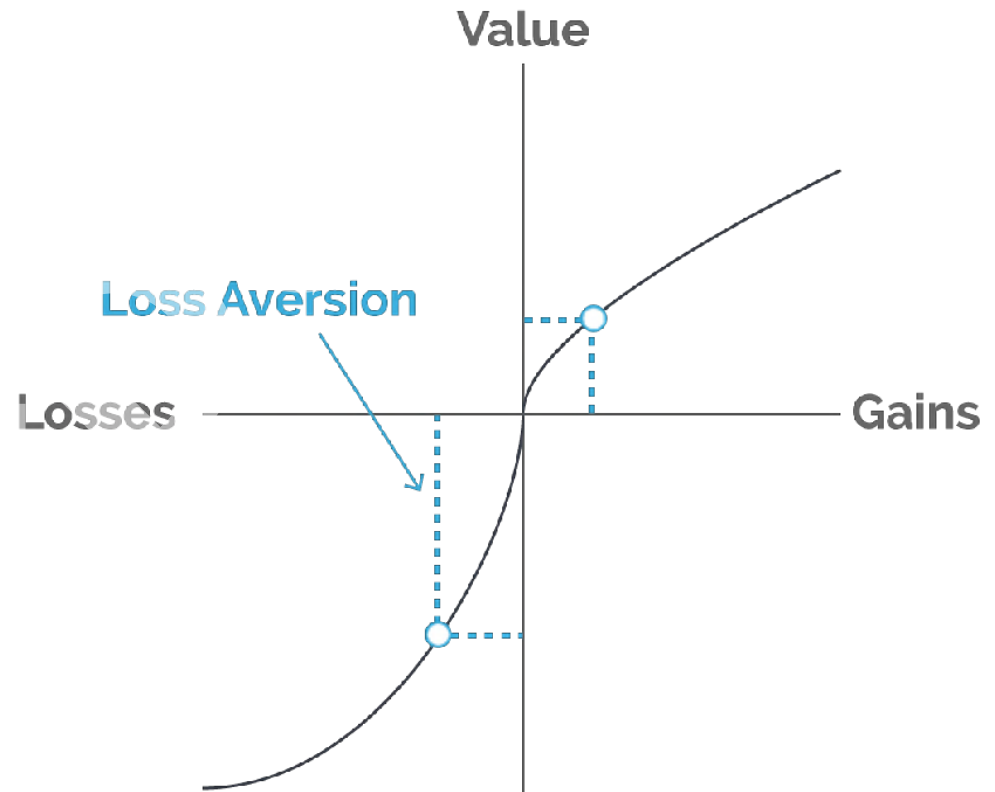
(a)　100% CHANCE OF LOSING ¥500
　　　100% 的可能丢掉 ¥500

(b)　50% CHANCE OF LOSING ¥1,000
　　　50%的可能丢掉 ¥1000

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LOSS AVERSION 损失厌恶

- Response to losses is more extreme than the response to gains

  相比较收获的东西，我们更在乎失去了什么

ENDOWMENT EFFECT 禀赋效应

- Humans value items more if they are told they own it
  当人们被告知可以拥有某种物品之后，会更珍惜这件物品

- Even where there is no case for attachment
  即便这个物品和他们毫无联系

- Even when item was obtained mere moments ago
  即便人们刚刚拥有这个物品

SUNK COST FALLACY 沉没成本

- Greater tendency to continue an endeavour once investment is made

    Time
    Money
    Effort

    在开始投入时间、金钱和精力后，人们
    会非常倾向于尽全力完成某件事情

OPTIMISM BIAS 乐观偏见

- Humans expect positive events in the future to happen to them
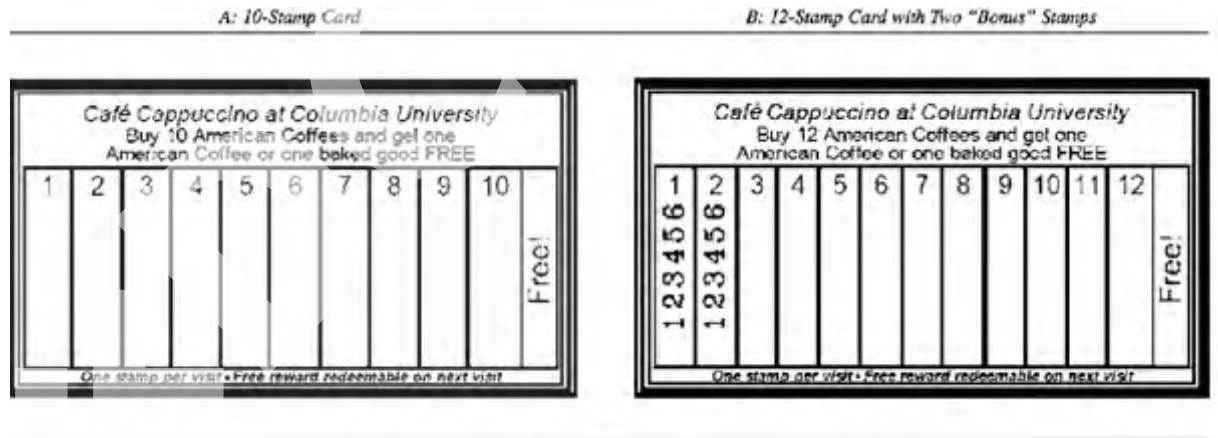
  Weight loss
  Investment
  Skill

  人们期待未来会更美好：减肥成功，投资成功，学业有成

GOAL GRADIENT EFFECT 目标渐进效应

- Humans (and animals) work harder when they get closer to their goal

  当接近目标时，人（以及动物）都会更努力

29.4 天   VS   24.6 天

QUESTION 3A 问题三A

WHICH WOULD YOU CHOOSE?
你会选择哪一个?

(a)   DINNER AT 3* RESTAURANT NEARBY
附近的一家三星级饭店

(b)   DINNER AT 5* RESTAURANT FAR AWAY
比较远的一家五星级饭店

QUESTION 3B 问题三B

WHICH WOULD YOU CHOOSE?
你会选择哪一个?

(a)   DINNER AT 3* RESTAURANT NEARBY
附近的一家三星级饭店

(b)   DINNER AT 5* RESTAURANT FAR AWAY
比较远的一家五星级饭店

(c)   DINNER AT 4* RESTAURANT FARTHEST AWAY
非常遥远的一家四星级饭店

FRAMING 框架

- Humans react to choices in different ways depending on how it is presented

  人作出的选择，与这些选项如何呈现有关

QUESTION 4A 问题四A

DID GANDHI DIE BEFORE OR AFTER AGE 9?

圣雄甘地是**9**岁前去世的，还是**9**岁后去世的？

那么，圣雄甘地是多少岁去世的？

QUESTION 4B 问题四B

DID GANDHI DIE BEFORE OR AFTER AGE 140?

圣雄甘地是**140**岁钱去世的，还是**140**岁后去世的？

那么，圣雄甘地是多少岁去世的？

ANCHORING 锚定效应

- Humans make estimates by starting from an initial value that is adjusted to yield the final answer

  在做估计时，人们会从一个出发点开始，再加以调整

甘地

DID GANDHI DIE BEFORE OR AFTER AGE 9?

- 圣雄甘地是**9**岁前去世的，还是**9**岁后去世的？
- 那么，圣雄甘地是多少岁去世的？

AVE = 50

DID GANDHI DIE BEFORE OR AFTER AGE 140?

- 圣雄甘地是**140**岁钱去世的，还是**140**岁后去世的？
- 那么，圣雄甘地是多少岁去世的？

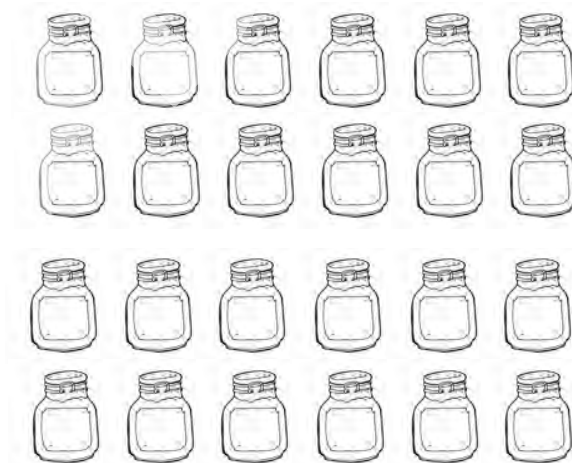**AVE = 67**

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CHOICE OVERLOAD 过多的选项

- Choice is liberating but as the number of choices grows, humans become overloaded
  过多的选项给人们带来负担

- At some point, it becomes debilitating
  选项增加到一定程度后，将使人们无法选择

6 CHOICES
40% PURCHASED

6个选项
40%的人会购买

24 CHOICES
3% PURCHASED

24个选项
3%的人会购买

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EMOTION AND PSYCHOLOGY

2

人的情感

Physio-Pleasure 身体	Psycho-Pleasure 情感	Socio-Pleasure 社会关系	Ideo-Pleasure 价值观

PHYSIO-PLEASURE 身体的愉悦

- Visual 看得见
- Audio 听得到
- Tactile 触摸得到

PHYSIO-PLEASURE 身体的愉悦

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- Tactile 触摸得到

PSYCHO-PLEASURE 情感的愉悦

- Easy to use 好用
- Emotionally engaging 打动我

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PSYCHO-PLEASURE 情感的愉悦

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SOCIO-PLEASURE 社会关系的愉悦

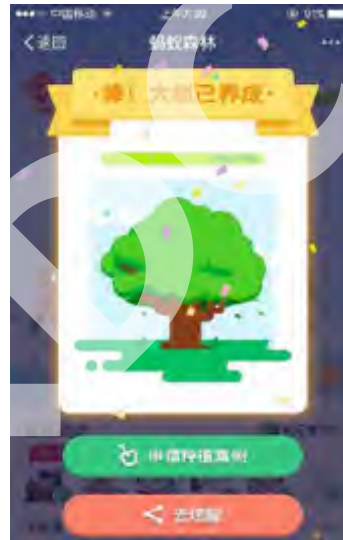- Social situation
  社会与文化

SOCIO-PLEASURE 社会关系的愉悦

- Social situation
  社会与文化

IDEO-PLEASURE 价值观的愉悦

- Value and aspiration
  渴望的价值观

IDEO-PLEASURE 价值观的愉悦

- Value and aspiration
  渴望的价值观

3

CASE STUDY

案例分享

CASE STUDY 1

追逐快乐即时消费的千禧一代，
如何为40年后的退休生活进行存钱？

CASE STUDY 2

无论是在极具未来感的写字楼工作的白领，

还是每天奔波劳碌于大街小巷中的个体业主，
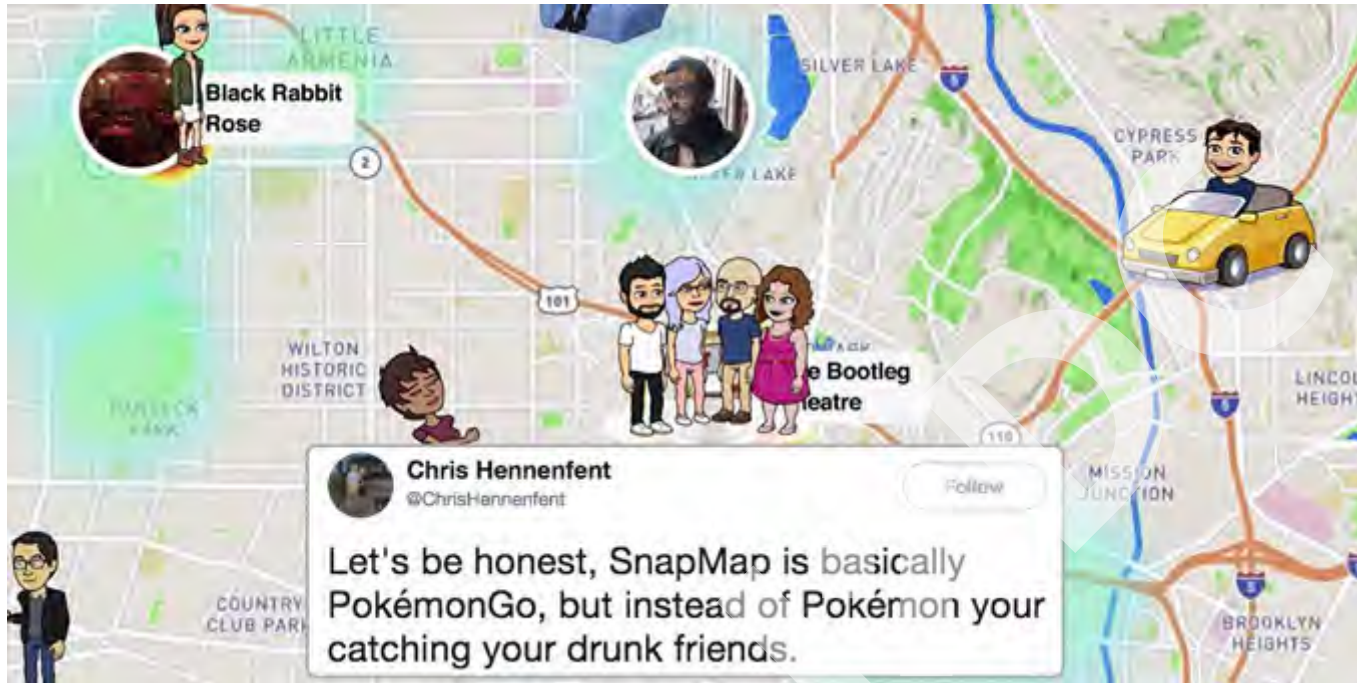
千万中国女性在寻找美的旅程上，如何展现

自我？

CASE STUDY 3

你我身边的小小便利店，如何成为人们生活中欢喜忧伤每个瞬间最好的陪伴？

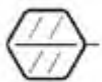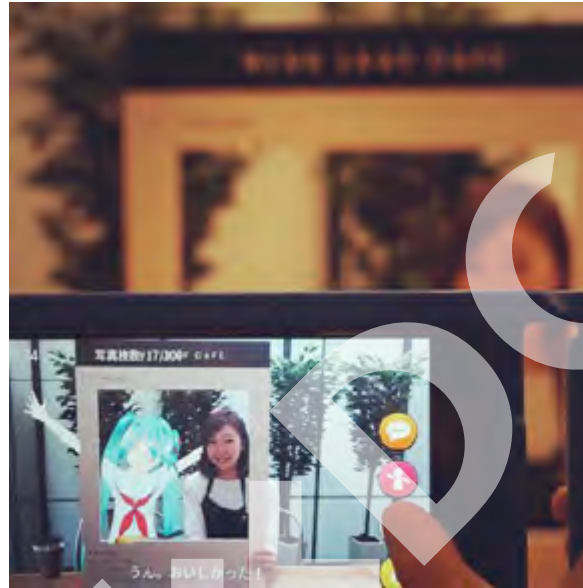# EMOTIONAL DESIGN AND NEW TECHNOLOGY

4

情感体验与新技术

SNAP MAP

Snap Map is a new Snapchat feature that allows users to share their location with each other.

Anyone who has chosen to share their location will appear on the map as an "Actionmoji" - a cartoon avatar that changes to reflect what the user is doing.

ENJOY A DATE WITH HATSUNE MIKU

BLUE
LEAF
CAFÈ

Customers who bring their Lenovo Phab 2 Pro smartphone can enjoy a special cafe date with Hatsune Miku wearing a sailor uniform.

With augmented reality (AR) technology, Miku will appear before you to chat and enjoy the meal with you!

VR

VR CAR CRASH

Teenagers are experiencing a virtual reality car accident in order to try to deter young drivers from taking risks on the roads. In the UK, one in four 18 to 24-year-olds crash within two years of passing their test.

VR Video: Leicestershire Fire and Rescue.

For more: http://bbc.in/vrcarcrash #VR#RoadSafety #Leicestershire #BBCNews@BBCNews

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THANK YOU

For questions or suggestions:

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