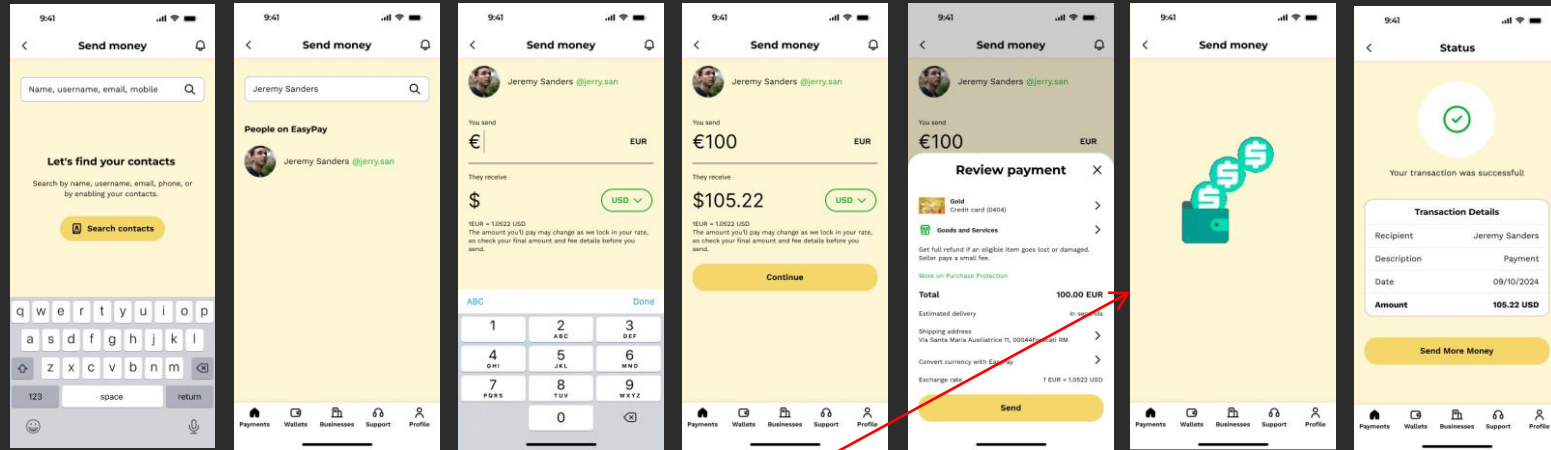


Emotional Design for User Engagement

EasyPay

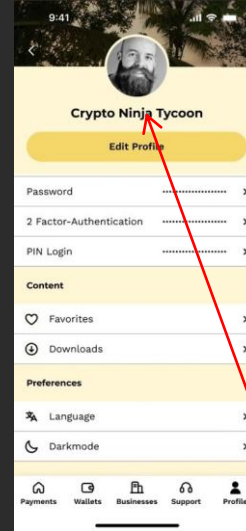
Behavioral Level: Delightful Animations



Loading Feedback: Here, instead of a simple spinner while transactions are being processed, we use a playful animation (e.g. animated coins falling into a wallet) to keep the user engaged while they wait to access the status page.

Reflective Level: Creating Memorable Experiences

At the reflective level, we aim to make the app emotionally resonant so users remember and grow attached to it.



Profile Customization: Allow users to customize their profiles with avatars or themes. Personalization makes users feel more connected to the app. Participants in the usability test suggested putting a profile picture of the account holder on the front-page as well.

