

Pieter Desmet

# Design for Experience

Delft University of Technology  
Faculty of Industrial Design Engineering  
Department of Human-Centered Design

7 Experiences  
Aalto Experience Summit  
Aalto, September 1, 2020



1

## fundamental psychological needs

Desmet & Fokkinga (2020).  
"Beyond Maslow's Pyramid:  
Introducing a Typology of  
Thirteen Fundamental Needs  
for Human-Centered Design."



autonomy



beauty



comfort



community



competence



fitness



impact



morality



purpose



recognition



relatedness



security



stimulation

2

*fundamental  
psychological  
needs*

Desmet, P.M.A., & Fokkinga, S.F. (2020). Beyond Maslow's pyramid: Introducing a typology of thirteen fundamental needs for human-centered design. *Multimodal Technologies and Interactions*, 4(3), 38 (DOI mti4030038)

Find the paper here:

<https://www.mdpi.com/2414-4088/4/3/38>

3



**Pieter Desmet**  
Design for Emotion and Wellbeing

Delft University of Technology  
Faculty of Industrial Design Engineering  
Department of Human-Centered Design

Publications, tools, and design cases  
**Delft Institute of Positive Design**  
[www.diopd.org](http://www.diopd.org)

*Thank you!*

 DELFT INSTITUTE OF  
positive design

4