

## My toaster is a happy toaster...

According to Donald Norman in his presentation *Three Ways Good Design Makes You Happy*, good design is beautiful, fun, and functional. My toaster is beautiful, fun, and functional. It was made by DeLonghi and has a sleek, modern, beautiful appearance. Even DeLonghi thinks so; their Instruction Manual states, “SEAMLESS BRUSHED ALUMINUM BODY – Durable and stylish, it beautifully complements any kitchen décor.” (Although I can think of kitchen décor it may not go so well with, such as rustic country.)



Toaster (without warming rack)

It's fun, when bread is put into the slot, it automatically senses the bread, lowers the carriage and toasts the bread. A little blue light on top turns on; when the toasting is finished, the carriage lifts, the light goes off, and a most pleasant bell rings.



Blue light indicates toasting in progress

And it's functional, in addition to toasting slices of bread to the desired 'toastness', it also has a removable warming rack to heat items that won't fit in the slots, like croissants, muffins, or bagels.



Browning control lever to control 'toastness'



Removable warming rack



Toaster with warming rack

In terms of the biology of the human brain, Don Norman talks about how good design appeals to our Visceral, Behavioral and Reflective levels. The toaster appeals to our Visceral level because we like the way it looks. The toaster has a pleasing rounded shape and brushed aluminum finish. It appeals to our Behavioral level because it makes us feel in control – just put the bread in and it toasts to the darkness chosen by adjusting the browning control lever. And while we're using the toaster it appeals to our Reflective level – that little voice in our head that says 'Yes, this is a great toaster; so beautiful, so fun, and ... so perfectly toasted.'

## REFERENCES

DeLonghi. *Instruction Manual: Toasters*. 2004.

Norman, Donald A. *Don Norman on three ways good design makes you happy. TED Ideas worth spreading*. TED Conferences, LLC. Filmed February 2003, Posted March 2009. Web. 6 September 2010.