



THE MIND AND BODY OF SEARCH

GOOD? | EMOTIONS? | PRODUCT?

Jan Gossart, Hercules and Deianira, 1517, oil on oak panel, 37 x 27 cm. University of Birmingham (England), Barber Institute of Arts, inv. no. 46.10 (artwork in the public domain)

GOOD? | EMOTIONS? | PRODUCT?

SEARCH IS GOOD WHEN...

WORKS

SALES

RELEVANT

FINDS

CONVERTS

SOLVES

CONNECTS

FAST

EFFICIENT

COOL

FUN

HELPFUL

HONEST

JOYFUL

SURPRISING

BEAUTIFUL

STYLISH

PLEASANT



William Blake. The Marriage of Heaven and Hell, copy 1, 1827, Fitzwilliam Museum Cambridge, England

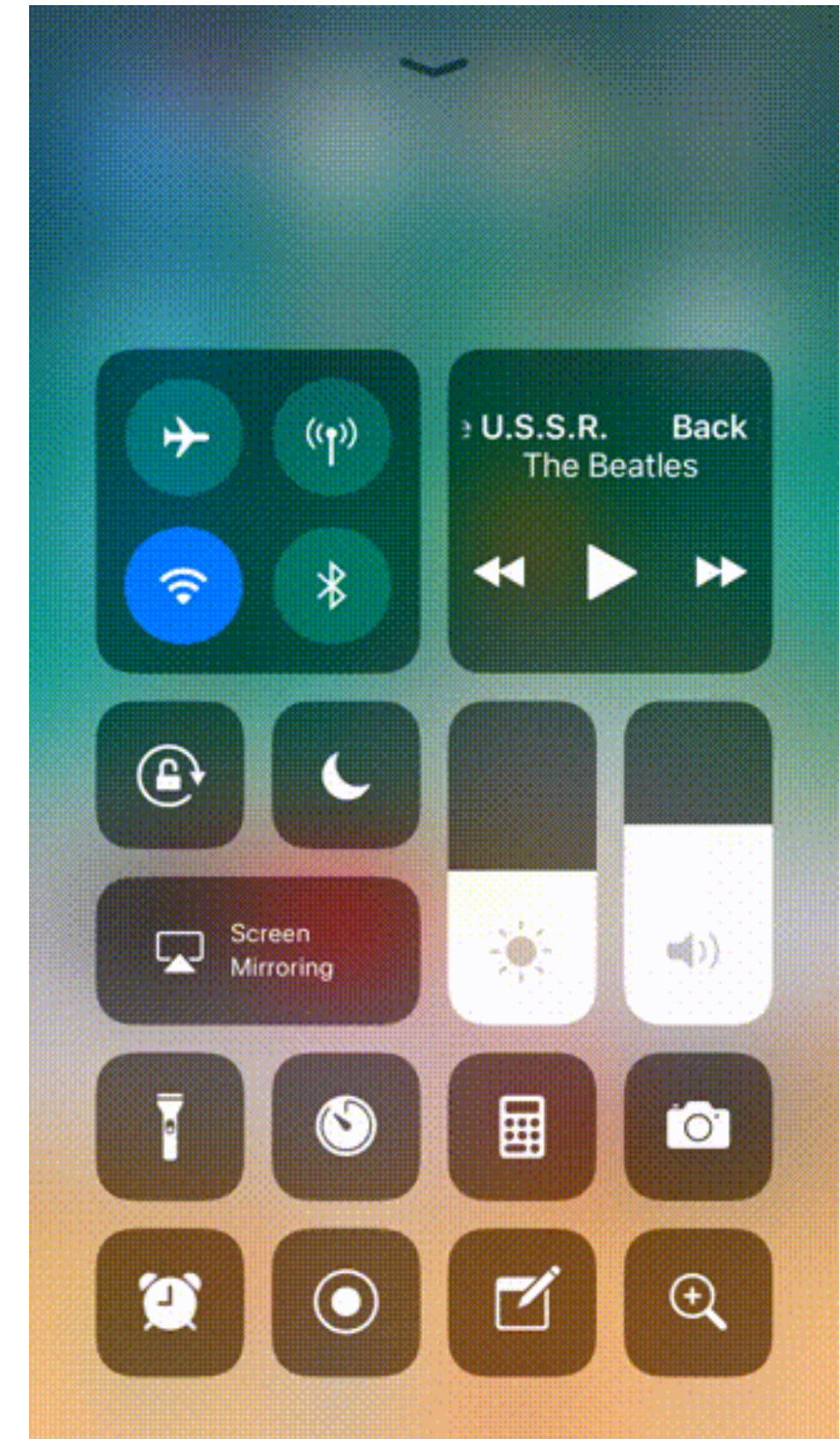
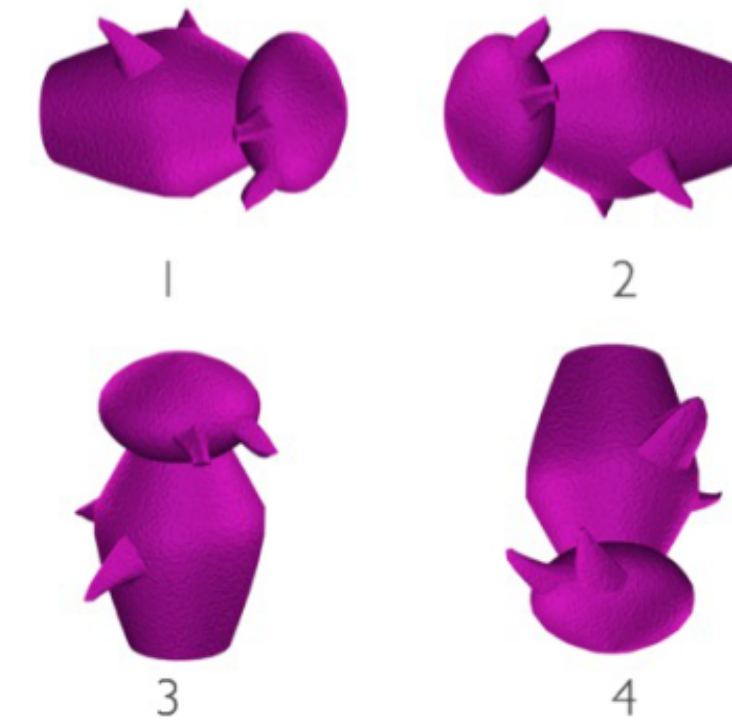
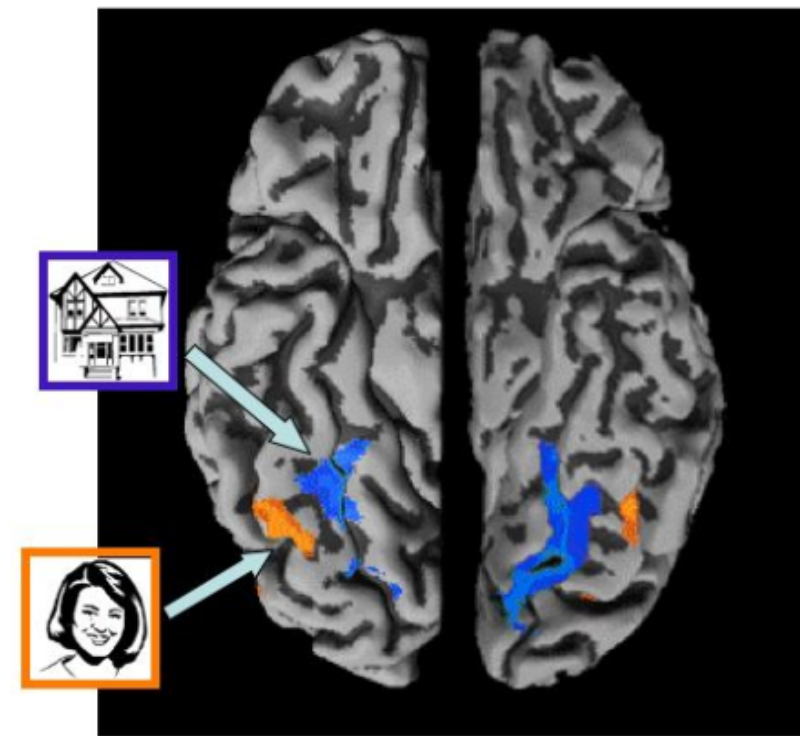
GOOD? | **EMOTIONS?** | PRODUCT?



Extract (-silenced-) from Pipilotti Rist. "Sip my Ocean", 1996

GOOD? | **EMOTIONS?** | PRODUCT?

joy



Extract (-silenced-) from Pipilotti Rist. "Sip my Ocean", 1996

GOOD? | **EMOTIONS?** | PRODUCT?

joy

ZARA
COLLECTION 19
MENU +

LOG IN HELP 



HELP

SHOP AT ZARA.COM
PRODUCT

FOLLOW US

NEWSLETTER
INSTAGRAM

COMPANY

ABOUT US
OFFICES

POLICIES

PRIVACY POLICY
PURCHASE CONDITIONS

Extract (-silenced-) from Pipilotti Rist. "Sip my Ocean", 1996

GOOD? | **EMOTIONS?** | PRODUCT?



Extract (-silenced-) from Pipilotti Rist. "Sip my Ocean", 1996

GOOD? | EMOTIONS? | PRODUCT?

treest



The screenshot shows a Carrefour online shopping interface. At the top, the Carrefour logo is on the left, and a search bar contains the word "cafe". To the right of the search bar are icons for account, shopping cart, and a close button. Below the search bar, it says "Mostrando 4490 resultados" and "ordenados por RELEVANCIA". On the left side, there is a filter menu with options for "CATEGORÍA", "MARCA", "COLOR", and "TALLA". The main content area displays a grid of coffee products. Each product card includes an image of the product, a title, a price, and an "Añadir" button. Some products are marked as "Oferta" (Offer). The products shown include ground coffee (Café molido) and coffee drinks (Café espresso, Café latte, Café cappuccino) from brands like Sol and Starbucks. The interface is clean and modern, with a white background and blue accents.

Extract (-silenced-) from Pipilotti Rist. "Sip my Ocean", 1996



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API (MIND) + UI (BODY)



Modern Times.

Director: Charlie Chaplin, 1939



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MANAGE & ANALYSE FROM THE UI



Interface Pilot



EMPATHY.CO

Modern Times.

Director: Charlie Chaplin, 1939



GOOD? | EMOTIONS? | PRODUCT?

GROUP FEATURES BY AFFECT

The screenshot shows a Carrefour website interface. At the top, there is a navigation bar with the Carrefour logo, a search bar labeled 'BUSCAR', and links for 'RELATIONS' and 'X-CONFIG'. Below the navigation bar, a large promotional banner features an HP laptop with the text 'HASTA -30% EN SELECCIÓN DE PORTÁTILES' and a 'VER MÁS OFERTAS' button. To the right of the banner is a sidebar titled 'DÍA' with sections for 'JOYFUL', 'HELPFUL', and 'TRUSTWORTHY'. Each section contains a list of features with toggle switches.

Affect	Feature	Toggle
JOYFUL	INSTANT	ON
	MOTION	ON
	CLOUD	ON
HELPFUL	TRENDS	ON
	TAGS	ON
	NEXT	ON
TRUSTWORTHY	HISTORY	ON
	DELETE	ON
	WHY	ON

Below the main banner, there is a section titled 'TENEMOS PARA TI' with three product cards:

- Portátil HP Notebook 15-da0045ns con i5, 8GB, 256GB, 39,62 cm - 15,6"
- TV LED 124,46 cm (49") LG 49UK6400PLF, UHD 4K, Smart TV
- Mesa Resina Plegable Rectangular 180 x 75 x 74 cm RDM Desing. Blanco

Modern Times.
Director: Charlie Chaplin, 1939

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GROUP FEATURES BY AFFECT

The screenshot shows a Carrefour e-commerce page for coffee. The search bar contains 'cafe' and shows 4490 results. The main content area displays a grid of coffee products, including 'Café molido mezcla Café Sol 200 g.', 'Café molido torrefacto Café Sol 200 g.', 'Café molido mezcla Café Sol 250 g.', 'Café molido mezcla descafeinado Café Sol 250 g.', 'Café molido natural descafeinado Café Sol 250 g.', and 'Café grano natural Colombiano Casa del Café 500 g.'. Each product has an 'Añadir' button and a '-producto bio' label. Some products also have an 'Oferta' (Offer) tag.

The sidebar on the right contains a 'GROUP FEATURES BY AFFECT' panel with the following sections:

- RELATIONS** X-CONFIG
- JOYFUL** (slider at 2)
 - INSTANT
 - MOTION
 - CLOUD
- HELPFUL** (slider at 1)
 - TRENDS
 - TAGS
 - NEXT
- TRUSTWORTHY**
 - HISTORY
 - DELETE
 - WHY

Modern Times.

Director: Charlie Chaplin, 1939



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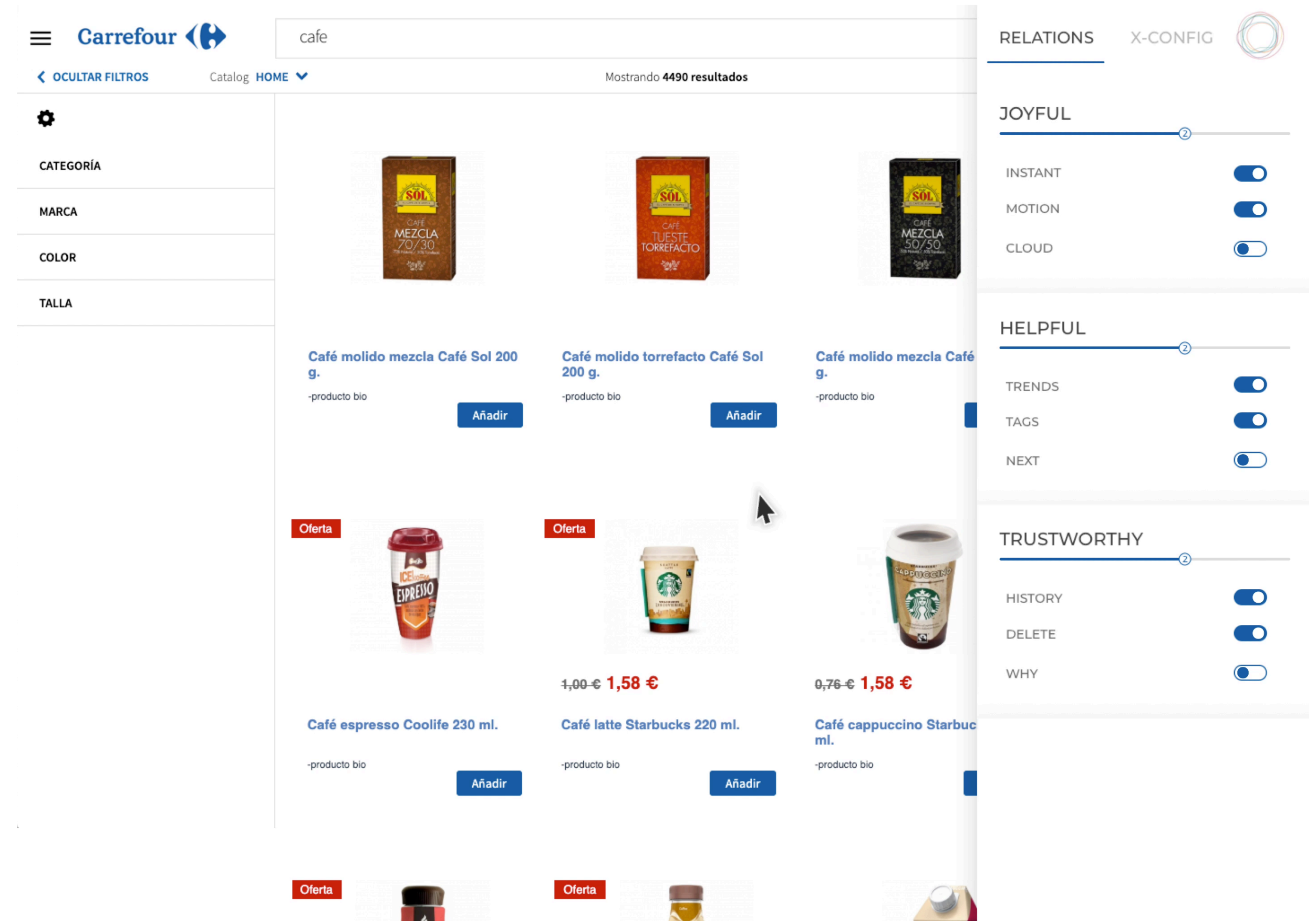
GROUP FEATURES BY AFFECT

The screenshot displays the Carrefour website interface. At the top left is the Carrefour logo. Below it, there are two columns of search suggestions: 'Búsquedas recientes' (recent searches) and 'Búsquedas populares' (popular searches). The recent searches include 'tomate', 'aceite', 'pepinillos', 'cereales', and 'bolsa de basura'. The popular searches include 'piscina', 'cafeteras', 'comida para perro', and 'iphone 8'. Below the search suggestions is a large promotional banner for laptops, featuring an image of a laptop and the text 'HASTA -30% EN SELECCIÓN DE PORTÁTILES'. A button labeled 'VER MÁS OFERTAS' is positioned below the banner. Below the banner, there are three product cards: an HP laptop, an LG UHD TV, and a folding table. To the right of the main content is a sidebar with a 'RELATIONS X-CONFIG' header and a circular icon. The sidebar contains several sections with sliders and toggle switches: 'JOYFUL' (slider at 2), 'INSTANT' (toggle on), 'MOTION' (toggle on), 'CLOUD' (toggle off), 'HELPFUL' (slider at 2), 'TRENDS' (toggle on), 'TAGS' (toggle on), 'NEXT' (toggle off), 'TRUSTWORTHY' (slider at 1), 'HISTORY' (toggle on), 'DELETE' (toggle on), and 'WHY' (toggle on).

Modern Times.
Director: Charlie Chaplin, 1939

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GROUP FEATURES BY AFFECT



The screenshot displays the Carrefour website interface for a search query 'café'. The main content area shows a grid of coffee products, including 'Café molido mezcla Café Sol 200 g.', 'Café molido torrefacto Café Sol 200 g.', and 'Café molido mezcla Café Sol 200 g.'. Below these are 'Oferta' (Offer) items like 'Café espresso Coolife 230 ml.', 'Café latte Starbucks 220 ml.', and 'Café cappuccino Starbucks ml.'. Each product listing includes an image, a title, a price, and an 'Añadir' (Add) button.

The sidebar on the right contains several sections for filtering and navigation:

- RELATIONS** and **X-CONFIG** (with a circular icon)
- JOYFUL** section with a slider and three toggle switches for **INSTANT**, **MOTION**, and **CLOUD**.
- HELPFUL** section with a slider and three toggle switches for **TRENDS**, **TAGS**, and **NEXT**.
- TRUSTWORTHY** section with a slider and three toggle switches for **HISTORY**, **DELETE**, and **WHY**.

The top navigation bar includes the Carrefour logo, a search bar with 'café', and a 'Mostrando 4490 resultados' (Showing 4490 results) indicator. A filter menu on the left lists 'OCULTAR FILTROS', 'CATEGORÍA', 'MARCA', 'COLOR', and 'TALLA'.

Modern Times.

Director: Charlie Chaplin, 1939

THE MIND AND BODY OF SEARCH

“An innovation is going to remain or not, depending on whether or not it works, and whether or not it works depends on how we feel about it.”

Antonio Damasio, Neuroscientists.

“As humans became wealthier, we could seek out the artisan, the craftsperson who would add an element of panache and style to the tools we used.”

Seth Godin, Author

“Twofold vision is seeing not only with the eye, but through it, seeing contexts, associations, emotional meanings, connections.”

Philip Pullman, Novelist

THANKS

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