

Designing for *feeling*

Implementing Neuroaesthetics into
Innovation and Design Frameworks

An overview of the methodological steps of this study



*Modified from Anjan
Chatterjee's Aesthetic Triad*

How we interpret and contextualize it shaped by cultural backgrounds, identities, and expertise.

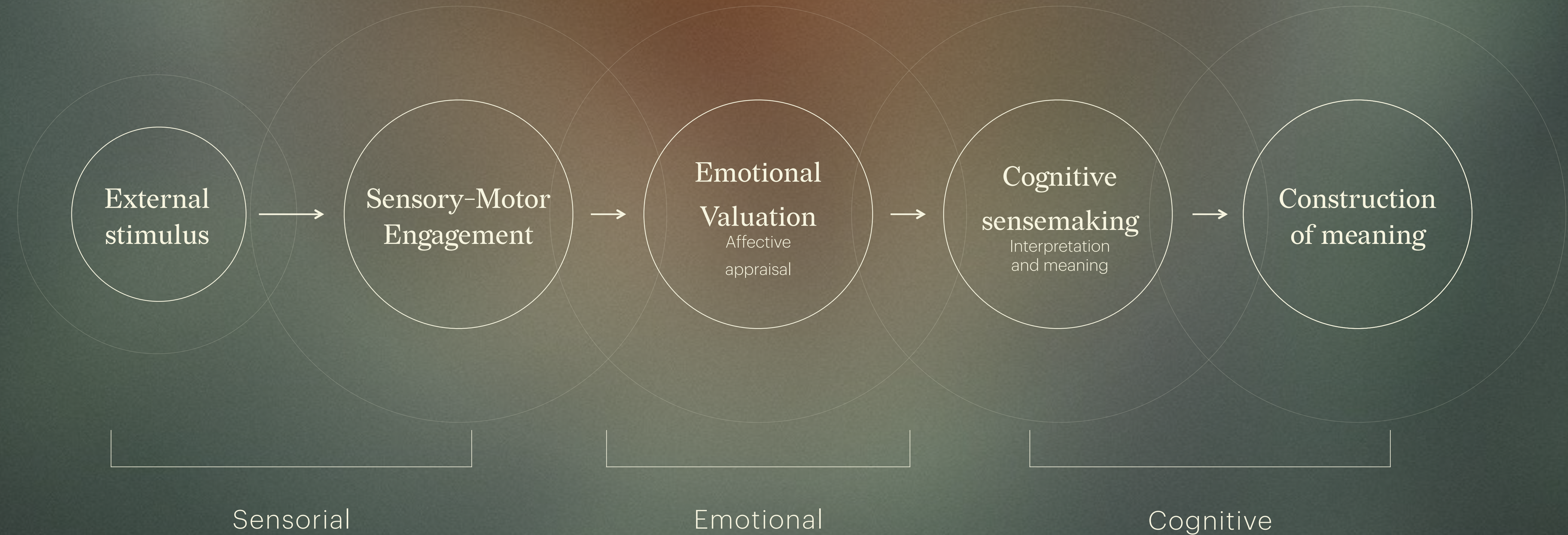
Aesthetic Experience

How we physically experience the world including all sensorial stimuli.

How we feel about what we perceive - linked to reward systems and habits

Neuroaesthetic-enhanced sensemaking model

Sensemaking becomes a three-pathway interaction, mirroring that of the aesthetic triad



Neuroaesthetic-led Innovation Framework

Incorporating embodied sensory engagement and emotional resonance into the innovation process



Discover

Empathize & Sense



Define

Frame & Emotionally Map



Develop

Aesthetic Prototype & Test



Deliver

Emotional Validation & Launch

Focus

Sensory-emotional immersion
Embodied experience mapping

Emotional resonance mapping
Aesthetic value framing

Aesthetic-led prototyping
Emotional feedback loops

Neurovalidated user testing
Emotional anchoring

Key question(s)
to consider

What sensory and emotional cues
define the user's lived experience?

What are the current emotional
unmet needs of users?

Which aesthetic features trigger
trust, excitement, memory, etc.?

How does the final experience
embed affective memory
pathways? What parts of the brain
are being activated when users
engage with the design?



Reflections on the research

CORE PRINCIPLES FROM THE FRAMEWORK

1

Start with feeling: Use sensory immersion to trigger subconscious, emotional engagement

2

Design for resonance: Use aesthetic triggers to prime emotional and cognitive alignment

3

Bridge sense and meaning: Treat design as a meaning-making process facilitated through sensory stimuli

4

Embed into existing tools: Map framework onto other models as an enhancement layer, not a replacement

KEY LEARNINGS

1

Triangulating data within a speculative field requires exploring diverse areas of inquiry and acknowledgment of limitations.

2

Embodied sensemaking (going beyond empathy) is crucial for deeper user engagement and more intuitive design.

3

Sensory-based design improves collaboration, creativity, and emotional relevance, all critical factors for innovation adoption to occur.

4

Neuroaesthetics remains underutilized in strategy, offering a unique opportunity to leverage learnings as a strategic advantage.