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We create seductive design to introduce the world to our true potential and missions. If our missions and purposes are great then customers will fall in love, that is if we behave in such a way as to be lovable also. This is where design plays a part by inspiring emotion to get us to do the right things. In doing the right things, we feel good.

Seductive Interaction Design: Creating Playful, Fun, and ...

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Experiences Stephen P Anderson
The same tactics humans use to attract a mate can be applied to the interactions between users and interfaces, in order to ensure the most meaningful connections possible and make your interface stand out from the rest.

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Link to book: Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences. OVERVIEW Writer, designer, and speaker Stephen Anderson shows you in this book how the same tactics humans use to attract a mate can apply to the interactions between humans and interactive devices, to make people "fall in love" with your websites and/or applications.

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