

Preface

This book focuses on a positive emotional approach in product, service, and system design and emphasizes aesthetics and enjoyment in user experience. This book provides dissemination and exchange of scientific information on the theoretical and practical areas of affective and pleasurable design for research experts and industry practitioners from multidisciplinary backgrounds, including industrial designers, emotion designer, ethnographers, human–computer interaction researchers, human factors engineers, interaction designers, mobile product designers, and vehicle system designers.

This book is organized in seven sections which focus on the following subjects:

- I. Design of Human Interface and Affective Communication
- II. Kawaii/Affective Value Creation
- III. Affective/Emotion in Design Education (ADE)
- IV. Design for Smart Environments and Well Living
- V. Emotional Engineering
- VI. Empathetic Design
- VII. Designing Affective and Pleasurable Interactions

Sections I through III of this book cover new approaches in affective and pleasurable design with emphasis on diversity, value creation, cultural and traditional contexts, and ergonomics and human factors. Sections IV through VII focus on environment and design issues in product, service, and system development, human interface, emotional aspect in UX, and methodological issues in design and development. Overall structure of this book is organized to move from special interests in design, design and development issues, to novel approaches for emotional design.

All papers in this book were either reviewed or contributed by the members of editorial board. For this, I would like to appreciate the board members listed below:

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This book is the first approach in covering diverse approaches of special areas and including design and development methodological researches and practices in affective and pleasurable design. I hope this book is informative and helpful for the researchers and practitioners in developing more emotional products, services, and systems.

Ottawa, Canada
Champaign, USA
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