



Professorial Lecture UiTM
Professor Ts. Dr. Anitawati Mohd Lokman
Heart Design Nexus: The Emotion Algorithm



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- 39:40 : For the past 20 years, I have been on a journey to understand something fundamental. The relationship between human emotion and the things we design. Today, I'm going to share with you about it. Special for you, distinguished audience, today's lecture is titled Heart Design Nexus The Emotion Algorithm. You will hear me say it again and again throughout this lecture. And let's have some fun cracking heads to understand what is it about. Okay. It's working. This is what our journey looks like. The foundation, part one, to understand the core principles of emotion and design nexus.
- Part two, the Kansai engineering, delving into Kansai engineering methodology, things that perhaps the first time you're hearing about it, and its global impact. Part three will be my Kansai engineering journey, a personal account to the two decades, almost two decades, in the field across diverse domains. And then part four, the Lokman emotion and importance quadrant. I pronounce it as LEIQ. Introducing a novel model for emotional decision making, design decision making. And part five, the synthesis, bring it all together, the future directions and key lessons learned throughout my journey.
- 41:37 : Part one, lays the foundation, the groundwork to our journey today, introducing the core concepts and methodology that underpin the heart design nexus framework. The title, second time I'm saying it, heart design nexus, the emotion algorithm. Perhaps you've been thinking what this title means, emotion algorithm. Heart? Okay, let's decode. Decode it together. The heart represents emotion. The implicit feeling, the concept of what Japanese call, the Japanese call, Kansei. Not Kenzi, not Kansei. It's Kansei. So our Japanese friends here, thank you for being here. It did. Yeah, they are all the way from Japan, not from somewhere in Malaysia. Okay, to them, they understand by heart because when it is in the language, it origins from the culture. To the rest of us, we need to dive a little bit to understand the very meaning of Kansei. It is not so far from the concept of psychological feeling each of us have. Anybody has no feeling? Everybody has feeling. If you're not, you're maybe cat people. It's what people think about the products or services or environment when they interact with it.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- 43:42 : After it is, you interact with it by the five senses. The smell, the hearing, the sight, the taste, the touch, and sometimes the inner sensation, which will be processed later on cognitively, of course by the brain. After that, it translates into what we call Kansei. Design encompasses all the products, services, interfaces, environments that we, the human, create. Both physical and digital artifacts. The tangible manifestation of our design decisions. Everything we make that the people interact with. Nexus is the connection. The link, the bond between elements, is the methodology that bridges emotion and design. The systematic process that translates feelings into form. The emotion algorithm, this is interesting. When I say algorithm, I'm not suggesting that emotions are mechanical or robotic. Rather, I'm saying emotions follow patterns. That is what we look into algorithm, right? To understand the pattern first and foremost. So, it follows patterns. When it follows patterns, we can understand it, we can measure it. And then we can analyze it and translate it into design decisions. Emotions aren't random. It can be designed.
- 45:51 : They have structure, and that is the philosophy. Okay. So, putting it together, the heart design nexus, the emotion algorithm, third time, a systematic methodology for connecting human emotions to design decisions, or simply, how to design things that touch people's hearts. Scientifically. And why does emotion matter in design? Conventional design, traditional design focuses on function, aesthetics, costs, things like that. Which are all important. We're not denying it. I'm not. But it's not enough. We often overlook the critical question. How does it make people feel? Today, I'll show you how we can systematically understand and design for emotion. And that brings us to part two. Let's dive into Kansei Engineering. Yeah. What is Kansei Engineering? You somewhat hopefully grasped the concept of Kansei from my earlier explanation just now.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- 47:49 : Now let's move on to understand Kansei Engineering. In Japanese, Kansei Kougaku was founded by Professor Mitsuyo Nagamachi at Hiroshima University in 1970s. It's a methodology that translates people's psychological feelings and experiences about products into design parameters. Professor Nagamachi philosophy was simple but profound. Reacting to the heart and mind of the consumer is the key to success. Because I said it many times and I think Dato Bakar here has heard it many times also. When we conquer the emotion, we conquer the mind. I see my Japanese friends nodding. He agreed with me. Okay. The concept like, you know, when you love somebody, you're loyal to them unconditionally without thinking. You agree? Dato Bakar always don't agree with me. Just kidding. Because Dato Bakar here is brain people. I like to say this. Even my children heard about this. Me, I'm heart people. So we always have this occasionally had this argument about brain and heart.
- 49:26 : Don't get me wrong, Dato. I always enjoy the scholarly argument. Okay, jokes aside. In practice, Kansei engineering involves identifying emotional responses, linking them into design parameters and use that knowledge to create new design specification that evoke targeted emotion. That is how we design emotion in products, services, environment, everything we interact with. The process in general follows eight stages from domain selection to understanding emotional vocabularies, evaluating, specimen analysis, validation and ultimately create design guide that practitioners can follow, can implement. And why it works? Because Kansei engineering addresses three fundamental rules. One, emotion drives behaviour. Think about it. The purchase decision that you make, adoption, satisfaction, well-being, all driven by emotion. You decide to buy your car, your handphones, you decide based on what appeals to you. Not so much of the brain. The brain will follow. Dato. Okay. So, and well, you can ask yourself, is it true or not? Is it true? Or true? Only true. Okay. Second, emotion is subjective but measurable.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- 51:30 : We can use semantic differential scale, another rigorous method, quantitatively and qualitatively. An emotion design relation exists. Specific design elements evoke emotion. That's why you feel sometimes you hate it, you like it, you love it, and etc. And these relationships, remember, emotion algorithm, can be discovered and this can be replicated. It enables data-driven, evidence-based emotional design as a result. And to introduce you a little bit more about Kansei Engineering, it has been applied successfully across industries worldwide. So you are convinced. From automotive industries like Mazda, Toyota, they design emotional connection in vehicles to architecting Can you see? Architecting interior design in Boeing 777, 787, Dreamliner, they design cabin and cockpit space so that it evokes positive emotions. To Nestle, for packaging, design to Cartier, sensory and emotional product experiences. It has been proven, it has been proven the value in creating products that resonates emotionally with users. You see, these are all successful products in the market. Successful brands. For example, the picture here is Mazda Miata, my dream car. But it's not suitable for me anymore due to age. It is recorded as the most successful car ever in its class, as recorded in Guinness World Book of Records. And the record is not broken until now. Boeing, you know, the leading market player, Nestle, Cartier, they all invested in emotional design.
- 54:03 : Some other successful companies, you've heard automotive and food industries just now. Apparel sector like Wacol, Goldwing, electric home appliances like Matsushita, Sanyo Sharp, Samsung, LG. Cosmetic and Health, Shiseido, Ogawa, these are all famous brands. Office machines, Fuji Xerox, Canon, Fujifilm, house construction, Matsushita, Tateyama, YKK, and even KDI's pilot stationeries. They implement emotional design. They stand out. Okay. Thank you for agreeing with me. Okay. So then I brought it from Japan to Malaysia. It is Kansei Engineering originated in Japan but my contribution is to adapt it to the Malaysian multi-ethnic, multicultural context to apply it beyond those industrial product domains like I've shown you just now to education, health, policy, to develop local framework.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- : LEIQ, PERMAIg, LEQST are among my IPs. Yes, in 2015, as mentioned by the Dean also just now, I founded the Malaysian Association of Kansei Engineering or MAKE, to build Malaysian expertise and community. Some of them are here. Thank you. Our vision is to bring Malaysia to become the regional hub for emotion-driven design based on Kansei Engineering. And surely we have been a sound reference to the knowledge by the neighbouring countries, Indonesia.
- 56:06 : We have our friend from Indonesia. Thank you, Dr. Supraman, for being here. To Vietnam, and recently I introduced this field to my new collaborators from India. We have Prof Vimal here. Thank you for being here. And thank you all for trusting me. With your emotions, it could be dangerous. Okay, the success and the gap. Now we know that, we've seen that Kansei Engineering is tremendously successful in helping products to stand out in the market. It reveals dozens of emotions in every domain, per domain, in every study that you do. It shows which design elements influence which emotions. It provides rich, detailed emotional landscape. But I found a gap. In cases where we have limitations, don't worry the Kansei Engineering community. I'm not saying my product is better. No. But when we have limitations, there is a gap. Imagine this. You conduct a Kansei Engineering study, and you identify say, 40 emotions. Wonderful. Imagine we have a lot of emotions towards one particular product, for instance.
- 57:38 : Well, of course we can go the long way, doing a repetitive process, especially to reduce the numbers because a lot, there must be some patterns that can be used to represent most significant emotional responses. But you cannot do that when you have limited design resources, limited time, limited budget. For example, if you can only address five emotions, which five do you choose? We need to know that. We need to have a method. This gap appeared again and again when I was doing my research, of course with many limitations. No time. You have to do so many things. It has led me to develop a solution. So after some struggles, naturally it has led me to develop like LEIQ, the Lokman Emotion and Importance Quadrant. And this was born from this need. Remember the problem was too many emotions, limited resources. The solution prioritized based on two dimensions.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- : Valence, is it positive or negative? And importance, how much does it matter? It creates four quadrants with clear priorities. But before I show you the model, let me first take you through the journey that led to it. That brings us to part three, my Kansei Engineering journey. Bear with me. Well, I'd like to bring to you the depiction of my journey. The path started with my deep curiosity about the intersection of human experience and design artifacts, leading me to question the deeper connection between users and their tools.
- 1:00:00 : This is where it all began. I discovered Kansei Engineering in 2006 after I had to abandon my first year PhD work because it wasn't feasible. Okay. Luckily, I did not give up. That obstacle became opportunity for me. In 2009, I completed my PhD and it was focusing on emotional user experience in web design. So in 2010, I expanded to education, robotics, workplace studies, and even the metaverse. I had the honor of direct mentorship under Professor Mitsuo Nagamachi himself. This is him. And this is one of his protege, Professor Keiko Ishihara. And yes, in the middle one is a seemingly younger version of me. In 2006-2007. Around that. Okay. Now, it was an easy journey for me. Alumni, students, it's not only you who struggled. I struggled first. Okay. Because he expected me to work super hard. He did not teach me how to one by one. Instead, he expected me to ask the right question after I've learned it from other resources. And then, verify with him. Correct or not correct. If not correct, he said, no. Read more. Okay. Well, it's not easy. In fact, I was the second international student. The first one was from Sweden. Among the small number he took in to become his protege.
- 1:02:13 : Very small number. Not even five. And I only got to know that after I completed my PhD. But what he taught me the most is about preserving and respecting knowledge. And since then, I worked to bring Kansei Engineering from Japan to Malaysia and Southeast Asia. After establishing MAKE in 2015, I was recognized and accepted to KIA International Executive Board in 2016. And in 2018, we brought the signature KIA conference to Kuching, Malaysia.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

: Positioning Malaysia on the global Kansei map. So within the past near 20 years, I produced more than 200 publications, 16 books to be exact, over 50 postgraduate students, and over 20 PhD students. Along the way, many have achieved gold medals, best paper awards, and IP registrations driving new innovations. Congratulations to all my students. Here in the picture, the tall guy, he is the first international student of Professor Mitsuo Nagamachi. And both of us are now among the KIA International Executive Board members. Again, in the middle. Yes. That is the later version of me. After the earlier one I showed you just now. Still slim. Not so much now. These are among my alumni. Some of them are back there. Hi. Thank you for being here. Kansei Engineering, my core area of expertise, has proven to be versatile as you've seen the success in the market.

1:04:18 : And it has been applied across a wide range of fields. And I brought it to Malaysia to implement it in culture and design, social media, public services, HR management, workplace studies, as well as robotic interaction and internet application. And throughout my career, I have fostered international collaborators. A few of them are here. And I have delivered keynote speeches both locally and internationally, sharing my insights and expertise with diverse audiences. Both articles I publish has also gained local and international recognition. Alhamdulillah. Now let me take you through the six primary domains where I explored in motion these nearly 20 years of my research journey. Let me take you through each one. Bear with me. First one is on user experience and interface design. This is where it all began, starting from my PhD endeavour in studying website effective design, and then move on to mobile user experience and cross-cultural measurement. My innovation here is Kansei Web Design Guideline, the world's first emotion-driven web design guide in 2009. Key emotional dimensions identified include radiance, elegance, orderliness, orderliness, and conciseness in website interface design. Not only website, but other interface and interaction design. Domain two, education and learning technology. I've worked on e-learning engagement, metaverse in education, and leadership program design, among others. The key findings, excitement and confidence, are foundational elements for effective learning.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- 1:06:33 : My friend, accept the fact, okay? Excitement and confidence is important for effective learning. Number three, workplace and organisational studies. I have worked on employee happiness, organisational behaviour, and good governance. Here, we developed PERMAIg model, which has been adopted by Malaysian universities for well-being assessment. It includes positive emotion, engagement, relationship, meaning, accomplishment, infrastructure, and gratitude. They're all acronyms to S PERMAIg. Number four, robotics and assistive technology. In this domain, we focused on elderly care robotics, autism intervention and therapeutic design. My unique contribution was integrating spiritual elements like zikir, surah, prayer steps, with emotion-driven robot design for Muslim elderly. The philosophy is simple, technology should honour both functional and spiritual elements. That is very much related to emotion, and they are very much related to emotional well-being of the elderly. Number five, metaverse and immersive technologies. We studied human-metaverse interaction to understand emotional responses in virtual environment. AR applications in virtual learning environments with the same aim to assess emotion and how to make them effective. Main contribution here is 60 emotive vocabulary for AR-based applications. The last one, health, social well-being and beyond. The ratio is remarkable in a way. From pre-diabetes prevention videos to packaging design to racial unity through films and low-income communities' well-being.
- 1:09:27 : This demonstrates that Kansei engineering is applicable from intimate products to broad social challenges. So from all these studies, I have come to understand the cross-domain pattern. What unites all these six domains? Despite the diversities, common themes emerge. The emotion is foundational. Functional excellence is necessary but insufficient. That every domain faces the prioritisation challenge which emotions matter most. Cultural sensitivity does affect emotional responses, and that technology must serve human emotional demands not the reverse which we can see everywhere. New systems, new headache. Thank you for nodding. And back to the gap I mentioned earlier about Kansei engineering that identified dozens of emotions per domain but when design resources are always limited time, budget, etc. Which emotions should we prioritise? That was the question.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- : That's the gap. And that has led to the development of like. And that brings you to part four. The like model. Remember this phrase. Not emotions are equal. I say sweet of a car is different from a sweet of a sugar. Yes? Thank you. Let me show you the model. So LEIQ has two dimensions I mentioned just now. Balance. The vertical axis from positive to negative. And importance on the horizontal axis. Low to high importance. And this creates four quadrants.
- 1:12:00 : Key one. The negative emotion high importance. This is the critical pain. These are the emotional pain points that significantly affect, impact the overall experience. Priority number one. Quadrant two. Negative emotion, low importance. This is tolerable because it's low importance. It's minor annoyances that don't significantly affect the overall experience. So low priority. Quadrant three. Positive emotion, high importance. What is that? Score value. The thing that we should maximize. The positive emotion that drives satisfaction, motivation, success. And quadrant four. Positive emotion low importance. This is bonus. Nice to have to enhance experience but they aren't critical. Priority number three. So the LEIQ design decision logic is like this. The prioritization is clear. Step one, you address Q1. Eliminate the critical pain. This is your highest priority. Step two. Optimize Q3. Because you want to maximize the core positive values. High priority.
- 1:13:58 : Step three. Consider Q4. To add bonus delights. Medium priority., and step four. That was step three. Step four, tolerate Q2. Accept minor negatives. Low priority. This is the prioritisation formula introduced by LEIQ. Now let me show you LEIQ in action through a sample of I selected two cases which are cases number one and five. Employee's happiness and AI knowledge management. Others, we worked on students' well-being as well. Involving over 2,000 higher education students participating in Klang Valley. Resulting Q1 from the study was about funds, cost of living, limited job market. And then also women leaders in higher education. AKEPT study involving 40 women leaders across the country. Q1, the critical pain, includes unfair treatment, work-life imbalance, and lack of support.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- : The low income group's well-being involving 14 constituencies in three states. Q1, critical pain, varied by state but centered on cost of living and limited jobs. In digital agriculture, oil palm sector, with 22 representative participants, Q1 highlighted lack of habitual use, connectivity issues, and technology literacy gaps.
- 1:15:53 : All in all, led to a development of those metrics for implementation strategies. Different contexts, same framework, different emotions. I will walk you through the two case studies in detail. Not so much detail. One is an employee happiness. We worked with an educational organization using a focus group approach. I can't recall the number of respondents, but many, many. The like result showed that Q1, the critical pain, included collegiality and congeniality, most important, along with working environment, facilities, staff, welfare, reward and benefit. Q3, the core value, meaningful contribution, supportive relationships and job security. Q4, the bonus, office aesthetics and social events. Let me tell you this, the twist. The organization initially wanted to focus on office redesign. Where does it sit? Q4, the bonus. It's easy to identify that it's not the right strategy. We focus on new furniture, better aesthetics, fresh coat of paint and all. Those are all Q4 items, low priority, remember? Nice to have, but not addressing the real issues. so, redirected them to Q1 and Q3 interventions, eliminating, maximizing. And the punchline, employees at that time didn't want pretty offices. What they want is to go home on time. They wanted better work-life balance, clearer communication, top-down, and recognition for their contributions. Fair recognition. This is the power of LEIQ. It reveals what really matters. And the next one, on AI and knowledge management.
- 1:18:33 : This involves an organization implementing generative AI and large language models. We conducted a focus group discussion with 14 departmental representatives and used LEIQ during the SWOT analysis phase. We discovered the critical pain, revealed weaknesses and threats, concern about data quality, implementation challenges, data security risks, and workforce resistance. Q3, the core value, highlighted strengths and opportunities, enhanced efficiency, improved decision-making, innovation acceleration, and improved service delivery.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- : What's the key insight? We see even with cutting-edge AI technology, the human factors matter. Resistance, concerns about data security, data quality, those are critical points. The technology is ready, always ahead of us. But other people, we've seen many cases throughout our life, but it's not always the case. It's always not the case most of the time. So this informed the development of those metrics and comprehensive strategies for knowledge management AI framework for the organization. And lastly, part 5, the synthesis, putting everything together. After all the studies, I found universal themes. Across all case studies, common patterns emerge. That emotional experience profoundly influences outcomes. That prioritization is essential, like consistently identified highest impact interventions. That negative emotions in Q1 demands most attention. After all, eliminating pain is more important than adding features. That human interaction is central, more than technology or environment.
- 1:21:12 : And context matters, although same framework, different emotions emerge in each domain, and finally, the measurement itself, it signals that emotions are valued. And LEIQ key contributions, theoretically, LEIQ integrates valence and importance into a quadrant framework for emotion prioritization, methodologically, it provides a systematic prioritization tool with clear, actionable design guidance. And yes, the work, Alhamdulillah has been recognized with a gold medal at IIDEX Malaysia as well as ICANN Canada. This is the wrong trophy actually. The correct one is at the back. At the back there if you're interested to see. So what I have learned from nearly 20 years of my research, coming to the end, a little bit more. Okay, I have learned that emotions are not chaotic. They follow patterns. The emotion algorithm. Emotions are not peripheral. They are center to success, and that data empowers empathy. The systematic measurement enables systematic improvement. That context is everything. We can have universal framework, but it requires local adaptation. That people want to be heard. Simply asking about emotions matters. So returning to the title, about the 4th or 5th time I say it. Heart design nexus.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

- 1:23:35 : The emotion algorithm. I hope this will not haunt you in your dreams tonight. Heart design nexus. The emotion algorithm. The heart equals emotional core of human experience. Design equals physical and digital artifacts we create. Nexus equals methodology that connects them. And the emotion algorithm equals the structured replicable process to translate emotions into design. You've now seen the algorithm across 6 domains. From education to robotics to AI implementation. So you know by now, emotion isn't noise. Don't be scared. It's data. It's context. And it is the fuel for human motivation. The call to action. The people here are among the KIA International Executive Board. So we have moved beyond functionality to usability to user-centric, and we have gone through usage-centric. We have gone through human-centric. Humanizing design. The recent tech line. I bring to you today heart-centric. For all the distinguished audience of my professorial lecture, I want to leave you with a question to reflect on. In your domain, what emotions should you design for? I'm not leaving you with a question only. I give you a clue. Here are some ideas.
- 1:25:45 : Okay? The academia, you can integrate emotion-driven design into curricula. Or consider emotions in your research endeavor. To the industry, adopt systematic approach to understand users' emotions. My friend, from the industry, you want to stand out? Emotion is key. For policymakers, include emotional well-being metrics in development planning. For international colleagues, let's collaborate further. Especially on cross-cultural applications. The very last, but surely not the least, I must express my deepest gratitude to so many people who made this journey possible. To my family, you're my heart, you're my everything. To Professor Mitsuo Nagamachi, the founder of Kansei Engineering and my mentor. To UiTM management, colleagues, for your support and collaboration. To my mentors, Prof. Anzini, thank you for being here. Dato' Bakar, Prof. Anis, Prof. Zulhabri, Prof. Eda, Prof. Ayu and others. Thank you for everything. To MAKE members, for building this community with me. To my research group, RIG, my fan club. Thank you for your love, your unconditional support. To KIA International, for the global network and opportunities. Cikgu, my lifelong friends, thank you. Cikgu from my secondary school. I was with Sekolah Menengah Teluk Panglima Garang.



Program

Professorial Lecture UiTM

Dewan Al-Ghazali, UiTM Shah Alam

12 Disember 2025 (Jumaat), Jam 9.00 pagi

Nama Professor Ts. Dr. Anitawati Mohd Lokman
Tajuk Heart Design Nexus: The Emotion Algorithm
Jangka masa : 2 jam 4 minit

Transkrip:

1:28:23 : If you have never heard about it, it exists. I am the product of Sekolah Menengah Teluk Panglima Garang. That's why I am garang. Okay, next is to all the research participants who trusted me with their emotions. There's a lot of story to that. Okay, to my students, alumni and research partners who joined with me. To the community of this wonderful event, you are extraordinary. Thank you. Can someone at this room? I have rehearsed. But okay, it's still there. I'd like to dedicate this work to my parents. In loving memory of my father, who is no longer with us. And to my mother, who just turned 85 last week. Of course she can't be here due to her health. Everything that I have learned, everything I have achieved, every emotion that I have studied, all of it began with the emotions they gave me. To my father, your wisdom lives in every question I ask, every problem I solve. To my mother, your strength inspires me through every challenge, every milestone. This work, this book, this lecture, I dedicate to them. Father, LEIQ carries your name with all my heart. And thank you everyone for letting me share that. A design that touches the heart will forever resonate. Thank you.