

# 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 into ten sections which focus on the following subjects:

1. Product Development and Design Process
2. Emotional Engineering
3. Emotion and the Qualitative Side of Experience
4. Material and Texture Exploration
5. Designing Affective and Pleasurable Design Interactions
6. Affective Value and Kawaii Engineering
7. Kansei Engineering
8. Integrated Design
9. Implication of User Behavior in Design Process
10. Affective and Emotional Aspects of Design

Sections 1 through 3 of this book cover new approaches in affective and pleasurable design with emphasis on product development and emotional engineering. Sections 4 through 7 focus on material and design issues in product, service, and system development, human interface, emotional aspect in UX, and methodological issues in design and development. Sections 8 through 10 cover Kansei engineering and user behavior in design process. 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 step in covering diverse topics including design and development of 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.

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WonJoon Chung  
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