

## Kansei Design Model for eLearning: A Preliminary Finding

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**Abstract:** Positive emotion plays an important role in learning. Previous researchers have emphasised the importance of positive emotion for effective learning. Although some researchers have documented the association between emotion and eLearning, few studies have addressed users' emotional experience during their interaction with eLearning material. Therefore, this research paper highlights the importance of emotion and aims to associate users' emotional experience in eLearning in a convergence of interface, content, and interaction design, of the learning material. In an experimental setting, we adopt the Kansei Engineering (KE) methodology that has been proven successful in associating emotion and product design characteristics. The Kansei Engineering technique is used in this research to translate the users' Kansei (feeling and desire) into the design elements of the online course. The instruments used in this research include ten online database courses, and 478 adjectives have been used to represent the users' emotional experience. Respondents are comprised of 36 undergraduate students from a public institution of higher learning, in Malaysia. The findings led to the development of a **Kansei design** model, which aims to provide instructors and designers with clues for engineering a positive emotional experience, for students learning in an online environment. The positive

emotional experience is targeted to facilitate, not only the capable students, but also the at-risk students, by enhancing their learning experience. Recent research has also highlighted the need for new techniques to identify at-risk students, as well as to support their learning. Therefore, identifying a good emotional design for eLearning will hopefully assist better learning, not only for the good student, but also, and more importantly the at-risk student. This paper presents the preliminary findings of the first experiment conducted by the researchers. Results reveal the key adjectives for describing emotional experience in online learning, as well as the specific design elements of the online course, associated with these emotions. Additionally, this paper briefly discusses a proposed model for positive emotional experience in online learning; a description of the Kansei Engineering technique adopted for this study; the analysis and findings, as well as a brief explanation of future research directions.

**Keywords:** online course, Kansei Engineering (KE), emotion, design elements, eLearning, emotional experience