

YSDN 4003 - Advanced Topics in Interactivity

# Donald Norman's Three Levels of Design

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## Three Layer of User Experience

According to Don Norman, a good user experience and generating emotions is interconnected. One does not go without the other. More specifically, Norman defines a good user experience by using three layers, such as visceral, behavioral, and reflective.



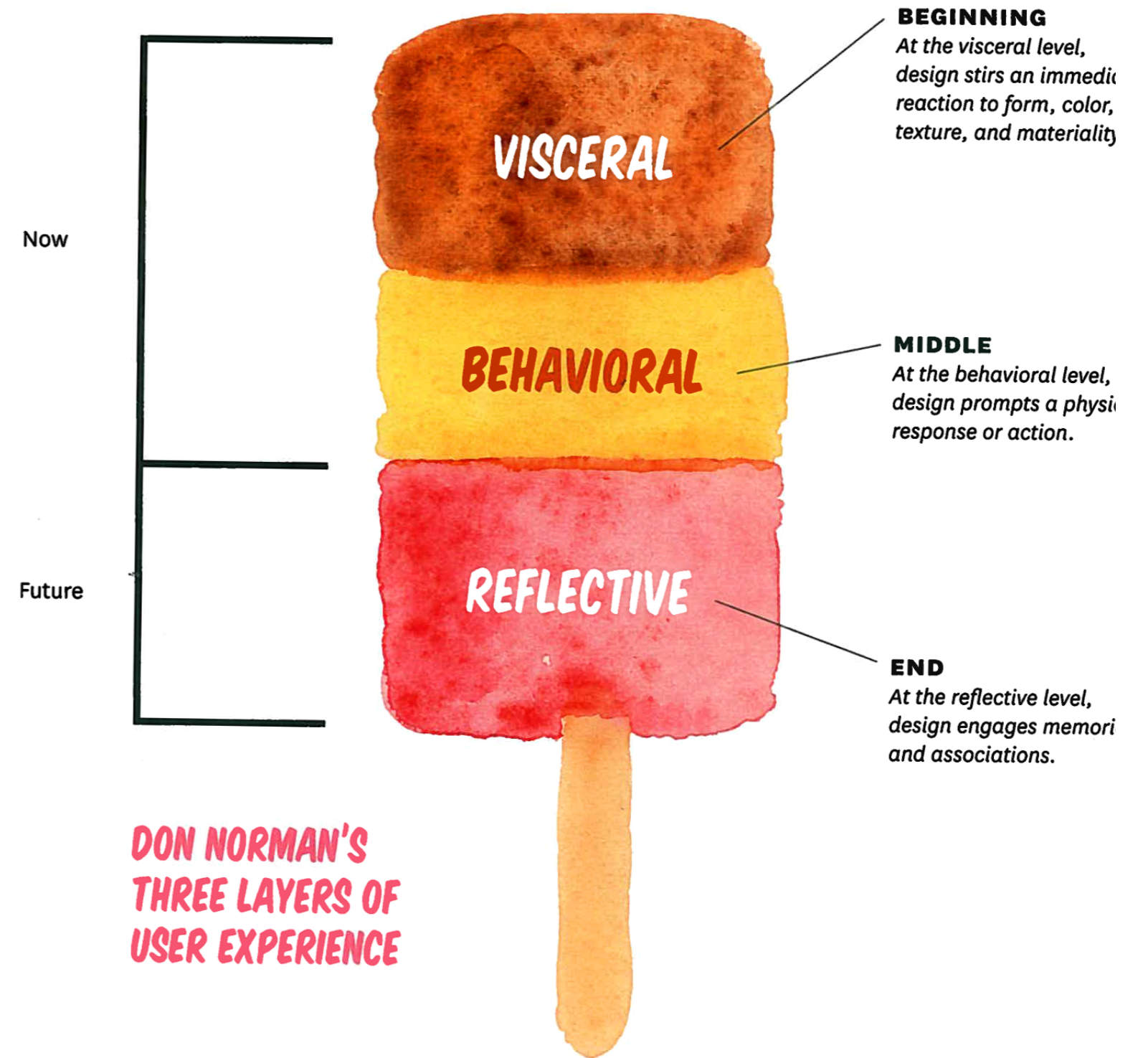
Don Norman <https://www.jnd.org/>

### Three Layer of User Experience

Don Norman's three layers of user experience overlap and mutually influence one another.

Lupton, Ellen. Design Is Storytelling. New York, NY: Cooper Hewitt, Smithsonian Design Museum, 2017.

Illustration by Jennifer Tobias. Adapted from Don Norman, Emotional Design: Why We Love (Or Hate) Everyday Things (New York: Basic Books, 2004)



Layer 1

# Visceral

## Visceral

*Concerns itself with appearances*

This level of design refers to the perceptible qualities of the object and how they make the user generate emotion.

It's about the beauty and attractiveness of the object. The physical layers will focus on the general visual appeal.

### References

<https://www.interaction-design.org/literature/article/norman-s-three-levels-of-design>

<https://medium.com/ux-ui-design/applying-the-three-levels-of-design-to-building-software-products-9885ebef63ce>

## Visceral

What does it mean for your project?

- \_ The general look and feel*
- \_ Visual Design*
- \_ Colour*
- \_ Fonts*
- \_ Icon*
- \_ Layout*
- \_ Spacing structure*
- \_ Animations/Transition*
- \_ Visual Indicator*
- \_ Beautiful Onboarding strategy*
- \_ Notifications strategy*

Layer 2

# Behavioral

## Behavioral

*It's about the Feeling you are in control of the environment*

It's all about control and comprehension and expectation of the product. Usability is key here. Think about the user and the way they can control your object.

It's all about the way you design control, empower users throughout their experience, and understand expectation with your product.



## Behavioral

What does it mean for your project?

- \_ Navigation
- \_ Selection
- \_ Button
- \_ Indication
- \_ State Indicator
- \_ Workflow

- \_ Process display
- \_ Option
- \_ Creation mode

Layer 3

# Reflective

## Reflective

*Collection of memories made by the object*

It's about memories and what users will remember from your experience. It's about why they like it and their overall impression of the object.

## Reflective

What does it mean for your project?

- \_ Remember
- \_ Mission
- \_ Goal
- \_ Achievement
- \_ Engagement
- \_ Retention

Three Layer of User Experience



Youtube  
<https://www.youtube.com/watch?v=R1QEoJaLQRA>