

Human–Computer Interaction Series

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Editors

Funology 2

From Usability to Enjoyment

Second Edition

 Springer

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*In memory of Kees Overbeeke and John
Karat*

PREFACE - HOW TO USE THE SECOND EDITION

- Mark: Well here we are again, nestling cosily inside the pages of a book.
- Andrew: Or momentarily assembled on the screen of a device that someone is poking at. Make a sales pitch or they'll be off to check how many "likes" their last remark got. Quick, Funology 2, what is it?
- Mark: Well, I'll tell you what it isn't! It's not just the same old book with a new preface slapped on and some references to social media.
- Andrew: It was quite the loss for advertising when you became an academic wasn't it Mark? We need to say what it is, not what it isn't. Fifteen years ago we were all arguing that we had to look beyond usability to enjoyment because computers had moved from the workplace to the home.
- Mark: And now computers are in our pockets and pretty much everywhere else.
- Andrew: I don't think anybody would argue that fun isn't important anymore would they? It's all about user experience today.
- Mark: Yes, the people that wanted computing to be more engaging certainly got their wish. But in this edition it sometimes feels as if someone has asked Dr Frankenstein if his experiment was a success or not.
- Andrew: What, after the creature had been on a few rampages you mean?
- Mark: Yes, you know, in some respects the reanimation of dead tissue is quite the achievement but everyone concerned would probably have to admit that the results were, at best, mixed.
- Andrew: So we have fourteen new chapters!
- Mark: Yes, the organisation is more or less the same as last time – theory, methods and case studies. The theory chapters are grouped as "critique" because there is often a critical sensibility in the discussion of what's happening. Lots of the methods were about generating alternative approaches and creativity so they're under "ideation". In the first edition, there were mostly single case studies but the new chapters look at collections of work, almost emerging schools of design, so that section is called "directions and approaches".

- Andrew: Sounds like a must-have book! And the authors of the old chapters have added commentaries reflecting on what has happened since they wrote them. Most of them anyway, what were we calling the chapters with no additional material? “Classics” wasn’t it?
- Mark: Yes, not too many of those though because so much has changed.
- Andrew: It’s incredible how different things were in 2003 when the first edition came out isn’t it?
- Mark: Back in the day, as our American friends would say – there was no Facebook! Imagine that, it didn’t happen until 2004! YouTube didn’t arrive until 2005 and there was no such thing as Twitter either, not until 2006.
- Andrew: Good God can that be right? However did we manage? Hang on... yes that is right, according to Wikipedia, which did exist back then – it had only been around for two years.
- Mark: Makes you feel old doesn’t it?
- Andrew: There was no such thing as an iPhone! That wasn’t spawned until 2010 and an iPad would have sounded like something to do with incontinence until 2012 Ha!
- Mark: Will Self calls 2004 the “break point year” because this was when wireless broadband made interaction “frictionless”. He also says this was the beginning of the end for the codex – the paper sandwich that used to be the only way of making a book.
- Andrew: No wonder publishers are so touchy.
- Mark: Well they’ve made it very clear that they don’t want any cheeky remarks about their profession, like in the first preface, so you just behave yourself this time Andrew.
- Andrew: All I said was that publishers are ba -
- Mark: Battling against a rapidly changing technological and economic landscape? Yes and so they are.
- Andrew: No, publishers are bas -
- Mark: Bassoon players? Yes, some of them, probably, I expect that might well be true.
- Andrew: What I’m trying to say is that publishers are bast -
- Mark: Bastions of integrity and fair dealing. Quite right, I couldn’t agree more.
- Andrew: Well if they won’t let me say it people can always look at the preface to the first edition.
- Mark: Yes but not the one in this volume because they’ve made us change it, the basta -
- Andrew: Batstalysts?
- Mark: What?
- Andrew: Bastalysts.
- Mark: That’s cheating! It’s a made up word.
- Andrew: So is Funology.
- Mark: Fair point. But bastalyst doesn’t mean anything.

Andrew: Bastalysts are the makers of hybrid forms. We are all bastalysts these days, especially publishers. They are massive bastalysts.

Mark: LOL. Nobody said LOL in 2003 did they? At least I didn't. Good God, what have we become? Shall we introduce the new chapters do you think?

Andrew: Alright but let's be quick about it. I've retired you know.

Contents

Part I Funology 2

- 1 Funology 2: Critique, Ideation and Directions** 3
Mark Blythe and Andrew Monk

Part II “Critique”

- 2 The Thing and I (Summer of ’17 Remix)** 17
Marc Hassenzahl
- 3 Can Games Be More Than Fun?** 33
Paul Cairns
- 4 What Is Pleasure?** 47
Barry Brown and Oskar Juhlin
- 5 The (Un)Enjoyable User Experience of Online
Dating Systems** 61
Doug Zytco, Sukeshini Grandhi and Quentin Jones
- 6 “My Peaceful Vagina Revolution:” A Theory of a Design** 77
Jeffrey Bardzell and Shaowen Bardzell

Part III “Ideation”

- 7 Improv for Designers** 95
Elizabeth M. Gerber and Florence Fu
- 8 Playing with Provocations** 111
John Vines
- 9 Sketching the Polyphonic Design Space of Theme Parks** 129
Abigail Durrant, Michael Golembewski and David Kirk

10 Playful Research Fiction: A Fictional Conference	157
Ben Kirman, Joseph Lindley, Mark Blythe, Paul Coulton, Shaun Lawson, Conor Linehan, Deborah Maxwell, Dan O’Hara, Miriam Sturdee and Vanessa Thomas	
Part IV “Approaches and Directions”	
11 Slow, Unaware Things Beyond Interaction	177
Ron Wakkary and William Odom	
12 Designing for Joyful Movement	193
Ylva Fernaeus, Kristina Höök and Anna Ståhl	
13 Discomfort—The Dark Side of Fun	209
Steve Benford, Chris Greenhalgh, Gabriella Giannachi, Brendan Walker, Joe Marshall, Paul Tennent and Tom Rodden	
14 Reorienting Geolocation Data Through Mischievous Design	225
Ben Kirman, Conor Linehan and Shaun Lawson	
15 From Evaluation to Crits and Conversation	241
Mark Blythe, Jonathan Hook and Jo Briggs	
Part V Funology 1	
16 Introduction to: Funology 1	259
Mark Blythe and Peter Wright	
Part VI “Theories and Concepts”	
17 Let’s Make Things Engaging	275
Kees Overbeeke, Tom Djajadiningrat, Caroline Hummels, Stephan Wensveen and Joep Frens	
18 The Engineering of Experience	287
Phoebe Sengers	
19 The Thing and I: Understanding the Relationship Between User and Product	301
Marc Hassenzahl	
20 Making Sense of Experience	315
Peter Wright, John McCarthy and Lisa Meekison	
21 Enjoyment: Lessons from Karasek	331
Petter Bae Brandtzæg, Asbjørn Følstad and Jan Heim	

22 Fun on the Phone: The Situated Experience of Recreational Telephone Conferences	343
Darren J. Reed	
23 The Enchantments of Technology	359
John McCarthy and Peter Wright	
24 The Semantics of Fun: Differentiating Enjoyable Experiences	375
Mark Blythe and Marc Hassenzahl	
 Part VII “Methods and Techniques”	
25 Measuring Emotion: Development and Application of an Instrument to Measure Emotional Responses to Products	391
Pieter Desmet	
26 That’s Entertainment!	405
John Karat and Clare-Marie Karat	
27 Designing for Fun: User-Testing Case Studies	419
Randy J. Pagulayan, Keith R. Steury, Bill Fulton and Ramon L. Romero	
28 Playing Games in the Emotional Space	435
Kristina Andersen, Margot Jacobs and Laura Polazzi	
29 Deconstructing Experience: Pulling Crackers Apart	451
Alan Dix	
30 Designing Engaging Experiences with Children and Artists	469
Richard Hull and Jo Reid	
31 Building Narrative Experiences for Children Through Real Time Media Manipulation: POGO World	479
Antonio Rizzo, Patrizia Marti, Françoise Decortis, Job Rutgers and Paul Thursfield	
 Part VIII “Case Studies in Design”	
32 From Usable to Enjoyable Information Displays	495
Sara Ljungblad, Tobias Skog and Lars Erik Holmquist	
33 Fun for All: Promoting Engagement and Participation in Community Programming Projects	507
Mary Beth Rosson and John M. Carroll	
34 Deconstructing Ghosts	519
Jonathan Sykes and Richard Wiseman	

35 Interfacing the Narrative Experience 525
Jennica Falk

**36 Whose Line Is It Anyway? Enabling Creative
Appropriation of Television** 535
Erik Blankinship and Pilapa Esara Carroll

**37 The Interactive Installation ISH: In Search of Resonant
Human Product Interaction** 543
Caroline Hummels, Kees Overbeeke and Aadjan Van Der Helm

**38 Fun with Your Alarm Clock: Designing for Engaging
Experiences Through Emotionally Rich Interaction** 555
Stephan Wensveen and Kees Overbeeke

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