

Stressless



Sympathy



Challenge



Being In Control



Curiosity



Popularity



Anticipation



Ownership



Conscience



Empathy



Competition



Completion



Fitting In



Contribute To A Fellowship



Standing Out



Intuition





Pleasure

Pain



Entertainment

Consequence



Effortless

Awareness



Sight:
Light

Sight:
Image

Touch:
Pressure

Sight:
Movement



Hearing:
Voice

Hearing:
Music

Sight:
Shape

Sight:
Symbol



Sight:
Text

Sight:
Colour

Hearing:
High/Low Pitch

Hearing:
Volume



Touch:
Texture

Touch:
Vibration

Hearing:
Sound

Hearing:
Rhythm





Flavor:
Pleasant



Smell:
Stench



Other:
Temperature



Flavor:
Unpleasant



Smell:
Scent



Touch:
Itch



Internal
Senses



Smell:
Aroma



Touch:
Tickle



Other:
Balance





Radio



Rule Set



Text Message



Webpage



Social Media



Request



Conversation



E-mail



Campaign



Software



Interactive
Screen



Speaker



Brochure



Letter



Sign



Label





Architecture



Norm

TV
Commercial

Online Video

Artifact
Feature



Mobile App

Video Game

Manual/Guide

Poster



