

## Chapter 7

# Conclusions

The importance of cuteness in the design of products and services worldwide has increased significantly over the past several decades, making it imperative that engineers and designers, analysts and evaluators, teachers and students of many professions pay more attention to this subject.

The history of cuteness in diverse cultures is a subject worthy of deeper study. We have shown two examples, in Chaps. 2 and 3, for Japan and China, which provide rich, detailed, and complex paths.

In addition, the taxonomy of cuteness is an ongoing inquiry that bears further analysis, which may give rise to pattern analysis and pattern collections, much like the manga database that provided a strong basis for examples in Chap. 4.

Finally, we have provided two interviews with working designers that provide insight into their philosophy, principles, and working methods. Further studies of professionals in multiple countries and cultures will, in the future, be helpful to a wide variety of readers.

Although one can only speculate at this point, the authors believes the characteristics and issues described here can provide guidance and stimulation to others who may be able to research topics more thoroughly and provide further insights, leading to design guidelines for specific audiences, consumers, cultures, and contexts.

We hope we have contributed usably, usefully, and appealingly to the exploration of cuteness.