

BA/MDes Product Design
USER EXPERIENCE DESIGN M5X01239

USER EXPERIENCE RESEARCH & DESIGN DEVELOPMENT

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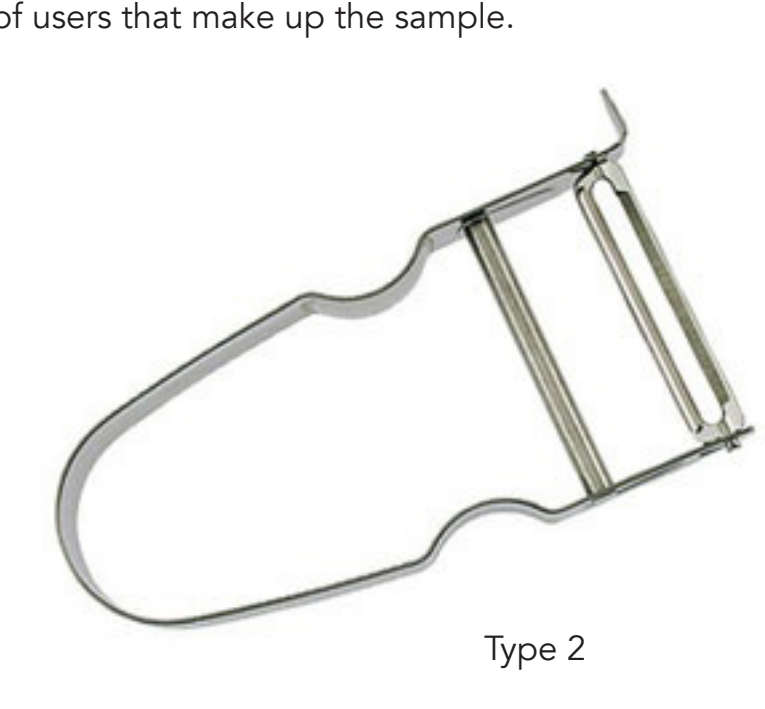
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TASK DESCRIPTION

IMPROVE THE DESIGN OF A DOMESTIC KITCHEN PEELER

You must produce evidence of detailed user experience design research using an appropriate range of research tools to explore and communicate the experiences of a diverse sample group whilst interacting with existing Type 1 and Type 2 peelers.

Clearly identify those aspects of each participant's 'total' experience with the products that could be enhanced, looking for issues that may relate to a specific user type or common ground issues across the range of users that make up the sample.



RESEARCH METHODS

Try It Yourself

Empathy Tools

Character Profiles

Surveys & Questionnaires

Activity Analysis



TRY IT YOURSELF



To the naked eye it doesn't seem a serious problem but using the peeler during a long period of time, it can cause an injury or discomfort.

This situation can be caused by the **slippery material** of the product or by the **big length of its handle**.

The blade is too close to the user's finger. This give **insecurity** to the product.



EMPATHY TOOLS



CHARACTER PROFILES



Lilian Roman, 67
Italy



Gloria Jovés, 53
Spain



Ferran Minguella, 24
Spain



Berta Aragón, 23
Spain



Briony-Leigh Howells, 20
Wales, UK



Muchun Guo, 20
China

SURVEYS & QUESTIONNAIRES

First of all, I have defined what will be the **interaction points** between the product and the user:

- Shopping
- Opening
- Using
- Cleaning
- Storing

Then I thought about the **design criteria** of a peeler that can go inside each of the previous points:

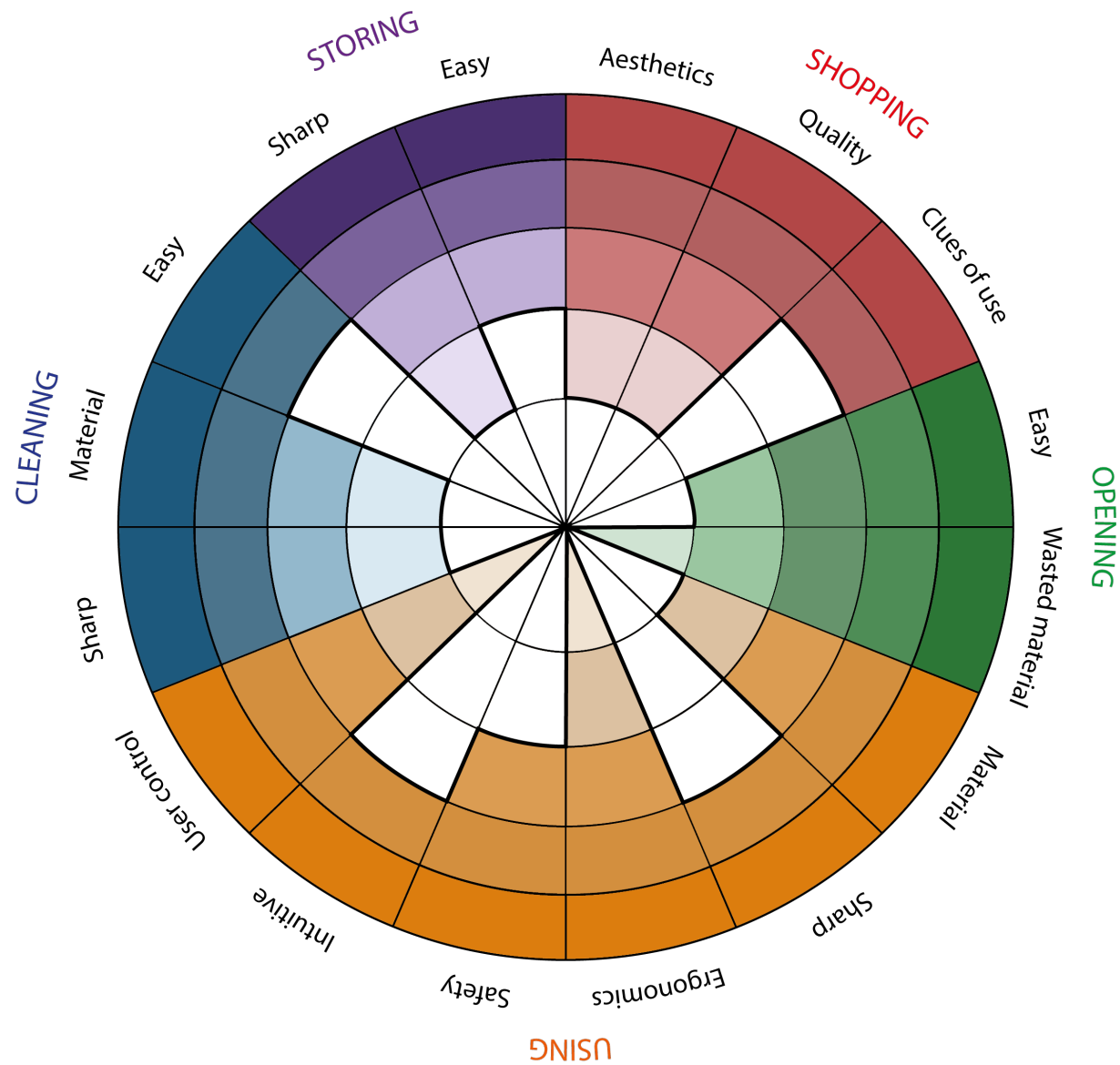
- Shopping: aesthetics, quality, clues for use
- Opening: easy, wasted material
- Using: Material, shape, ergonomics, security, intuition and user control
- Cleaning: shape, material, easy
- Storing: shape, easy

Finally, I have prepared a **survey** with different questions about the previous concepts and I have sent it to family, acquaintances and friends to give me their opinion.

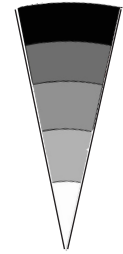
Survey link:

https://docs.google.com/forms/d/e/1FAIpQLSf1RtzMsQvPY3U43l7GYp9mulNmprB6gYEV4B8tRF839jaC2g/viewform?usp=pp_url&entry.1239126896=1

ACTIVITY ANALYSIS



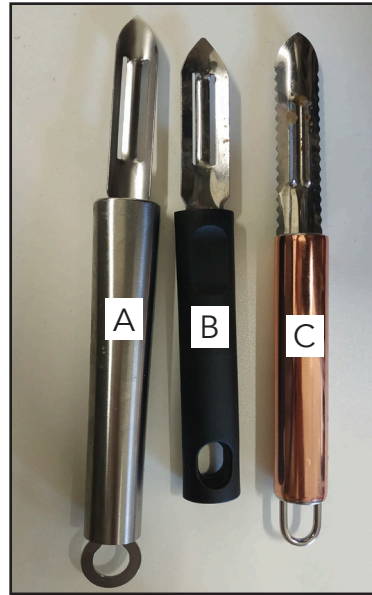
Positive



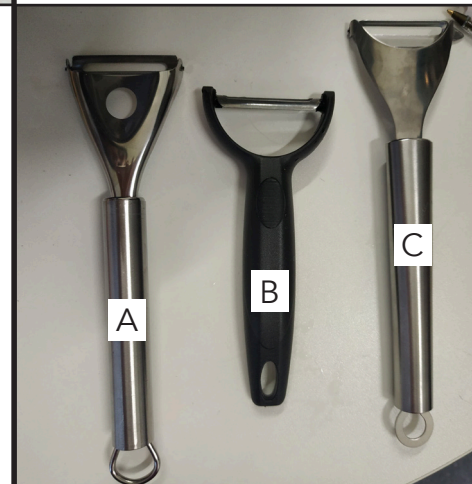
Negative

ISSUES SUMMARY

Slippery material (A)
 bad ergonomic (A,C)
 Cold material (A)
 Bad posture (A,B,C)
 Hard to clean (C)
 Unsafety (A,B,C)
 Wasted food (A)
 ineffective (C)



Type 1



Type 2

Slippery material (A,C)
 Long handle (A,C)
 bad ergonomic (A,C)
 Cold material (A,C)
 Short handle (B)
 Uncomfortable (B)

GOOD DESIGNS



Good aesthetics



Good safety



Good quality



Good cleaning



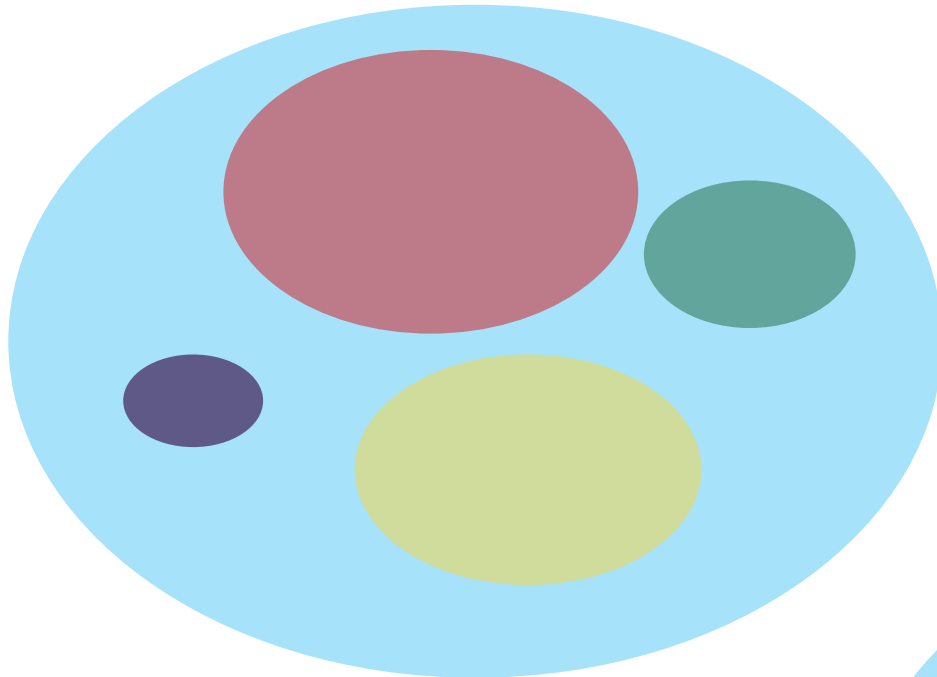
Good shape



Good material

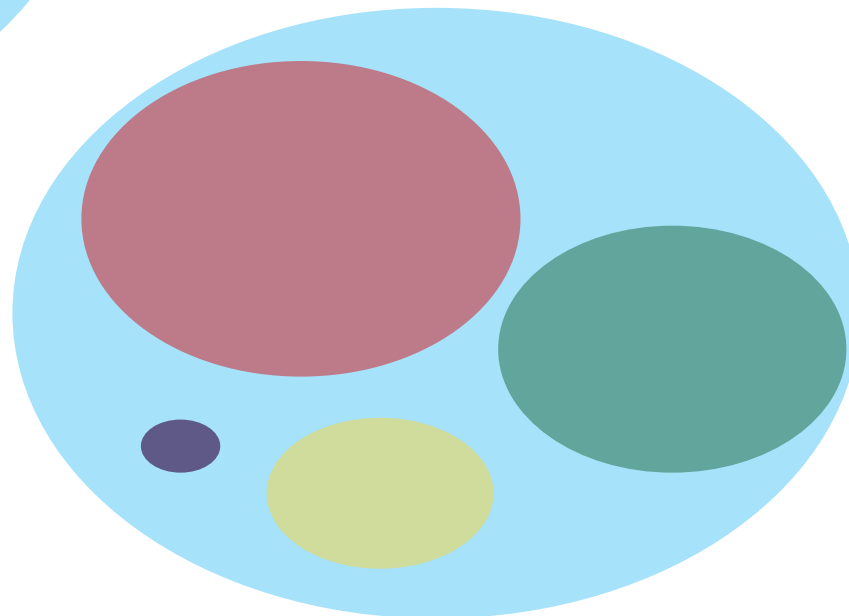
ETHNOGRAPHIC RESEARCH

ADULTS (25 - 65 YEARS)



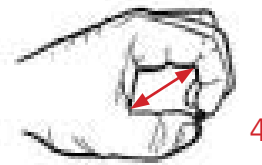
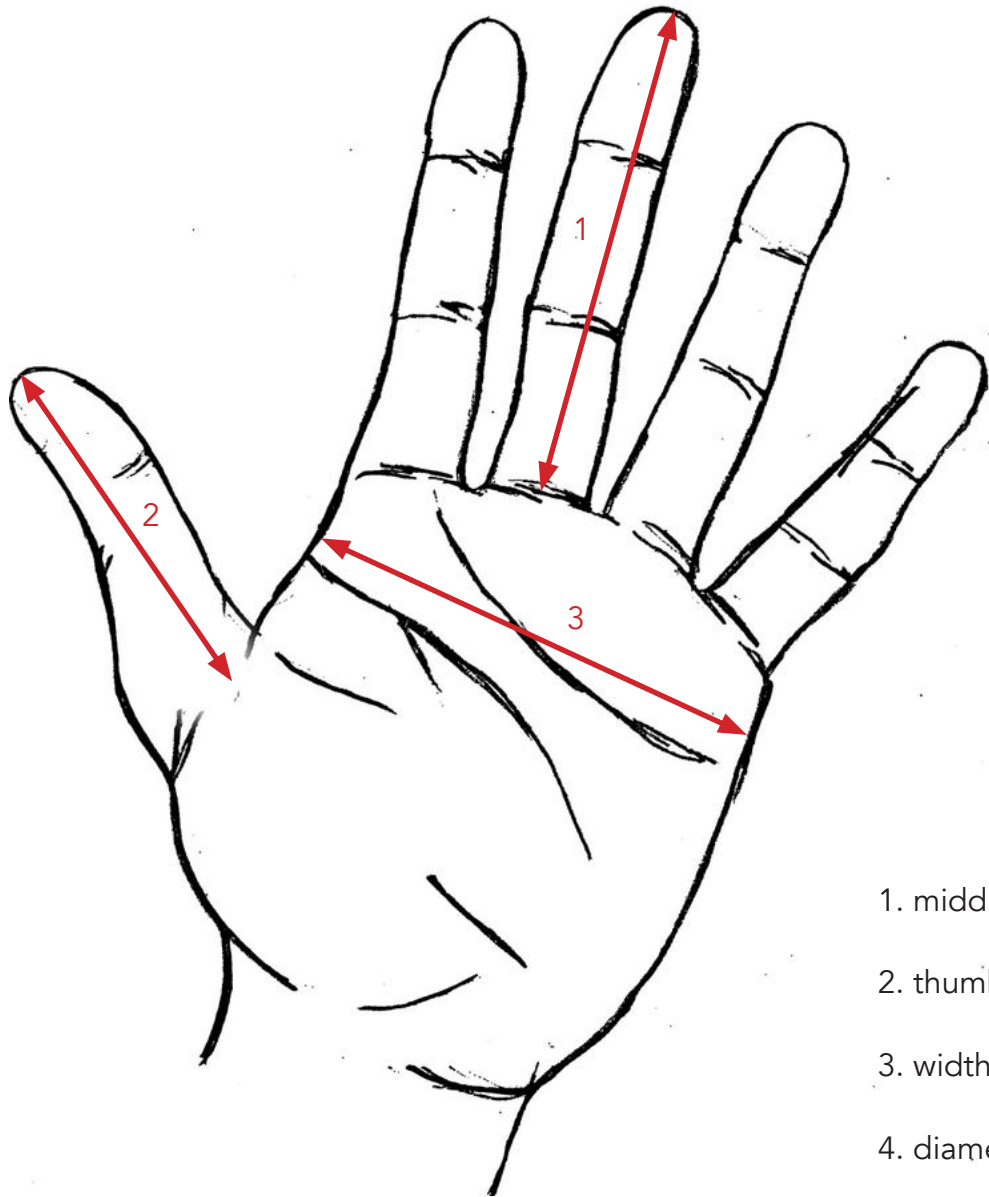
"Old people used to look for functionality in products, something that can satisfy their needs. Whereas, young people tend to follow fashions and look for the aesthetic side of things."

OLD PEOPLE (<65 YEARS)



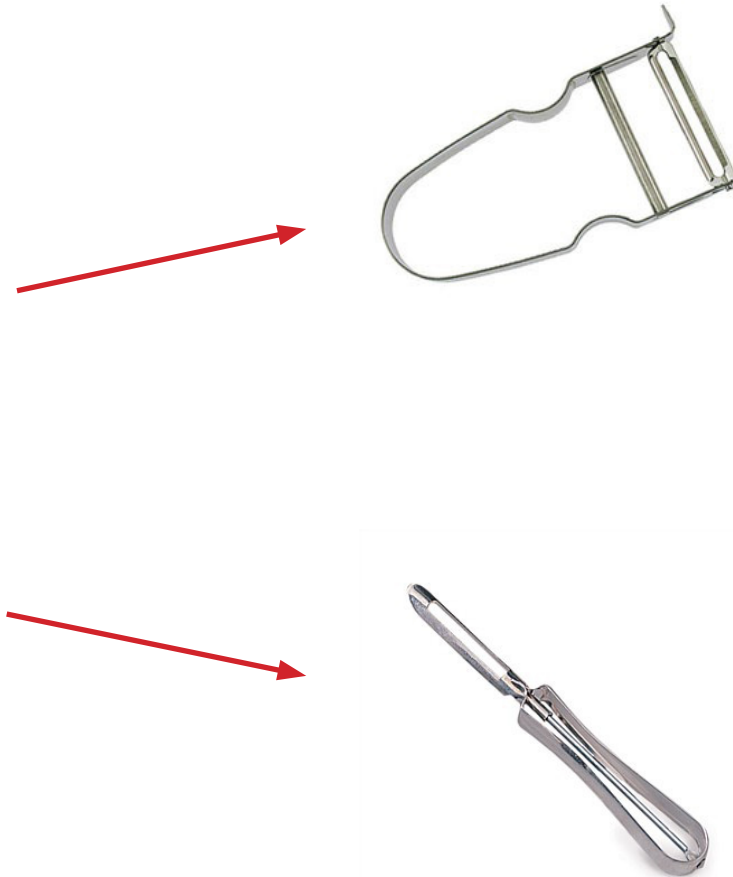
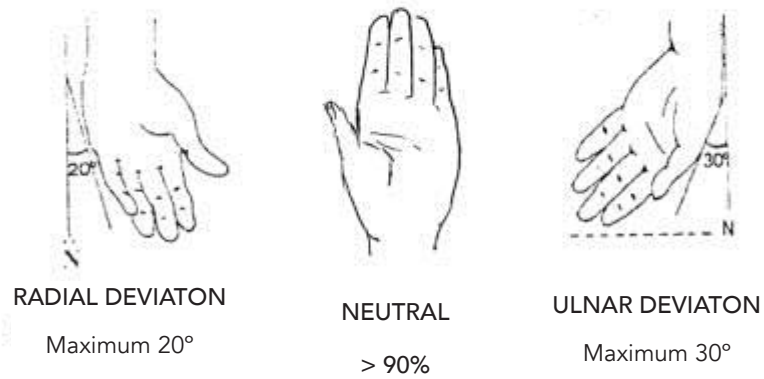
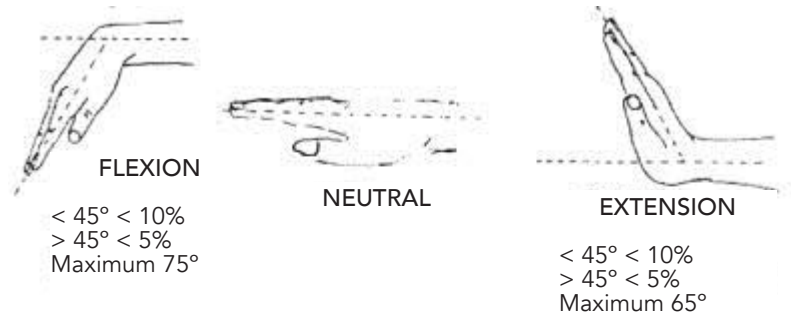
- WOMEN
- MENS
- NON-BINARY
- DISABILITIES / DISEASES

ANTHROPOMETRIC RESEARCH



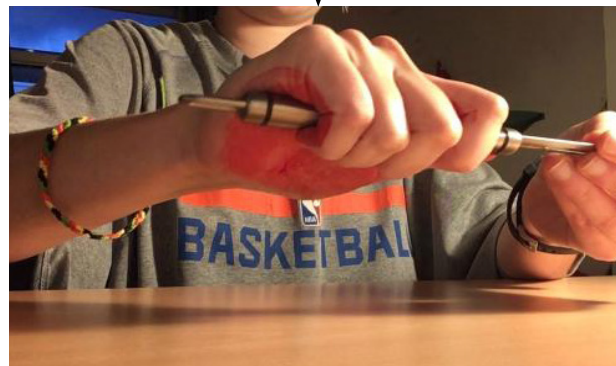
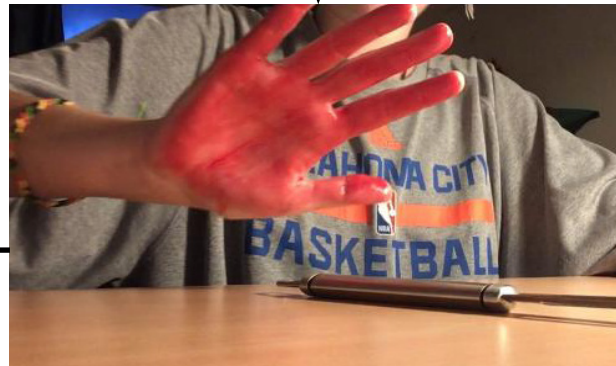
- 1. middle finger length - Percentile 95 → 92mm
- 2. thumb finger length - Percentile 5 → 52mm
- 3. width of the hand excluding the thumb finger - Percentile 95 → 93mm
- 4. diameter of the hand grip - Percentile 95 → 157mm

ANTHROPOMETRIC RESEARCH

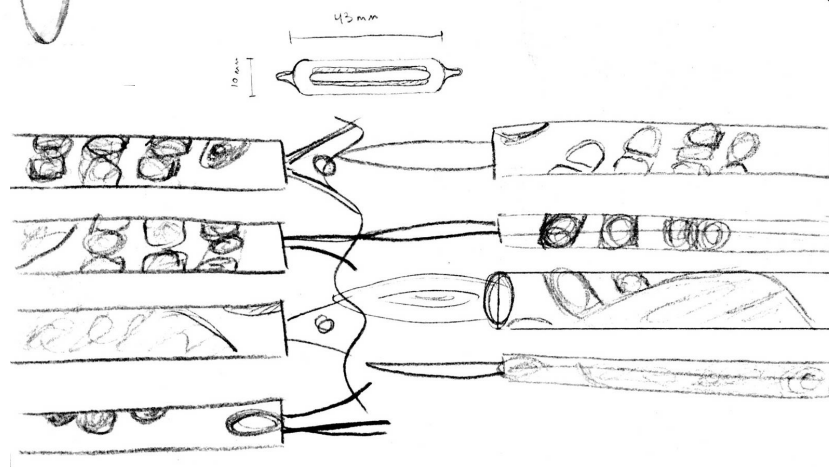
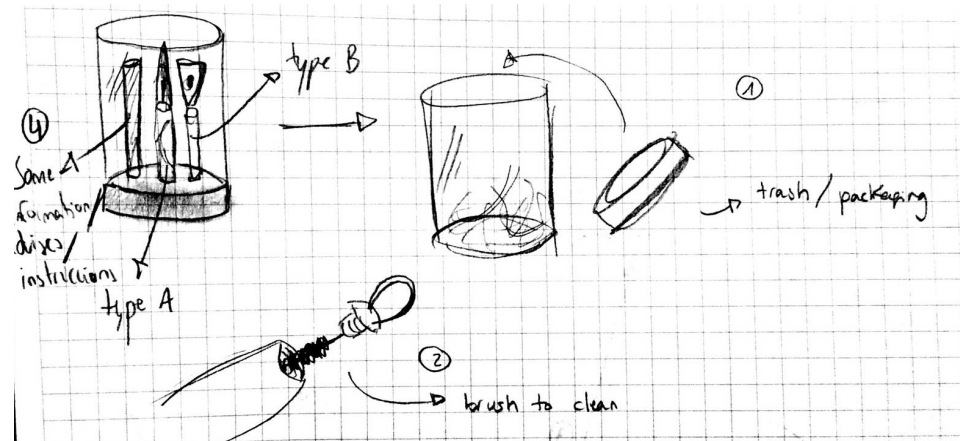
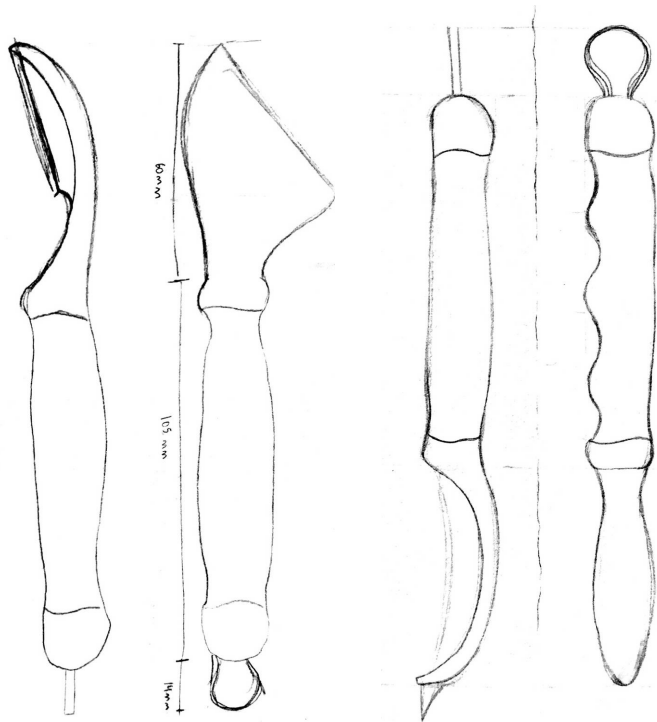


ANTHROPOMETRIC RESEARCH

WHAT ARE THE POINTS OF CONTACT BETWEEN THE PALM OF THE HAND AND THE PEELER?



SKETCHES



MODELS



PROTOTYPES



BLUE FOAM



WOOD

WEBGRAPHY

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