Professor Noriaki Kano opened the way for industrial designers to invade the field of design for happiness with his Kano model. The findings are especially in relation to virtual User and/or consumer emotional aspect in design. Also, the industrial designer already works on human happiness as one of society’s transcedent goals.

Aim of the study: Support industrial design philosophy to realize “Industrial Design for Happiness” slogan.

Innovation of the daily-life products which realize delight pleasure, fun, amenity, and human satisfaction as desirable. We need to review critically the literature of the fundamental task of industrial designers as responsible for especially social communication applications to harnessing and applying principles of happiness to their business. So, there is a need to bring changes in the world of marketing and shopping utilizing international information networks. Global marketplaces supported by virtual markets drive production and business organizations to make a lot of effort to bring changes in the world of marketing and shopping utilizing international information networks, especially social communication applications to harnessing and applying principles of happiness to their business. So, we need to review critically the literature of the fundamental task of industrial designer as the responsible for innovation of the daily-life products which realize delight pleasure, fun, amenity, and human satisfaction as desirable.

Abstract:
Global marketplaces supported by virtual markets drive production and business organizations to make a lot of effort to bring changes in the world of marketing and shopping utilizing international information networks, especially social communication applications to harnessing and applying principles of happiness to their business. So we need to review critically the literature of the fundamental task of industrial designer as the responsible for innovation of the daily-life products which realize delight pleasure, fun, amenity, and human satisfaction as desirable.

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