F.A.C.E.T.S.

Six facets of a human-centred brief: Feels, plus the five ASECT factors.

F Feels | **A** Aesthetic | **C** Cultural | **E** Economic | **T** Technical | **S** Social

Four pleasures

Ways a product can delight

Ideo-pleasure

Pleasure from values and ideas: taste, ethics and meaning.

Links to Thinks, Aesthetic, Cultural

Socio-pleasure

Pleasure from relationships: connecting with others and belonging.

Links to Says, Social, Cultural

Physio-pleasure

Pleasure from the body and senses: touch, comfort, sound and smell.

Links to Does, Aesthetic, Technical

Psycho-pleasure

Pleasure from the mind: ease of use and emotional reward.

Links to Thinks, Feels, Technical

Empathy map

What the user says, thinks, does and feels

Says

What the user says out loud, in their own words.

Links to Socio-pleasure, Social, Cultural

Thinks

What the user thinks but may not say.

Links to Ideo-pleasure, Psycho-pleasure, Economic, Cultural

Does

What the user actually does, as observed.

Links to Physio-pleasure, Economic, Technical

Feels (F)

The emotions behind the experience.

Links to Psycho-pleasure, Aesthetic, Social

ASECT

Factors that shape the design

Aesthetic (A)

Form, look and feel: how it presents to the senses.

Links to Ideo-pleasure, Physio-pleasure, Feels

Social (S)

Relationships, community and how people use it together.

Links to Socio-pleasure, Says, Feels

Economic (E)

Cost, value and what the market will support.

Links to Thinks, Does

Cultural (C)

Values, beliefs and norms of the people using it.

Links to Ideo-pleasure, Socio-pleasure, Says, Thinks

Technical (T)

Function, materials and the technology that makes it work.

Links to Physio-pleasure, Psycho-pleasure, Does

Four pleasures: Patrick Jordan, after Lionel Tiger. Empathy map: Dave Gray. F.A.C.E.T.S. combines them with ASECT.