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Understanding of user evaluations on fun products

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Suggested Citation:

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Abstract

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1.Introduction

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2. The Study

2.1. Materials

2.2. Participants

2.3. Method and Procedure

2.4. Data Analysis

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3. Results

3.1. Evaluating the most enjoyable product

Table 1. Frequently mentioned constructs within the category of *visual aspects* (N=29)

3.2 Defining the term ‘fun product’

Figure 3. Frequency distribution of the constructs under four-category of the term ‘Fun Product’

Table 3. Frequently mentioned constructs within the category of *visual aspects* (N=29)

Construct	frequency	%
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Table 4. Frequently mentioned constructs within the category of *contextual content* (N=29)

Construct	frequency	%
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4. Discussion and Conclusion

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References

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