

## The Effect of Symmetry on the Perception of Happiness and Boredom in Design Products

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**Abstract :** The present research investigates the effect of symmetry on the perception of happiness and boredom in design products. Three experiments were carried out in order to verify the degree of the visual expressive value on different models of bookcases, wall clocks, and chairs. 60 participants directly indicated the degree of happiness and boredom using 7-point rating scales. The findings show that the participants acknowledged a different value of expressive quality in the different product models. Results show also that symmetry is not a significant constraint for an emotional design project.

**Keywords :** product experience, emotional design, symmetry, expressive qualities

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