

## **Interaction Design In Home Appliance: An Integrated Approach In Kansei And Hedonomic “Cases: Rice Cooker, Juicer, Mixer”**

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**Abstract :** Nowadays, most of product producers, e.g. home appliance, electronic machines and vehicles focus on quality and comfort, and promise consumers ease of use and pleasurable experiences during product using. Consumers make their purchase decisions according to two needs: functional and emotional needs. Functional needs are fulfilled by product functionality, besides emotional needs are related to psychologists' aspects of production. Emotions are distinctive elements which should be added to products and services to lead them up. In this case, the authors' survey conducted pleasurable and hedonomic aspects in products of a home appliance company in Iran. In this regard, three samples of home appliance were selected: mixer, rice cooker, iron. Fifteen women (20-60) participated in this study. Every user evaluated each product by questionnaire based on 7 point semantic differential scale. After analyzing the results with statistical methods, results showed that 90% of users aren't satisfied with hedonic and pleasurable criteria in interaction with these products. They notified that regarding hedonomics and pleasurable criteria's they will have better ease of use and functionality. Our findings show a significant association between products' features and user satisfaction. It seems that industrial design has a significant impression on the company's products and with regard the pleasurable criteria the company sales will be more successful.

**Keywords :** home appliance, interaction, pleasure, hedonomy, ergonom

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