

Emotional Experience Design of Zhuang Brocade Cultural and Creative Products Based on Technology Affordance (Postprint)

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Abstract

Based on Norman's emotional design theory, this paper explores dynamic design theory in traditional cultural and creative product design from the perspective of technological affordance. It investigates users' mobile innovation design strategies for innovative products within contemporary contexts. Grounded in the three-level theory of emotion, existing design cases of cultural and creative products are synthesized, the supportive role of contemporary technology for inspirational design is analyzed through an affordance lens, and the development of innovative cultural products derived from Zhuang Brocade handicrafts is guided by affordance-assisted emotional design theory. These elements are translated into modern contexts to construct an emotional experience design framework, supplemented by an affordance perspective, which is then applied to design a collection of Zhuang Brocade cultural and creative products for craft experience. This design framework can effectively analyze user emotional design elements in traditional handicraft artistic and innovative products and elucidate the support that current technological affordances provide for inspirational design.

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