



Pleasure With Products (Contemporary Trends Institute)

William S. Green

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Previously the role of human factors in product design pertained almost exclusively to product usability, but new recognition is being given to "pleasure-based" human factors. This emphasizes the holistic nature of the experience of person-product interaction. While traditional approaches tended to characterize the user in terms of physical or cognitive processing capabilities, new human factors approaches are concerned with wider lifestyle issues. *Pleasure With Products: Beyond Usability* gives an overview of the state-of-the-art in human factors approaches, consisting of specially invited contributions from leading practitioners in both industry and academia.

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