

Designing For People Henry Dreyfuss

Creating an app, site or any product that succeeds â or sells â is most definitely a tall order. Designing anything for people is tough, because we're inherently complex and...well...messy. Which means that things like market share and ROI don't come easy. But time and effort spent finding the right problems to solve allows designers, developers and product teams to take quantum leaps forward in exceeding the expectations of everyone involved. In Think First, Joe Natoli shows you exactly how to do this, using lessons learned from his 26 years as a UX consultant to Fortune 100 and 500 organizations. You'll find proven principles, step-by-step methods and straightforward, jargon-free advice that can be applied to any kind of digital product. Think First proves that while people are indeed messy and complex, designing for them doesn't have to be. Here's what a few well-respected UX practitioners and authors had to say about Think First: "A very practical guide to success in business." â Dr. Don Norman, Director of the DesignLab, UC San Diego and Author of The Design of Everyday Things "Think First is a practical guide to UX that makes sense of strategy and structure. Highly recommended!" â Peter Morville, Bestselling Author of Intertwined "For designers and developers, understanding strategy and UX is an increasingly necessary skill. Joe Natoli's Think First demystifies these foundational ideas in a very conversational, easy to read style." â Ilise Benun, Founder of Marketing-Mentor.com and Author of 7+ Books Author Joe Natoli explains why he believes Think First is unlike any other book on the subject of UX strategy and design: "I didn't want to write yet another book that covers the narrow, tactical pieces of the design process," he says, "because great design and great UX are the result of multiple activities across multiple people, roles and disciplines. It's everybody's business. Think First walks you through everything that must be considered to create great UX â and gives you a roadmap to make it happen." Think First details Joe's no-nonsense approach to creating successful products, powerful user experiences and very happy customers. He share countless lessons learned from more than 26 years as a UX consultant to Fortune 500 and 100 organizations â including a few he's learned the hard way :-). Think First serves as a roadmap to building a solid foundation for UX that's strong enough to withstand any weather as projects move into design and coding. Here are just some of the things you'll learn: - Simple user research methods that anyone can perform â even if you've never done research of any kind. - The right questions to ask stakeholders and users at the outset of any (and every) project. - The 3 crucial questions you must ask of every client, every time. - How to tell the difference between what people say they need vs. what they really need. - A better, simpler way to generate meaningful UX requirements at the outset of the project. - How to figure out what features and functions will result in great UX and deliver value to both users and the business. - How to avoid scope creep and the never-ending project scenario.

Connections and clashes between new and old media, as told by interviewees ranging from the founder of Twitter to the publisher of the New York Times. Mainstream media, often known simply as MSM, have not yet disappeared in a digital takeover of the media landscape. But the long-dominant MSM—television, radio, newspapers, magazines, and books—have had to respond to emergent digital media. Newspapers have interactive Web sites; television broadcasts over the Internet; books are published in both electronic and print editions. In Designing Media, design guru Bill Moggridge examines connections and conflicts between old and new media, describing how the MSM have changed and how new patterns of media consumption are emerging. The book features interviews with thirty-seven significant figures in both traditional and new forms of mass communication; interviewees range from the publisher of the New York Times to the founder of Twitter. We learn about innovations in media that rely on contributions from a crowd (or a community), as told by Wikipedia's Jimmy Wales and Craigslist's Craig Newmark; how the band OK Go built a following using YouTube; how real-time connections between dispatchers and couriers inspired Twitter; how a BusinessWeek blog became a quarterly printed supplement to the magazine; and how e-readers have evolved from Rocket eBook to QUE. Ira Glass compares the intimacy of radio to that of the Internet; the producer of PBS's Frontline supports the program's investigative journalism by putting documentation of its findings online; and the developers of Google's Trendalyzer software describe its beginnings as animations that accompanied lectures about social and economic development in rural Africa. At the end of each chapter, Moggridge comments on the implications for designing media. Designing Media is illustrated with hundreds of images, with color throughout. A DVD accompanying the book includes excerpts from all of the interviews, and the material can be browsed at www.designing-media.com. Interviews with: Chris Anderson, Rich Archuleta, Blixa Bargeld, Colin Callender, Fred Deakin, Martin Eberhard, David Fanning, Jane Friedman, Mark Gerzon, Ira Glass, Nat Hunter, Chad Hurley, Joel Hyatt, Alex Juhasz, Jorge Just, Alex MacLean, Bob Mason, Roger McNamee, Jeremy Merle, Craig Newmark, Bruce Nussbaum, Alice Rawsthorn, Anna Rosling Rönnlund, Hans Rosling, Ola Rosling, Paul Saffo, Jesse Scanlon, DJ Spooky, Neil Stevenson, Arthur Sulzberger Jr., Shinichi Takemura, James Truman, Jimmy Wales, Tim Westergren, Ev Williams, Erin Zhu, Mark Zuckerberg

A cult read among designers for more than half a century, the famous manifesto of America's greatest industrial designer is finally back in print!

Henry Dreyfuss (1904-1972) was one of the pioneers of American industrial design, the man behind the modern look and function of so many household objects used by millions of Americans during the golden age of industrial design from the 1930s to the 1960s. During his 44-year career the versatile Dreyfuss designed or retooled hundreds of products that have become icons of modern design, among them the Princess and Trimline telephones, John Deere tractors, and Hoover vacuum cleaners, which Dreyfuss outfitted with headlights and bumpers in the 1930s to prevent dented and scratched furniture. Additional objects and spaces he designed range from the familiar Honeywell wall-mounted round thermostat to the Big Ben alarm clock, trains such as the classic 20th Century Limited for the New York Central Railroad, and the Situation Room for the Joint Chiefs of

Staff during World War II. This first published monograph on Dreyfuss surveys his life and work through 200 archival and new photographs of his designs and a biographical text that paints the picture of an eminently practical yet eccentric innovator. Dreyfuss streamlined even his wardrobe by wearing only brown suits, stayed exclusively at the Plaza Hotel when in New York so clients could always find him, and reportedly missed only five days of work in twenty-two years. This book is published in conjunction with a major exhibition of Dreyfuss's work at the Cooper-Hewitt, National Design Museum, Smithsonian Institution, New York.

In February 1956 the president of IBM, Thomas Watson Jr., hired the industrial designer and architect Eliot F. Noyes, charging him with reinventing IBM's corporate image, from stationery and curtains to products such as typewriters and computers and to laboratory and administration buildings. What followed—a story told in full for the first time in John Harwood's *The Interface*—remade IBM in a way that would also transform the relationships between design, computer science, and corporate culture. IBM's program assembled a cast of leading figures in American design: Noyes, Charles Eames, Paul Rand, George Nelson, and Edgar Kaufmann Jr. *The Interface* offers a detailed account of the key role these designers played in shaping both the computer and the multinational corporation. Harwood describes a surprising inverse effect: the influence of computer and corporation on the theory and practice of design. Here we see how, in the period stretching from the "invention" of the computer during World War II to the appearance of the personal computer in the mid-1970s, disciplines once well outside the realm of architectural design—information and management theory, cybernetics, ergonomics, computer science—became integral aspects of design. As the first critical history of the industrial design of the computer, of Eliot Noyes's career, and of some of the most important work of the Office of Charles and Ray Eames, *The Interface* supplies a crucial chapter in the story of architecture and design in postwar America—and an invaluable perspective on the computer and corporate cultures of today.

Explaining how service products should be designed and how this design process should be managed, the author identifies areas where problems most commonly occur. The book includes the findings of the first research undertaken on the step-by-step process of the design management of service products.

In the golden age of American industrial design, Henry Dreyfuss Associates knew that there was more to design than just looking good. Products had to be good, crafted to work with the people who use them. With this in mind, HDA designers Niels Diffrient and Alvin R. Tilley created *Humanscale*, including its ingenious data selectors, providing access to over 60,000 human factors data points in one easily referenced, user-friendly ¿portfolio of information.¿ With these beautiful booklets and interactive data selectors, designers, engineers, architects, and inventors can reference data that serves as a starting point to design products for people. *Humanscale 1/2/3* provides data on human body measurements, guidelines for designing seating and work surfaces, and design considerations for wheelchair users, handicapped, and elderly people. *Humanscale 4/5/6* provides data on human strength, safety, controls, displays, and the dimensions of human heads, hands, and feet. *Humanscale 7/8/9* provides data on standing and seated workspaces, private and public spaces, body access, light, and color. Republished by global innovation and design consultancy IA Collaborative through its ventures program in 2017, the *Humanscale Reissue* brings back an icon ¿the tools to design for people.

In 1939, *Vogue* magazine invited commercial designer Raymond Loewy and eight of his contemporaries—including Walter Dorwin Teague, Egmont Arens, and Henry Dreyfuss—to design a dress for the "Woman of the Future" as part of its special issue promoting the New York World's Fair and its theme, "The World of Tomorrow." While focusing primarily on her clothing and accessories, many commented as well on the future woman's physique, predicting that her body and mind would be perfected through the implementation of eugenics. Industrial designers' fascination with eugenics—especially that of Norman Bel Geddes—began during the previous decade, and its principles permeated their theories of the modern design style known as "streamlining." In *Eugenic Design*, Christina Cogdell charts new territory in the history of industrial design, popular science, and American culture in the 1930s by uncovering the links between streamline design and eugenics, the pseudoscientific belief that the best human traits could—and should—be cultivated through selective breeding. Streamline designers approached products the same way eugenicists approached bodies. Both considered themselves to be reformers advancing evolutionary progress through increased efficiency, hygiene and the creation of a utopian "ideal type." Cogdell reconsiders the popular streamline style in U.S. industrial design and proposes that in theory, rhetoric, and context the style served as a material embodiment of eugenic ideology. With careful analysis and abundant illustrations, *Eugenic Design* is an ambitious reinterpretation of one of America's most significant and popular design forms, ultimately grappling with the question of how ideology influences design. Many designs that appear in today's society will circulate and encounter audiences of many different cultures and languages. With communication comes responsibility; are designers aware of the meaning and impact of their work? An image or symbol that is acceptable in one culture can be offensive or even harmful in the next. A typeface or colour in a design might appear to be neutral, but its meaning is always culturally dependent. If designers learn to be aware of global cultural contexts, we can avoid stereotyping and help improve mutual understanding between people. *Politics of Design* is a collection of visual examples from around the world. Using ideas from anthropology and sociology, it creates surprising and educational insight in contemporary visual communication. The examples relate to the daily practice of both online and offline visual communication: typography, images, colour, symbols, and information. *Politics of Design* shows the importance of visual literacy when communicating beyond borders and cultures. It explores the cultural meaning behind the symbols, maps, photography, typography, and colours that are used every day. It is a practical guide for design and communication professionals and students to create more effective and responsible visual communication.

Born in Paris in 1893 and trained as an engineer, Raymond Loewy revolutionized twentieth-century American industrial design. Combining salesmanship and media savvy, he

created bright, smooth, and colorful logos for major corporations that included Greyhound, Exxon, and Nabisco. His designs for Studebaker automobiles, Sears Coldspot refrigerators, Lucky Strike cigarette packs, and Pennsylvania Railroad locomotives are iconic. Beyond his timeless designs, Loewy carefully built an international reputation through the assiduous courting of journalists and tastemakers to become the face of both a new profession and a consumer-driven vision of the American dream. In *Streamliner*, John Wall traces the evolution of an industry through the lens of Loewy's eclectic life, distinctive work, and invented persona. How, he asks, did Loewy build a business while transforming himself into a national brand a half century before "branding" became relevant? Placing Loewy in context with the emerging consumer culture of the latter half of the twentieth century, Wall explores how his approach to business complemented—or differed from—that of his well-known contemporaries, including industrial designers Henry Dreyfuss, Walter Teague, and Norman Bel Geddes. Wall also reveals how Loewy tailored his lifestyle to cement the image of "designer" in the public imagination, and why the self-promotion that drove Loewy to the top of his profession began to work against him at the end of his career. *Streamliner* is an important and engaging work on one of the longest-lived careers in industrial design.

With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If you're among those who want to blend digital and physical design concepts successfully, this practical book helps you explore seven long-standing principles of industrial design. Two present and former design directors at IDEO, the international design and innovation firm, use real-world examples to describe industrial designs that are sensorial, simple, enduring, playful, thoughtful, sustainable, and beautiful. You'll learn how to approach, frame, and evaluate your designs as they extend beyond the screen and into the physical world. Sensorial: create experiences that fully engage our human senses Simple: design simple products that provide overall clarity in relation to their purpose Enduring: build products that wear well and live on as classics Playful: use playful design to go beyond functionality and create emotional connections Thoughtful: observe people's struggles and anticipate their needs Sustainable: design products that reduce environmental impact Beautiful: elevate the experience of everyday products through beauty

Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives.

Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.

In the mid-twentieth century, Henry Dreyfuss—widely considered the father of industrial design—pioneered a user-centered approach to design that focuses on studying people's behaviors and attitudes as a key first step in developing successful products. In the intervening years, user-centered design has expanded to undertake the needs of differently abled users and global populations as well as the design of complex systems and services. *Beautiful Users* explores the changing relationship between designers and users and considers a range of design methodologies and practices, from user research to hacking, open source, and the maker culture.

The *Humanscale* series is an important toolkit for everyone who designs for the human body. It incorporates the extensive amount of human engineering data compiled and organized by Henry Dreyfuss Associates throughout the twentieth century, including research of anthropologists, psychologists, scientists, human engineers, and medical experts. Originally published in 1974, *Humanscale 1/2/3* consists of pictorial selectors equipped with rotary dials. This portfolio contains three selectors (two sides each) which present over 20,000 bits of information, encompassing anthropometry, guidelines for seating design, and requirements for the handicapped and elderly. Men, women, and children; large and small; are represented. Measurements are given in metric as well as English units. Engineers, architects, industrial designers, planners, interior and furniture designers, and craftsmen will find that the selectors minimize their searching through numerous and conflicting sources and unreliable information. The *Humanscale* materials are not a panacea, of course. More detailed studies dealing with interior space, safety, human strength and movement, displays, vision, reach, and controls should also be consulted. The selectors should be used in a creative way, and models and mock-ups based on the data should be tried out with the intended users.

Here is a once-in-a-lifetime glimpse into the past majesty of the pioneering days of the American Railroads as told by the graphics of the industry.

This edition has been revised to bring fresh insights into the principles and practice of anthropometrics, workspace design, sitting and seating, hands and handles, ergonomics in the office, ergonomics in the home, and health and safety at work.

"A ready reference aid and an inspiration to designers . All in all the best book now available on symbols." --Library Journal This unparalleled reference represents a major achievement in the field of graphic design. Famed industrial designer Henry Dreyfuss recognized the importance of symbols in communicating more quickly and effectively; for many years he and his staff collected and codified graphic symbols as they are used in all walks of life throughout the world. The result is this "dictionary" of universally used graphic symbols. Henry Dreyfuss designed this sourcebook to be as practical and easy to use as possible by arranging the symbol information within ingeniously devised sections: Basic Symbols represents a concise and highly selective grouping of symbols common to all disciplines (on-off, up-down, etc.). Disciplines provides symbols used in accommodations and travel, agriculture, architecture, business, communications, engineering, photography, sports, safety, traffic controls, and many other areas. Color lists the meanings of each of the colors in various worldwide applications and cultures. Graphic Form displays symbols from all disciplines grouped according to form (squares, circles, arrows, human figures, etc.) creating a unique way to identify a symbol out of context, as well as giving designers a frame of reference for developing new symbols. To make the sourcebook truly universal, the Table of Contents contains translations of each of the section titles and discipline areas into 17 languages in addition to English.

Learn how UX and design thinking can make your site stand out from the rest of the internet. About This Book Learn everything you need to know about UX for your Web Design.

Design B2B, B2C websites that stand out from the competitors with this guide Enhance your business by improving customer accessibility and retention. Who This Book Is For If you're a designer, developer, or just someone who has the desire to create websites that are not only beautiful to look at but also easy to use and fully accessible to everyone, including people with special needs, UX for the Web will provide you with the basic building blocks to achieve just that. What You Will Learn Discover the fundamentals of UX and the User-Centered Design (UCD) Process. Learn how UX can enhance your brand and increase user retention Learn how to create the golden thread between your product and the user Use reliable UX methodologies to research and analyze data to create an effective UX strategy Bring your UX strategy to life with wireframes and prototypes Set measurable metrics and conduct user tests to improve digital products Incorporate the Web Content Accessibility Guidelines (WCAG) to create accessible digital products In Detail If you want to create web apps that are not only beautiful to look at, but also easy to use and fully accessible to everyone, including people with special needs, this book will provide you with the basic building blocks to achieve just that. The book starts with the basics of UX, the relationship between Human-Centered Design (HCD), Human-Computer Interaction (HCI), and the User-Centered Design (UCD) Process; it gradually takes you through the best practices to create a web app that stands out from your competitors. You'll also learn how to create an emotional connection with the user to increase user interaction and client retention by different means of communication channels. We'll guide you through the steps in developing an effective UX strategy through user research and persona creation and how to bring that UX strategy to life with beautiful, yet functional designs that cater for complex features with micro interactions. Practical UX methodologies such as creating a solid Information Architecture (IA), wireframes, and prototypes will be discussed in detail. We'll also show you how to test your designs with representative users, and ensure that they are usable on different devices, browsers and assistive technologies. Lastly, we'll focus on making your web app fully accessible from a development and design perspective by taking you through the Web Content Accessibility Guidelines (WCAG). Style and Approach This is an easy-to-understand step-by-step guide with full of examples to that will help you in creating good UX for your web applications.

The User Experience Team of One prescribes a range of approaches that have big impact and take less time and fewer resources than the standard lineup of UX deliverables. Whether you want to cross over into user experience or you're a seasoned practitioner trying to drag your organization forward, this book gives you tools and insight for doing more with less.

Describes effective approaches to interaction design, with information on developing a design strategy, conducting research, analyzing the data, creating concepts, and testing and deployment.

One of the nation's chief architecture critics reveals how the environments we build profoundly shape our feelings, memories, and well-being, and argues that we must harness this knowledge to construct a world better suited to human experience. Taking us on a fascinating journey through some of the world's best and worst landscapes, buildings, and cityscapes, Sarah Williams Goldhagen draws from recent research in cognitive neuroscience and psychology to demonstrate how people's experiences of the places they build are central to their well-being, their physical health, their communal and social lives, and even their very sense of themselves. From this foundation, Goldhagen presents a powerful case that societies must use this knowledge to rethink what and how they build: the world needs better-designed, healthier environments that address the complex range of human individual and social needs. By 2050 America's population is projected to increase by nearly seventy million people. This will necessitate a vast amount of new construction--almost all in urban areas--that will dramatically transform our existing landscapes, infrastructure, and urban areas. Going forward, we must do everything we can to prevent the construction of exhausting, overstimulating environments and enervating, understimulating ones. Buildings, landscapes, and cities must both contain and spark associations of natural light, greenery, and other ways of being in landscapes that humans have evolved to need and expect. Fancy exteriors and dramatic forms are never enough, and may not even be necessary; authentic textures and surfaces, and careful, well-executed construction details are just as important. Erudite, wise, lucidly written, and beautifully illustrated with more than one hundred color photographs, Welcome to Your World is a vital, eye-opening guide to the spaces we inhabit, physically and mentally, and a clarion call to design for human experience.

From posters to cars, design is everywhere. While we often discuss the aesthetics of design, we don't always dig deeper to unearth the ways design can overtly, and covertly, convince us of a certain way of thinking. How Design Makes Us Think collects hundreds of examples across graphic design, product design, industrial design, and architecture to illustrate how design can inspire, provoke, amuse, anger, or reassure us. Graphic designer Sean Adams walks us through the power of design to attract attention and convey meaning. The book delves into the sociological, psychological, and historical reasons for our responses to design, offering practitioners and clients alike a new appreciation of their responsibility to create design with the best intentions. How Design Makes Us Think is an essential read for designers, advertisers, marketing professionals, and anyone who wants to understand how the design around us makes us think, feel, and do things.

Human factors research impacts everything from the height of kitchen counters to the placement of automobile pedals to a book's type size. And in this updated and expanded version of the original landmark work, you'll find the research information necessary to create designs that better accommodate human need. Featuring more than 200 anthropometric drawings, this handbook is filled with all of the essential measurements of the human body and its relationship to the designed environment. You'll also discover guidelines for designing for children and the elderly, for the digital workplace, and for ADA compliance. Measurements are in both English and metric units.

365 daily design mantras from four leading industry experts, providing you with valuable design dos and don'ts for every day of year. Packed with practical advice presented in a fun, lighthearted fashion, this is the perfect book for the ever-growing group of non-designers who want some graphic design guidance. And for more experienced designers, individual entries will either bring forth knowing nods of agreement or hoots of derision, depending on whether or not the reader loves or hates hyphenation, has a pathological fear of beige, or thinks that baseline grids are boring. In the style of a classical almanac, 365 entries combine a specific rule with a commentary from a variety of experienced designers from all fields of the graphic design industry. Covering topics such as typography, colour, layout, imagery, production, and creative thinking, you can either dip in at random or use the book as the source of a daily lesson in how to produce great graphic design.

Cognetics and the locus of attention - Meanings, modes, monotony, and myths - Quantification - Unification - Navigation and other aspects of humane interfaces - Interface issues outside the user interface.

User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

A illustrated survey of the career and influence of a master of design showcases some of his most famous and influential works, including the Coca-Cola bottle and truck, the package for Lucky Strike cigarettes, and the Studebaker automobile.

One of the nation's leading industrial designers discusses his own life and accomplishments, from creating the Studebaker to designing the packaging for Lucky Strikes. (Fine Arts)

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want, and how to build products that make them happy Learn frameworks and principles that successful product designers use Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster Design effective interfaces across different form factors by understanding how people hold devices and complete tasks Learn how successful designers create working prototypes that capture essential customer feedback Create habit-forming and emotionally engaging experiences, using the latest psychological research

Designing for People Simon and Schuster

John Maeda is one of the world's preeminent thinkers on technology and design, and in *How to Speak Machine*, he offers a set of simple laws that govern not only the computers of today, but the unimaginable machines of the future. Machines are already more powerful than we can comprehend, and getting more powerful at an exponential pace. Once set in motion, algorithms never tire. And when a program's size, speed and endlessness combine with its ability to learn and transform itself, the outcome can be unpredictable and dangerous. Take the seemingly instant transformation of Microsoft's chatbot into a hate-spewing racist, or how crime-predicting algorithms reinforce racial bias. *How To Speak Machine* provides a coherent framework for today's product designers, business leaders and policymakers to grasp this brave new world. Drawing on his wide-ranging experience from engineering to computer science to design, Maeda shows how businesses and individuals can identify opportunities afforded by technology to make world-changing and inclusive products while avoiding the pitfalls inherent to the medium.

A compelling defense for the importance of design and how it shapes our behavior, our emotions, and our lives Design has always prided itself on being relevant to the world it serves, but interest in design was once limited to a small community of design professionals. Today, books on "design thinking" are best sellers, and computer and Web-based tools have expanded the definition of who practices design. Looking at objects, letterforms, experiences, and even theatrical performances, award-winning author Jessica Helfand asserts that understanding design's purpose is more crucial than ever. Design is meaningful not because it is pretty but because it is an intrinsically humanist discipline, tethered to the very core of why we exist. For example, as designers collaborate with developing nations on everything from more affordable lawn mowers to cleaner drinking water, they must take into consideration the full range of a given community's complex social needs. Advancing a conversation that is unfolding around the globe, Helfand offers an eye-opening look at how designed things make us feel as well as how--and why--they motivate our behavior.

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 than just as passive users. We are now treated as cognitive and physical components of the person/product system. The author, who is one of the leading lights 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, then 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,

