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## Editorial

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**Biographical notes:** Benoît Eynard currently is Professor and Head of the Department of Mechanical Systems Engineering of the Université de Technologie de Compiègne – UTC (France). He is also leader of the Integrated Systems in Mechanics team of the UMR UTC/CNRS 7337 Roberval – Research Group on Mechanics, Acoustics, Material and Design. Previously, he was Associate Professor of Mechanical Engineering and Information Technology in the Department of Mechanical Engineering at the Université de Technologie de Troyes – UTT (France). He received a PhD degree from the University of Bordeaux in 1999. Currently, his research interests include engineering design, product lifecycle management, life cycle assessment, virtual prototyping and digital manufacturing. He has published over 150 papers in the international journals and conferences in the above-mentioned fields.

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Designing pleasurable products, interfaces, systems and services, constitutes an effective aim of the industrial companies for fulfilling their customer needs and obtaining new markets.

Paradoxically, the rationalisation of the means and resources for design and manufacture leads to a relative standardisation of products, and it can be observed a renewal of the immaterial values (emotional and symbolic expectations) linked to the

product. Designing products for even more demanding and fickle users becomes an important challenge for the industrial companies: the feelings aroused by the appearance of products, by their functions and by the interactions induced by the products' use are the linchpin of their success but are difficult to predict. Research works on designing pleasurable products and interfaces focus on original and creative ways to design for emotion and pleasure, and promote the design research which emphasizes on learning by doing.

In the special issue of the *International Journal of Product Development* on 'Integration of Emotional and Technological Values in the Design of Pleasurable Products and Systems', it is intended to gather papers with specific approaches regarding the engineering, integration, mastering and management of emotional, aesthetic, environmental and technological values and assets in the preliminary stages of the product development processes, especially in the design of pleasurable products, focusing on technological and human-world interaction.

Contributions deal both with theoretical as well as practical approaches dedicated to management of the perceived quality of the products, interfaces, systems and services.

First paper focuses on the aesthetics values of product in an interactive product design approach. Ross et al. give a dedicated highlight to design's ethical dimension and propose the concept of *to kalon* as used by Aristotle, expressing the unity of the good (ethics) and the beautiful (aesthetics).

In the second paper, Lu et al. address emotions assessment in industrial design. They consider how a customer interacts with the product based emotions influence. Their approach develops a new protocol based on sounds for eliciting user emotions. It uses a set of sounds and association tests, made by a panel of participants.

Laurans et al. introduce an innovative proposal for emotion measurement in human-product interaction. Authors present and discuss the measurement techniques of user experience during interaction with products. The real-time data collection uses video-supported interview technique.

In the fourth paper, Kristav et al. focus on a better understanding of how customers perceive products in relation to other products. The main result is a proposal for future web-based and remote product assessments that could be made more efficient.

Last paper investigates the relationship between surprise and persuasion. Main findings of Rodríguez Ramírez highlight that surprise can help persuasion if accompanied by pleasant emotions and in a pleasant context, and on the opposite surprise can increase the negative intensity of an undesirable situation and therefore dissuade people from engaging in the activity.

Guest editors wish that readers will find in this special issue a significant survey and original contributions in the field of Design of Pleasurable Products and Systems. The authors have undertaken huge work in developing deep research contents for their papers. We hope those papers will be of great interest to readers and intensively stimulating the scientific investigation and discussions among the academics and practitioners working on industrial design and the management of immaterial values (emotional, aesthetics, ethical and symbolic expectations).

Last, we would like to thank all authors and reviewers who have contributed to the quality and success of the special issue. Special thanks go to the editorial team of the *International Journal of Product Development* who share our view on the need and interest in the topics we proposed for a special issue and provide the necessary support for publishing these highly relevant and timely papers.