

Contents

Introduction:	
The Empire of User-Friendliness	3
Part I: Easy to Use	
1. Confusion	15
2. Industry	49
3. Error	75
4. Trust	99
5. Metaphor	129
Part II: Easy to Want	
6. Empathy	161
7. Humanity	187
8. Personalization	215
9. Peril	247
10. Promise	279
Afterword:	
Seeing the World Through User-Friendly Eyes	301
Appendix:	
A Brief History of "User Friendly"	331
Notes	349
Bibliography	373
Acknowledgments	387
Index	393