

would have been clumsily bashed out from stone, bronze or iron by unskilled people who simply wanted to make something for their own use. As systems of trade and barter were developed, specialist craftspeople became prevalent, creating artefacts for use by others in the community. Today, most of the artefacts that we surround ourselves with were created by industry.

### Pleasure

What is pleasure? The *Oxford English Dictionary* defines it as 'the condition of consciousness or sensation induced by the enjoyment or anticipation of what is felt or viewed as good or desirable; enjoyment, delight, gratification. The opposite of pain.' In the context of products, pleasure can be defined as 'Pleasure with products: The emotional, hedonic and practical benefits associated with products' (Jordan 1999).

Practical benefits are those that accrue from the outcomes of tasks for which the product is used. For example, in the context of a word-processing package, a practical benefit could be the effective and efficient production of neat, well-presented documents. Meanwhile, a washing machine, for example, delivers the practical benefit of clean, fresh clothes.

Emotional benefits are those pertaining to how a product affects a person's mood. Using a product might be, for example, exciting, interesting, fun, satisfying or confidence enhancing. A computer game, for example, might be exciting and fun to use, whilst a stylish new dress may give the wearer a feeling of self-confidence.

Hedonic benefits are those pertaining to the sensory and aesthetic pleasures associated with products. For example, a person might recognise a product as an object of beauty or may enjoy the physical sensation of touching or holding a particular product. A well-designed chair, for example, may be physically comfortable to sit on and may also be an *objet d'art* worthy of aesthetic appreciation. Meanwhile, a shaver might give pleasant tactile feedback, both in the hand and on the face.

In a sense this definition is a 'catch all'. Indeed, it is intended as such. Pleasure-based approaches to product design can be seen as approaches that consider the *all* of the potential benefits that a product can deliver.

It is important to note that pleasure with products accrues from the relationship between a person and a product. Pleasurability, then, is not simply a property of a product but of the interaction between a product and a person. Whilst one person might derive pleasure from, for example, the status associated with carrying around a personal organiser, another person might consider ownership of such a product to be pretentious and thus embarrassing. The characteristics of people that affect how they relate to products will be discussed in the context of many of the examples discussed later in this chapter. They will also be considered, in a more systematic manner, in Chapter 3.

### The four pleasures: a framework for considering pleasure with products

A useful way of classifying different types of pleasure has been espoused by Canadian anthropologist Lionel Tiger. Tiger has made an extensive study of pleasure and has developed a framework for addressing pleasure issues, which he outlines in some depth in the book *The Pursuit of Pleasure* (Tiger 1992). The framework models four conceptually distinct types of pleasure – physical, social, psychological and ideological. Summaries of Tiger's descriptions of each are given below. Examples are added to demonstrate how each of these components might be relevant in the context of products. This framework will be used throughout this book as a means of structuring thought with respect to pleasure with products.

#### *Physio-pleasure*

This is to do with the body and with pleasures derived from the sensory organs. They include pleasures connected with touch, taste and smell as well as feelings of sensual pleasure. In the context of products, physio-pleasure would cover, for example, tactile and olfactory properties. Tactile pleasures concern holding and touching a product during interaction. This might be relevant, for example, in the context of a telephone handset or a remote control. Olfactory pleasures concern the smell of the new product. For example, the smell inside a new car may be a factor that affects how pleasurable it is for the owner.

#### *Socio-pleasure*

This is the enjoyment derived from relationships with others. This might mean relationships with friends and loved ones, with colleagues or with like-minded people. However, it might also include a person's relationship with society as a whole – issues such as status and image may play a role here.

Products can facilitate social interaction in a number of ways. For example, a coffee-maker provides a service that can act as a focal point for a little social gathering – a 'coffee morning'. Part of the pleasure of hosting a coffee morning may come from the efficient provision of well-made coffee to the guests. Other products may facilitate social interaction by being talking points in themselves. For example, a special piece of jewellery may attract comment, as may an interesting household product, such as an unusually styled television set. Association with other types of products may indicate belonging to a social group: Porsches for 'yuppies'; Dr Marten's boots for skinheads. Here, the person's relationship with the product forms part of their social identity.

***Psycho-pleasure***

Psycho-pleasure pertains to people's cognitive and emotional reactions. In the case of products, this might include issues relating to the cognitive demands of using the product and the emotional reactions engendered through experiencing the product. For example, it might be expected that a word processor that facilitated quick and easy accomplishment of, say, formatting tasks would provide a higher level of psycho-pleasure than one with which the user was likely to make many errors. The former word processor should enable the user to complete the task more easily than he or she would with the latter. The outcome may also be more emotionally satisfying.

***Ideo-pleasure***

Ideo-pleasure pertains to people's values. Tiger (1992) refers to the pleasures derived from 'theoretical' entities such as books, music and art. In the context of products it would relate to, for example, the aesthetics of a product and the values that a product embodies. For example, a product made from bio-degradable materials might be seen as embodying the value of environmental responsibility. This, then, would be a potential source of ideo-pleasure to those who are particularly concerned about environmental issues. Ideo-pleasure would also include the idea of products as art forms. For example, the video cassette recorder that someone has in the home is not only a functional item, but something that the owner and others will see every time that they enter the room. The level of pleasure given by the video cassette recorder may, then, be highly dependent on how it affects its environment aesthetically.

**Need pleasures and pleasures of appreciation**

In his treatise *The Four Loves* (Lewis 1960), the philosopher and scholar C.S. Lewis includes an essay on what he describes as likings and loves for the sub-human. In this essay he considers natural entities, such as plants and animals, but also artefacts, such as products. Lewis classifies the pleasures that can be derived from such entities as being either 'need pleasures' or 'pleasures of appreciation'.

Broadly, need pleasures can be seen as pleasures that accrue by moving a person from a state of discontentment to one of contentment: for example, drinking a glass of water would give a need pleasure to someone who was thirsty. Pleasures of appreciation, meanwhile, are those that accrue because a person finds something positively pleasurable, no matter what their current level of contentment. In these cases the person feels that the entity being encountered is worthy of appreciation either in its own right or because of

some additional pleasure that it delivers. On one hand, a person might enjoy a fine wine for its taste and bouquet and for the pleasant feeling of intoxication that it delivers, no matter if he or she initially felt in need of intoxication or of quenching a thirst. On the other hand, it seems unlikely that someone would wish to drink a glass of water unless they were already thirsty.

The important thing to note, then, is that pleasure can be thought of both as the elimination of, or absence of, pain and also as the provision of positive, joyful feelings. Those involved in the creation of pleasurable products should be aware of both of these aspects as issues to be addressed in the product creation process.

**A note on the four pleasures**

It is important to note that the use of the four-pleasure framework is simply intended as a means of structuring thought as regards pleasure (Tiger 1992). It is not intended, in itself, to give an insight into *why* people experience pleasure. The benefit that use of the framework provides comes through breaking the issue of pleasure with products into four sections. Doing so can help to make it easier for those involved in the design process to consider the full spectrum of the sorts of pleasures that a product can bring. The four-pleasure framework is not, then, a theory of pleasure, but simply a tool that can help in taking a structured approach to the issue.

Whilst it may be useful to consider all four types of pleasure when approaching the issue of how a product can please those for whom it is designed, there is no suggestion that all products should provide all four types of pleasure. It might be that the benefits associated with a particular product cover the entire range of different types of pleasure, or that a product is experienced as pleasurable in one particular way. This should become clear from the examples given later in this chapter. Similarly, there will also be pleasures that are difficult to classify in terms of which one of the four pleasure categories they fall under. Again, this need not be a problem. Designing a product so that it delivers a particular benefit to the people experiencing it does not depend on knowing which category of pleasure that benefit falls under. Rather, what is important is that the benefit is identified in the first place. The structured approach facilitated through use of the framework can help to ensure that possible benefits are not overlooked.

**Understanding people holistically**

Most of the rest of this chapter is given over to examples illustrating the different types of pleasure that products can give. These are considered in the context of the four-pleasure framework. Before that, in this section, an example is given showing how the four-pleasure framework can be used to

help understand people holistically and to demonstrate that pleasure-based approaches to human factors rely on building up a far richer understanding of people than do usability-based approaches.

### *Background: Janet Peters*

The imaginary subject of this example is Janet Peters, a 23-year-old accountant living in Reading, near London. Janet has been working within a major accountancy consultancy for the past year; her first job since leaving university, where she obtained a second-class honours degree in accountancy. She is very ambitious and wants to get to the top as quickly as possible. She is quite prepared to put in long hours at the office, because she feels that hard work is the key to success.

Nevertheless, work is not her whole life: she is a keen sports player – an active member of the local netball team. She not only enjoys netball matches for the fun of the game, but also because she knows that it helps to keep her fit, providing a good balance to the sedentary nature of her job. The camaraderie of the team also appeals to her, and in particular she enjoys the high spirits of the after-match drinking session!

Janet is dating Mark, a 25-year-old stockbroker from London. She is very fond of Mark and they have a lot in common – they are both ambitious people and love the trappings of a yuppie lifestyle. Janet spends most weekends at Mark's flat in Kensington, an upmarket district of London. They love eating out at exclusive restaurants and going to shows in the West End.

Janet keeps in regular contact with her parents, phoning them at least twice a week. She loves to tell them all about her work and the wonderful lifestyle she leads. They are very proud of what she has achieved – they had always wanted her to have the opportunities in life that they never had. Her parents live in a quiet country village in Dorset, a rural area in the south-west of England. Janet still has many friends there, and she sees them a couple of times a year when she goes home to visit her parents. Her friends are slightly in awe of her glamorous lifestyle. Janet knows this and takes a secret pleasure in it – she is proud of what she has so far achieved and knows that she can be even more successful in the future.

So, that is some basic background to Janet's life. In the next sections, an analysis of Janet is outlined, based on the structure provided by the four-pleasure framework.

### *Physio-pleasures*

From what is known about Janet, it is clear that she has a job that is physically undemanding and that she balances this with a leisure activity – netball – that is physically demanding. So, what are the pleasures of need and appreciation that might be associated with this?

One of the reasons that she plays netball is because it helps her to stay in shape. For Janet, staying in shape is a need pleasure. If she is out of shape, she feels miserable and unattractive – staying in shape is, for her, a prerequisite of feeling okay. Clearly, being in or out of shape is not something that changes on a day-to-day basis, but is the result of on-going lifestyle activities. Nevertheless, she knows that every little bit makes a difference: every hour she spends sitting at her desk is a negative influence and every game of netball is correspondingly positive.

Sometimes, Janet likes to spoil herself with luxuriant physical relaxation. If she is spending the evening alone she loves to soak in a long hot bath or to curl up on the sofa with a bottle of wine and watch some undemanding drama on television. For Janet these are pleasures of appreciation – she would still be content even without the feel of the warm water on her skin or the intoxicating effect of the wine. These, then, are, for her, some of the extra-special things that make life wonderful.

### *Socio-pleasures*

Janet loves the glamour of her lifestyle and takes a secret pleasure in the status associated with it. She loves being the envy of her friends and knows how proud her parents are of her. These pleasures are, for Janet, ones of appreciation. She would still be content without such glamour – the status and her parents' pride are positive benefits to be enjoyed.

Janet's basic social needs are to be loved and to feel a sense of belonging, otherwise she can feel very lonely. Because of this her relationships with her parents and with Mark are very important. It is also very important for her to make new friends so that she can establish a social life for herself in Reading. She is concerned that, because she spends most of her weekends in London, she is not building up much of a life for herself in Reading. These, then, are Janet's social need pleasures – if she does not have good relationships with her boyfriend and her parents she will feel discontented.

### *Psycho-pleasures*

Because her job can be very demanding, Janet can be prone to stress. This, of course, makes her unhappy, so the relief of stress, for Janet, is a psycho-need pleasure. When she is not working, Janet is the sort of person who is easily bored. Another need pleasure, for her, is the need to partake in hobbies and activities that keep her stimulated.

Sometimes, these activities simply supply relief from boredom, whilst at other times they can provide a real sense of achievement. For example, Janet has recently taken to cooking as a hobby and takes a great deal of pride in cooking a wonderful meal for dinner guests. She is also a reasonably good guitar player and sometimes writes her own songs – again, she gets a real

sense of achievement if she feels that she has written something particularly good. Gaining a sense of achievement, then, is a pleasure of appreciation for Janet.

### *Ideo-pleasures*

Janet has a reasonably sophisticated sense of style. She is not a design connoisseur, but she has a view on what good taste is and would feel uncomfortable owning anything that did not conform to her ideas of good taste. For example, after she had just moved into her new flat, a friend had given her a lamp to go in the living room. Although she felt obliged to have it in the room, she found it a rather tacky object and always felt slightly uncomfortable whenever she saw it. Perhaps because of her rural upbringing, Janet is always wary of being seen as unsophisticated. The need to be perceived as a woman of good taste is, then, a need pleasure for her.

Aside from her basic need to be seen as having good taste, Janet also aspires to be seen as a successful young woman. She enjoys looking back at what she has achieved in her career so far and finds her success to be very self-affirming. Her long-term aspirations are to achieve even more career success – to get to a senior position within her profession. For Janet, achieving such aspirations would be pleasures of appreciation. Provided her job is fulfilling she will be contented – notable success would be something to be enjoyed on top of this contentment.

In terms of her moral value system, Janet is fairly liberal. She does not hold any religious beliefs; however, she does feel a general responsibility to treat others decently and to take a degree of responsibility for what is going on in the world around her. Although she will not actively seek out opportunities to exert her principles she will be aware of her principles when confronted by a moral choice. For example, although she is not an active campaigner on environmental issues, she will still tend to prefer products that are environmentally friendly and would feel uncomfortable buying something that she felt was environmentally harmful. To this extent, then, taking environmental responsibility is a need pleasure for her – she will feel uncomfortable if she ignores this responsibility.

Whilst she doesn't take much of a leading role with respect to moral issues, Janet has a great deal of admiration for those who do. For example, she hugely admires great political figures, such as Nelson Mandela, and those who dedicate their lives to helping others, such as Mother Teresa. On a more day-to-day level, Janet admires certain ethical businesses, such as the Body Shop. Indeed, supporting such businesses through buying their goods is a pleasure of appreciation for her.

### *Summary*

The above example shows how the four-pleasure framework can be used as a means of structuring the pleasure issues associated with a particular person. They are summarised in Table 2.1.

### *Comparison with usability-based approaches to understanding people*

This example is based on speculations about a fictitious person. Nevertheless, the issues raised here are indicative of the way in which new human-factors approaches seek to understand people. How to gather such information in order to build up an accurate picture of people will be discussed in the following chapter. The point to note for now is how much richer a picture of a person is provided by this sort of analysis, as compared with the profiles typically gleaned from old-style user analyses.

A traditional human-factors analysis of Janet Peters would have noted that she was young, fit and healthy, and that she had no physical or cognitive disabilities. It might have noted that she was female – if the analyst believed that this would have any cognitive or physical implications – but that would have been about it. Little or no attention would have been paid to her lifestyle or her aspirations, nor would her values have been seen as much of an issue. Again, it will be demonstrated in the following chapter how holistic knowledge about a person's lifestyle and values can be used as the basis for creating a Product Benefits Specification, which in turn can be used as the basis for making design decisions. The remainder of this chapter, meanwhile, will be filled with examples demonstrating how products can deliver various different types of pleasure to the user. Again, this will be done within the context of the four-pleasure framework.

### **Examples of pleasure with products**

In the following sections, a number of examples of product benefits will be

*Table 2.1* Four-pleasure analysis for 'Janet Peters'

<i>Physio</i>	<i>Socio</i>	<i>Psycho</i>	<i>Ideo</i>
• Staying in shape	• Company	• Stress relief	• Decency
• Physical relaxation	• Good personal relationships	• Stimulation	• Responsibility
• Intoxication (alcohol)	• Glamour	• Sense of achievement	• Supporting moral leaders
	• Status		