



Springer

1st
edition1st ed. 2017, XVI, 161 p.
121 illus., 73 illus. in color.**Printed book**

Hardcover

Printed book

Hardcover

ISBN 978-3-319-61960-6

£ 109,99 | CHF 141,50 | 119,99 € |
131,99 € (A) | 128,39 € (D)

Available

Discount group

Science (SC)

Product category

Monograph

Series

Springer Series on Cultural Computing

Other renditions

Softcover

ISBN 978-3-319-87200-1

Softcover

ISBN 978-3-319-61962-0

Computer Science : Media Design

Marcus, A., Kurosu, M., Ma, X., Hashizume, A.

Cuteness Engineering

Designing Adorable Products and Services

- Presents an innovative, overview analyses of the history and significance of cuteness in Japanese and Chinese cultures
- Relates cuteness design to user-centered design philosophy, which increases the usefulness of the analyses in the book
- Includes interviews with leading designers of cute products and services
- Provides a useful taxonomy of cuteness, which can assist designers, evaluators, researchers and other professionals

This state of the art monograph presents a unique introduction to thinking about cuteness and its incorporation into modern, especially computer-based, products and services. Cuteness is defined and explored in relation to user-centered design concepts and methods, in addition to considering the history of cuteness and cuteness in other cultures, especially in relation to eastern Asia. The authors provide detailed analyses and histories of cuteness in Japan and in China, the rise of Kawaii and Moe cultural artifacts, and their relation to social, psychological, and design issues. They also attempt an initial taxonomy of cuteness. Finally, detailed interviews with leading designers of cute products and services, such as Hello Kitty, provide an understanding of the philosophy and decision-making process of designers of cuteness. Cuteness Engineering: Designing Adorable Products and Services will be of interest and use to a wide range of professionals, researchers, academics, and students who are interested in exploring the world of cuteness in fresh new ways and gaining insights useful for their work and studies.

Order online at [springer.com/booksellers](https://www.springer.com/booksellers)**Springer Nature Customer Service Center GmbH**

Customer Service

Tiergartenstrasse 15-17

69121 Heidelberg

Germany

T: +49 (0)6221 345-4301

row-booksellers@springernature.com

ISBN 978-3-319-61960-6 / BIC: UG / SPRINGER NATURE: SCI25004

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.