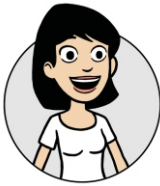


Male



Female

Pride

The feeling when you possess (or have accomplished) something that exceeds your own expectations, or that others find praiseworthy.



Shame

The feeling when someone knows something bad about you. You believe this to be true, so you also feel bad about yourself.



Admiration

The feeling when you look up to someone who has excellent abilities or impressive accomplishments.



Contempt

The feeling when someone is inferior or unworthy in your eyes; they have done something blameworthy.



Joy

The feeling when something good happens to you. You fulfil a need, achieve something, or make progress towards achieving a goal.



Sadness

The feeling when you have lost something that was important to you, and believe it cannot be undone.



Hope

The feeling when you believe (but are not certain) that something good or desirable may happen in the future.



Fear

The feeling when something can harm you or someone you care about, and you are not sure whether you can do anything about it.



Satisfaction

The feeling when something meets or exceeds your expectations.



Anger

The feeling when someone does something bad that harms or offends you, and you blame that other person.



Desire

The feeling when you anticipate that something will be beneficial once acquired or consumed.



Disgust

The feeling when you find something repulsive and want to avoid having contact with it in any way.



Fascination

The feeling when you encounter something new and interesting that you do not immediately understand.



Boredom

The feeling when there is nothing interesting or engaging to do or experience.



PrEmo

Premo

www.premotool.com
www.diopd.org/premo

2017

Pieter M.A. Desmet

Delft University of Technology

Faculty of Industrial Design Engineering
Delft Institute of Positive Design

Emotion Studio Rotterdam

TU Delft

DEFT INSTITUTE OF
POSITIVE design

emotion / studio

Copyright

© Pieter Desmet, 2017

Terms of use

The Premo Characters are published under an Attribution-NonCommercial-NoDerivatives 4.0 International Creative Commons licence (CC BY-NC-ND 4.0). This means that you are free to share the characters for non-commercial purposes as long as you give appropriate credit, provide a link to the license, and do not modify the original material. For licence details, see: <https://creativecommons.org/licenses/by-nc-nd/4.0/>.

Reference

In communication, please refer to the Premo characters as follows: Laurans, G. & Desmet, P.M.A. (2017). Developing 14 animated characters for non-verbal self-report of categorical emotions. *Journal of Design Research*, 15 (3/4), 214–233.

More Information

<https://diopd.org/premo/>

