

Contents

Preface	ix
1 Follow me!	1
1.1 A First Glance on Experience	3
1.2 A Note on the Uniqueness and Irreducibility of Experience	4
1.3 Experience from a Design Perspective	5
1.4 Experience as Emergent, yet Shapeable	6
1.5 Essence of the Chapter	8
2 Crucial Properties of Experience	9
2.1 Subjective (Versus Objective)	9
2.2 Holistic (Versus Instrumental)	11
2.3 Situated (Versus Abstract)	16
2.4 Dynamic (Versus Static)	19
2.5 And Finally, Positive (aka Worthwhile)	27
2.6 Essence of the Chapter	29
3 Three Good Reasons to Consider Experience	33
3.1 Experiences are Self-Defining	33
3.2 Experiences Make us Happier	35
3.3 Experiences Motivate	38
3.4 The Essence of the Chapter	40
4 A Model of Experience	41
4.1 Motives and Action	43
4.2 Categories of Needs Equals Categories of Experiences	45
4.3 From Needs to Products	49

4.4	Pragmatic Versus Hedonic: What is More Important?	52
4.5	Do Needs Have Different Priorities?	55
4.6	A Brief Note on Evaluation	56
4.7	The Essence of the Chapter	57
5	Reflections on Experience Design	59
5.1	Our <i>Menschenbild</i>	59
5.2	Normative Powers of Design	62
5.3	Experience Before Product	63
5.4	Bridging the Gap Between Experiences, Needs, and Products	69
5.5	Theory-Inspired Design	73
5.6	The Essence of the Chapter	75
	Bibliography	77
	Author's Biography	85