CONTENTS

	List of illustrations Acknowledgements	vi viii
1	Pleasure with products: beyond usability	1
2	The four pleasures	11
3	Creating pleasurable products	58
4	Methods	136
5	Conclusions	205
	References Index	207 211

ILLUSTRATIONS

Figures

1.1	The interface to the Apple Macintosh computer	4
1.2	Maslow's hierarchy of needs	5
1.3	A hierarchy of consumer needs	6
2.1	Philishave electric shaver	25
2.2	Remote control with push buttons made from rubber-like	
	silicon	26
2.3	Keyboard of the Apple Macintosh PowerBook	27
2.4	Pencil with a silicon–rubber composite surround	28
2.5	The NovoPen (tm)	34
2.6	Juicer designed by Philippe Starke for Alessi	37
2.7	Sony stereo	49
2.8	Bang and Olufsen stereo	49
3.1	Information given in Chapter 2 about 'Janet Peters'	59
3.2	Philips Ladyshave	68
3.3	Product benefits specification for a photo-camera designed	
	for European women of a high socio-economic status aged	
	between twenty-five and thirty-five years	87
3.4	Juicer designed by Philippe Starke for Alessi	93
3.5	Citroën 2CV	94
3.6	In-House clock	96
3.7	Selection of symbols (in this case timer symbols) evaluated	
	by Brigham	98
3.8	Alternative pictogram designs: 'boiler empty' (left) and	
	'fill boiler' (right)	99
3.9	Plastic is a hygienic material making it ideal for products	
	that are used in food preparation	103
3.10	Shoe with chipped lacquering on the front panel	105
3.11	Kettle designed for Ikea	106
3.12	Toothbrush with rubbery implant in handle	107

ILLUSTRATIONS

3.13	Product benefits specification for a photo-camera designed	
	for European women of a high socio-economic status aged	
	between twenty-five and thirty-five years	120
3.14	Canon Elph camera	12:
3.15	Visual Communication Board illustrating different types of	
	masculine atmosphere	127
3.16	Global Knives kitchen tools	129
3.17	Product benefits specification for a photo-camera designed	
	for European women of a high socio-economic status aged	
	between twenty-five and thirty-five years	132
4.1	Fragment of a reaction checklist for a mobile phone	148
4.2	Pre-prepared questionnaire for quantification of product	
	pleasurability	156
4.3	Possible ladder from a feature of a low-calorie soft drink	166
4.4	Possible ladder from a feature of a stereo system	167
4.5	Property checklist for evaluation of a power-drill	175
4.6	Examples of Good Grips® products	194
4.7	Global Knives kitchen tools	195
4.8	The NovoPen (tm)	196
Table	es	
2.1	Four-pleasure analysis for 'Janet Peters'	19
3.1	Information about 'Janet Peters' that may be of interest	
	when taking a usability-based approach to the design of a	
	mobile phone	60
3.2	Information about 'Janet Peters' that may be of interest	
	when taking a pleasure-based approach to the design of a	
	mobile phone	61
3.3	Typefaces and their (suggested) qualities	101
3.4	Examples of sounds sorted by purpose and source	109
3.5	Suggestions for sound personality descriptors associated with	
	the music of some leading bands	112
3.6	Summary of design properties of usable interfaces	115
3.7	Formal and experiential properties of the surface dimensions	
	of a desk	120
3.8	Suggested evaluation goals for a photo-camera designed	
	for European women of a high socio-economic status aged	
	between twenty-five and thirty-five years	133
4.1	Benefits required of a highball glass and dimensions of formal	
	properties to be manipulated	183