

Have you considered the emotions?

- ⚠ **When to use it:** We use this one last, almost as a final check to make sure we've not missed anything, but some people prefer to use this when they start working on a stage, since the emotional aspect of the experience is so important.
- ★ **The benefit:** Great customer experiences consider the emotions. Use this worksheet to help you avoid negative feelings and encourage positive ones.
- ✓ **You've got it right when:** You've got clear emotional success criteria and strategies to make it happen.

AUTHOR: _____ **DATE:** _____ **PROJECT:** _____

CUSTOMER(S): _____ **STAGE NAME:** _____

Common Emotions

Tick the emotions that might apply to this stage of the experience then use the form below to generate ideas. You can add your own that aren't on the table.

- | | | | | | |
|---------------------------------------|---|--|---------------------------------------|-------------------------------------|---------------------------------------|
| Negative | <input type="checkbox"/> Boredom | <input type="checkbox"/> Embarrassment | Positive | <input type="checkbox"/> Calmness | <input type="checkbox"/> Pride |
| <input type="checkbox"/> Anger | <input type="checkbox"/> Disappointment | <input type="checkbox"/> Frustration | <input type="checkbox"/> Acceptance | <input type="checkbox"/> Delight | <input type="checkbox"/> Relaxation |
| <input type="checkbox"/> Annoyance | <input type="checkbox"/> Disgust | <input type="checkbox"/> Neglect | <input type="checkbox"/> Admiration | <input type="checkbox"/> Excitement | <input type="checkbox"/> Satisfaction |
| <input type="checkbox"/> Anxiety | <input type="checkbox"/> Distraction | <input type="checkbox"/> Regret | <input type="checkbox"/> Amazement | <input type="checkbox"/> Interest | <input type="checkbox"/> Surprise |
| <input type="checkbox"/> Apprehension | <input type="checkbox"/> Doubt | <input type="checkbox"/> Shock | <input type="checkbox"/> Anticipation | <input type="checkbox"/> Joy | <input type="checkbox"/> Trust |

Emotion Write down the name of the emotion	Trigger What would cause this feeling?	Strategy What should you do?
Emotions to promote Use the list of positive emotions as a starting point		
.....	:
.....	:
.....	:
.....	:
.....	:
.....	:
.....	:

Emotions to avoid Use the list of negative emotions as a starting point		
.....	:
.....	:
.....	:
.....	:
.....	:
.....	:
.....	:

Emotions to manage These are the emotions that are almost inevitable as part of this stage (there may not be any!)		
.....	:
.....	:
.....	:
.....	:
.....	:
.....	:

➔ **What next?** This is the last worksheet to complete, and we hope you have discovered lots of opportunities. If you have any feedback on the worksheets, the principles themselves or just want to say hi, we'd love to hear from you at hello@methodical.io. Good luck with your project!