

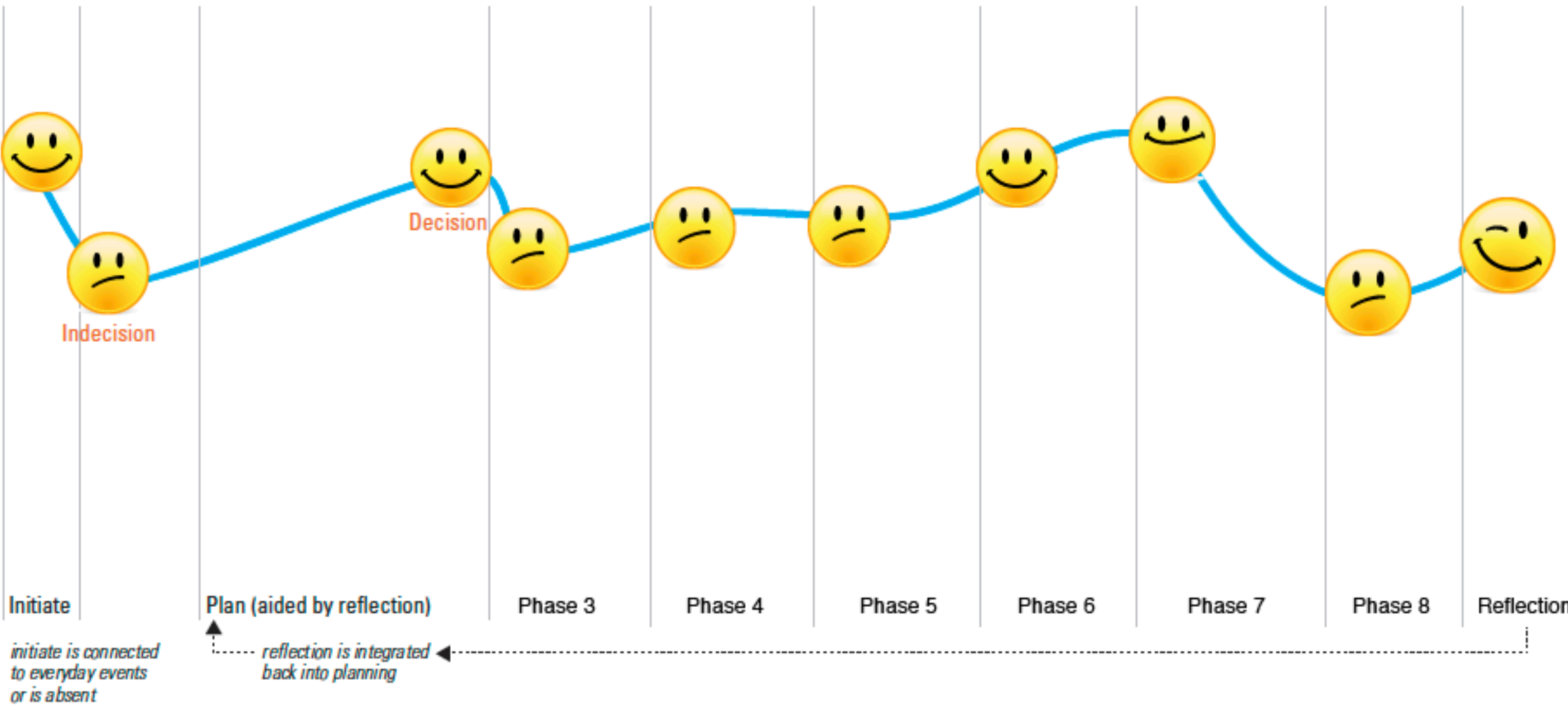
Notes

Phases and Emotions




The diagram on the left describes the emotional ups and downs identified by study participants as part of the Special Occasion Emotional Mood Map Exercise conducted during usability tests. During the exercise, participants were asked to name each of the phases they went through from to end, and to then assign a corresponding emotion to each phase.

This diagram represents an average of participant responses. The exercise did uncover some important variations based on a number of factors, including each participant's individual personality. These variations are described in the 'participants' emotions' section for each phase.

Use this deliverable to create an aggregate and individual understanding of participant moods during goal directed tasks which can uncover opportunities for design solutions.



THE CYCLE OF EXPLORATION

-  **imagine**
-  **research**
-  **try-on**



**Explore** *Although different user types may explore more heavily during specific phases, in everyday meal planning, exploration is a constant undercurrent during the entire cycle as well as before and after.*