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7. Measuring chemosensory product experience
 8. Context, information and expectations in chemosensory and product experience; 9. Age, gender, cultural and social factors in chemosensory and product experience; 10. Conclusion; Chapter 5. Multisensory product experience; 1. Introduction; 2. Comparing the different sensory modalities; 3. Sensory imagery; 4. Attention switching between the senses; 5. Cross-modal correspondences; 6. Interactions between various sensory domains; 7. Sensory (in)congruity; 8. Sensory dominance; 9. Conclusions and directions for future research
 Section B: Capacities and skills
 Chapter 6. Human capability and product design; 1. Introduction; 2. User characteristics; 3. Product design; 4. Vision; 5. Hearing; 6. Intellectual functioning; 7. Communication; 8. Locomotion; 9. Reach and stretch; 10. Dexterity; 11. Summary; Chapter 7. Connecting design with cognition at work; 1. Introduction; 2. Design and cognition at work: Impaired or unimpaired micro-cognition; 3. Design and cognition at work: Expanding the impact of macro-cognition; 4. Contrasting micro- and macro-cognitive viewpoints; 5. Macro-cognition and expansive adaptations
 6. Inventing the future of cognition at work
 Chapter 8. Designing for expertise; 1. Introduction; 2. Perspectives on expertise; 3. Innovation and the eminent level of expertise; 4. The implications of differences in user expertise for product design; 5. Summary and conclusion; PART II: FROM THE INTERACTION PERSPECTIVE; Chapter 9. Holistic perspectives on the design of experience; 1. Introduction; 2. Personal meanings of design products; 3. Application; Section A: The aesthetic experience; Chapter 10. Product aesthetics; 1. Introduction; 2. Organizational properties; 3. Meaningful properties
 4. Universal aesthetic principles

Sommario/riassunto

The book brings together research that investigates how people experience products: durable, non-durable, or virtual. In contrast to other books, the present book takes a very broad, possibly all-inclusive perspective, on how people experience products. It thereby bridges gaps between several areas within psychology (e.g. perception, cognition, emotion) and links these areas to more applied areas of science, such as product design, human-computer interaction and marketing. The field of product experience research will include some of the research from four areas: Arts, Ergonomics, Techn