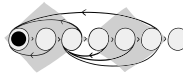


Project:
Team:
Version & Date:

EMOTIONAL RESPONSE CARDS I



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1

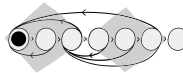
Quick Guide: Emotional Response Cards can be used to learn more about users' feelings, get better interview results and insights. Print and cut the words from the two template pages with the adjectives.

More tips & tricks for this template on book page: 87



| | | | | |
|-------------|--------------|--------------|----------------|-------------|
| old | stimulant | appealing | demanding | appealing |
| thrilling | exceptional | impressive | satisfactorily | cheap |
| unambiguous | simple | easy to use | intimidating | anticipated |
| impressive | flexible | kind | frustrating | ordinary |
| helpful | inconsistent | innovative | intuitive | comfortable |
| complex | creatively | not valuable | slow | boring |

EMOTIONAL RESPONSE CARDS II



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Quick guide: See Emotional Response Card I

More tips & tricks for this template on book page: 87

| | | | | |
|------------------|--------------------|---------------|----------------|--------------|
| is fun | modern | laborious | new | not relevant |
| beneficial | personal | professional | relevant | unruffled |
| swift | difficult to apply | difficult | sure | useful |
| solid | stressful | comprehensive | unattractive | unwanted |
| unconventionally | unprofessional | vital | trustworthy | intimate |
| disheveling | predictable | valuable | time-consuming | time-saving |