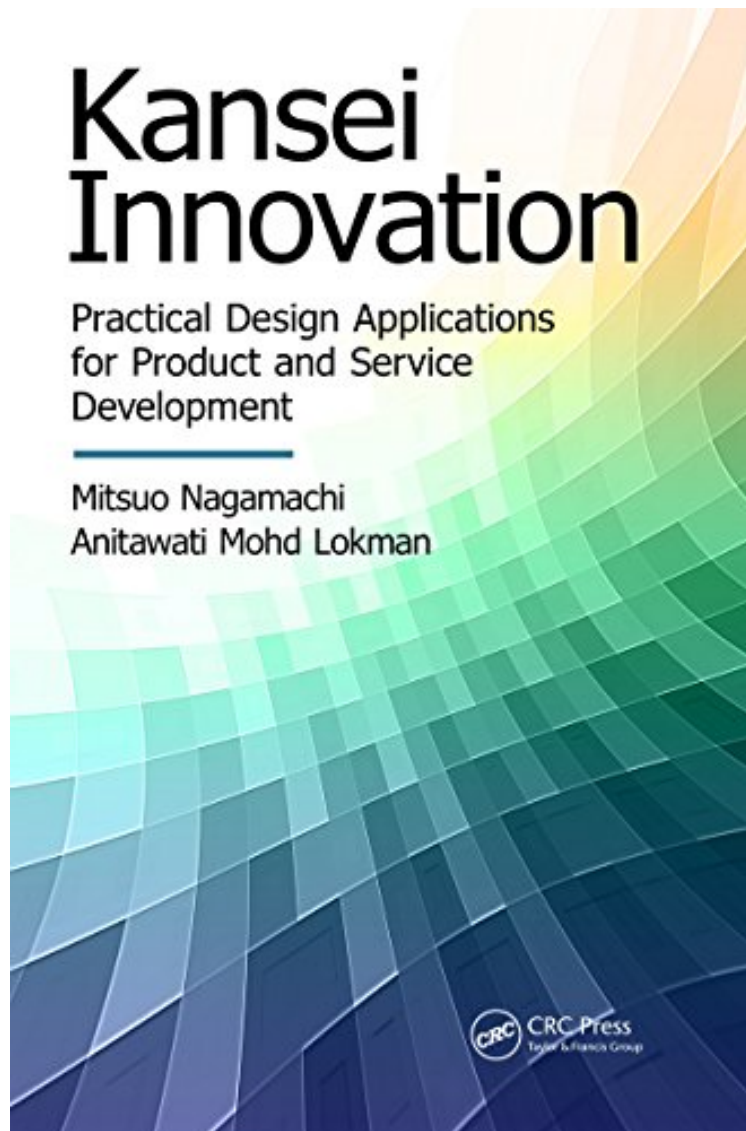


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(Systems Innovation Book Series)

Kansei Innovation: Practical Design Applications for Product and Service Development (Systems Innovation Book Series)

Mitsuo Nagamachi, Anitawati Mohd Lokman
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Mitsuo Nagamachi, Anitawati Mohd Lokman : Kansei Innovation: Practical Design Applications for Product and Service Development (Systems Innovation Book Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Kansei Innovation: Practical Design Applications for Product and Service

Development (Systems Innovation Book Series):

Developed in the early 70s in Japan, the Kansei Engineering (KE) method gives you the tools to develop profitable and well-received products and services. Written by the founder of KE, Mitsuo Nagamachi, and co-authored by one of his proteges, Anitawati Mohd Lokman, *Kansei Innovation: Practical Design Applications for Product and Service Development* shows you how to nurture Kansei, develop the skill in observing people, and apply that skill to the development and design of products. In this book, Nagamachi shares his 50 years of experiences in enterprise guidance and product development, including examples of exceptional service innovation at companies such as Nissan Motor, Mazda, Toyota, Volvo, Fuji Heavy Industries, Mitsubishi Electric, Tenmaya Department Stores, Seibu Department Stores, Suntory, NEC, Sharp, Komatsu, Wacoal Corporation, Matsushita Electric Works (now Panasonic Electric Works), Boeing, and many more. These stories may surprise you when you learn about the new development of certain products that you already use. The book includes coverage of ergonomic and KE methods for studying human Kansei in product development and job improvement as well as discussion of how to use these methods for innovation in work improvement and activate KE for product development. It gives you a reliable instrument for predicting the reception of a product on the market before the development costs become too large. And, in the end, you will understand how Kansei—a seemingly dubious presence—is processed scientifically and able to have multilateral applications.

"... the first-ever reference book written with the integrated knowledge and application examples of ergonomics and Kansei Engineering. ... a book of very unique nature. I don't think there's any book that can be considered for comparison with this one." Alan H.S. Chan, City University of Hong Kong "... a well-compiled collection of Dr. Nagamachi's success stories, developments and the impact of KANSEI models ... explains "What is KANSEI" in a very simple manner and links it to human need as a market differentiator for success." Ricardo Hirata, Ph.D., Director, Keisen Consultores, Mexico "Most Kansei-related books only talk about product development. However, this book presents many successful stories from different point of views, especially in chapters 2 and 3. In these two chapters, Kansei engineering was used to motivate employees. As a result, their productivity increased and service improved. It demonstrates that Kansei engineering is a good methodology not only for product development but also for project management." Stanley H. Huang, Industrial Technology Research Institute "In this book, Mitsuo Nagamachi, the founder of Kansei engineering, concisely interprets the theoretical foundation and practical application of Kansei engineering. All examples are industrial cases of the author's real-practice experiences which evidence that Kansei engineering is an applicable methodology for industries to improve product and design process as well as to develop innovative products and services. Such real-world examples of industrial applications highlight the practical value of the book and can more easily make readers understand the conceptual framework and economic power of Kansei innovation." Jyh-Rong Chou, Department of Creative Product Design, I-Shou University "... the book clearly shows that knowledge about human emotion and motivation is fundamental to predict the relationship between humans and the environmental elements designed by them. ... full of examples where ideas are shown both about the relationship between workers and artifacts with which they work, and among consumers and artifacts designed and produced by industry" Joseacute; J. Cantilde;as, University of Granada "Using accessible language for non-academics, the authors share with their readers a number of strategies for human-centred design of services and products based on the concepts of the Japanese Kansei engineering methodology, as witnessed by a number of applications in the real world from the Nagamachi's career-long experience." Fabio R Camargo, University of Leeds