



Designing Pleasurable Products

Patrick W.Jordan

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More than ever, designers and technologists are considering human factors in the product design process. Users are now seen as key to the overall look and usability of products, not just passive. If a task can be accomplished with a reasonable degree of efficiency and comfort, then the product fits the user. The author, a leader in cognitive ergonomics, also argues that in practice these approaches can be dehumanizing. People are more than physical and cognitive processors. They have hopes, fears, dreams, and values; indeed these are the very things that make us human. Designing Pleasurable Products looks both at and beyond usability, considering how products can be both ergonomic and a joy to own.

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