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**Autor:** Jordan, Patrick W

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**Sinopsis**

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Human factors considerations are increasingly being incorporated into the product design process. Users are seen more as being important factors in the overall look and usability of products and not just passive consumers. Patrick Jordan, who is one of the leading authors in the field of cognitive ergonomics, looks at approaches that assume that if a task can be accomplished with a reasonable degree of efficiency and within acceptable levels of comfort, the product can be seen as fitting to the user. In this book it is argued that in practice these approaches can be dehumanizing. People are more than merely physical and cognitive processors. They have hopes, fears, dreams, values and aspirations - the very things that make us human.

Designing Pleasurable Products looks both at and beyond usability, considering how products can appeal to use holistically, leading to products that are a joy to own.

About the Author

Patrick Jordan is with Contemporary Trends Institute in the UK.