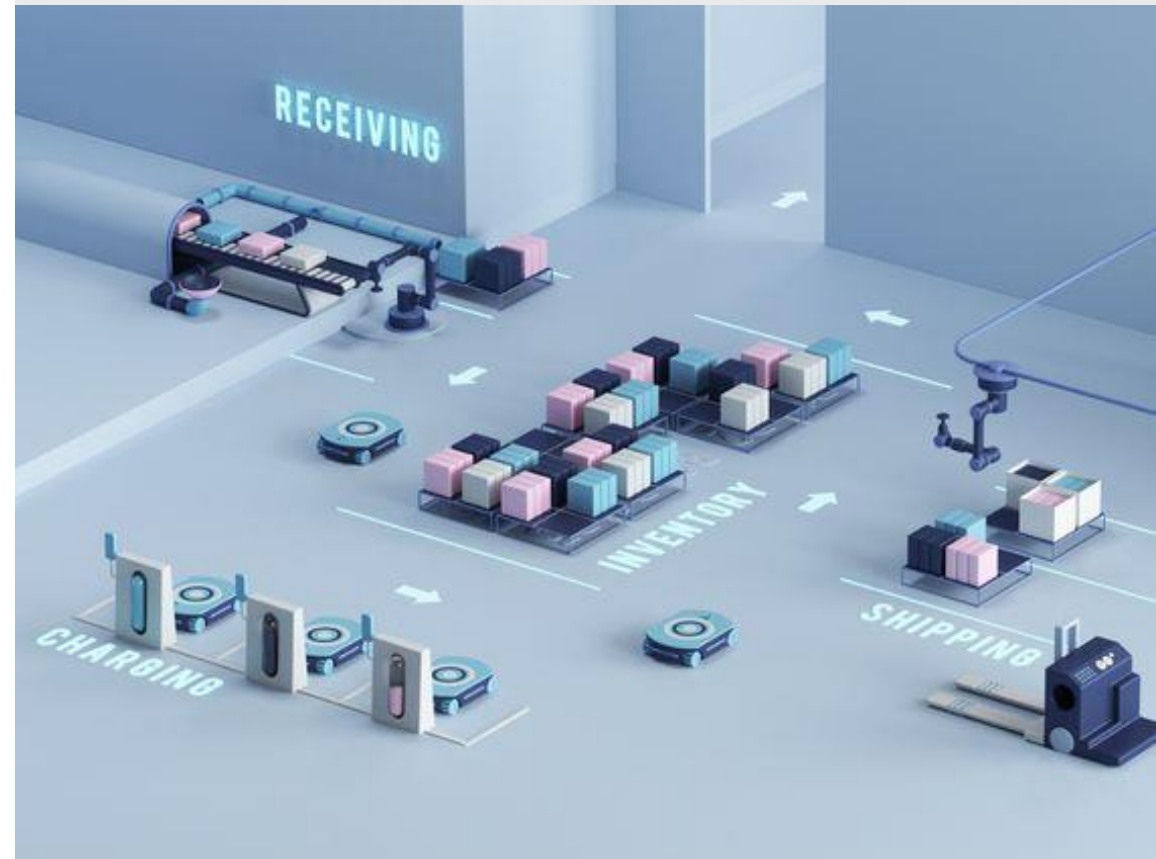


DESIGN EXPERIENCES

SEMINAR 1

By Vibhor Sharma

INTRODUCTION



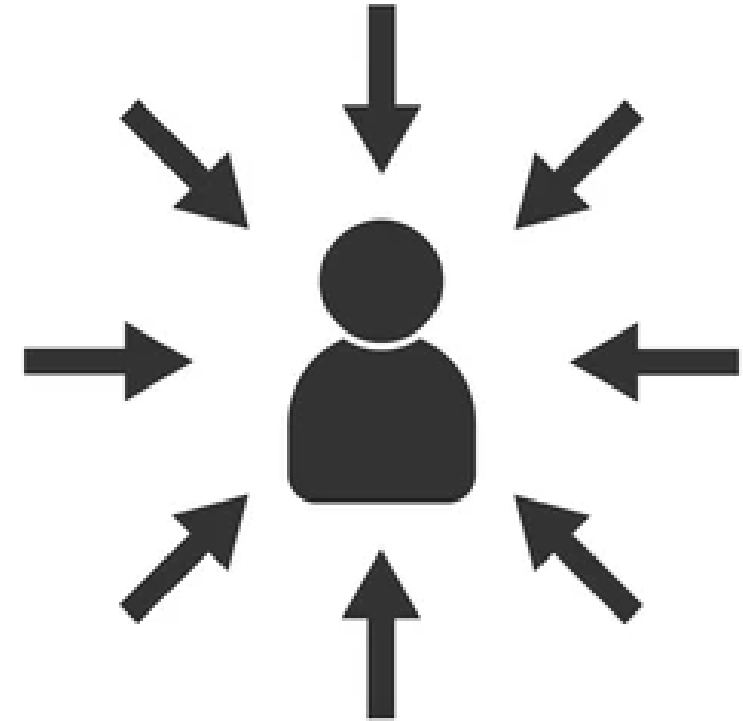
PICK ONE !



USER CENTRIC DESIGN

Since nearly two decades, a variety of design approaches have been developed, most of which revolve around the idea of providing better Experience, Adding Emotions and Meaning (Eckoldt et. al. 2013).

With the User Centric Design approach, products have emerged from being merely a 'functional object' to more of an 'experiential object' or 'reflection of oneself' (Hauser et. al. 2013, Urban et. al. 2004).



FUNCTIONAL VS EMOTIONAL ASPECT

The user needs and aspirations are typically expressed in statements which cater to the functional aspects or are expressed in generic terms; mainly due to the inability of users to clearly express their needs and aspirations. In order to meet the competitive market, catering to the functional aspect is not sufficient. The products should satisfy the user at a higher level than the functional needs; here, emotional needs. Hence, it becomes designer's role to understand the emotional aspect and address it through design (Hu et al., 2022)

Almquist, Senior and Bloch (The Elements of Value, 2016) highlighted 30 elements of consumer value in a hierarchy.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

The 30 Elements of Consumer Value: A Hierarchy

VISUAL IDENTITY

As per some of the research, A person's excitement for possessing or using a product is outcome of wide range of emotions. Hence, adding the appropriate emotional elements into a product's design can aid in its commercial success (Moradi, 2015). These emotions occur in every connection we have with the artificial world, and it greatly affects our choices and perception. For emotionally triggered design to advance as a design philosophy, we must comprehend how and why products elicit particular emotions (Mohd Noor and Md Hashim, 2020).

Don Norman in his book 'Emotional Design' highlighted three levels of Design Appeal. The first one being the Visceral which is related to the visual appeal of the product.

Visual contact is the 'first impact' on consumers when they go to purchase the product or intent to purchase (Charles et. al, 2011)



Emotional Design: Don Norman

<https://www.youtube.com/watch?v=NA3glfuxeuY&t=49s>

https://www.youtube.com/watch?v=7S_MIU9_yBw

<https://www.youtube.com/watch?v=3YBhftZSlbM>

USER CENTRIC DESIGN



There are different categories of users for every type of products. This gives the opportunity to create new products and services catering to the needs of the users.

USER PERSONA



User Persona is a representation of your target customer

It is a face to the group of users you are targeting

DEFINING USER PERSONA

While defining the user persona consider –

- Who is the users

- Their lifestyle and personality traits

- Demography

- Region of living

- Cultural background

- Profession

- Things they use in day-to-day life



EXAMPLES

Name: Viraj Bhatt
Age: 34 years
Occupation: Entrepreneur
Salary: 20 lac p.a.

BUYER PROFILE 1

Viraj Bhatt runs a firm of paper packaging.
He lives with his wife and two kids.
His wife Sanjana is well learned and is a part of an NGO
who works for children education in rural areas.
He enjoys photography on weekends.

personalisation
space
environment
functional
elegance
comfort
status
safety
style
technology
economy
luxury
performance



LOCATION: New Delhi

BUYER NEEDS

A vehicle which can accommodate 5-7 persons with good amount of luggage space, for primarily family use and sometime for business use.

EXAMPLES



enjoying photography



attending family functions



outing with family



visiting factory



dropping kid at school



attending meeting with clients

EXAMPLES

Name: Anand Gurung
Age: 31 years
Occupation: Fashion Designer
Salary: 14 lac p.a.

BUYER PROFILE 2

personalisation
space
environment
functional
elegance
comfort
status
safety
style
technology
economy
luxury
performance



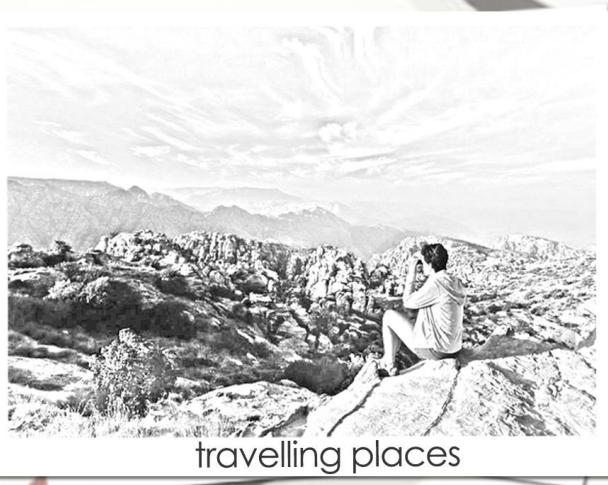
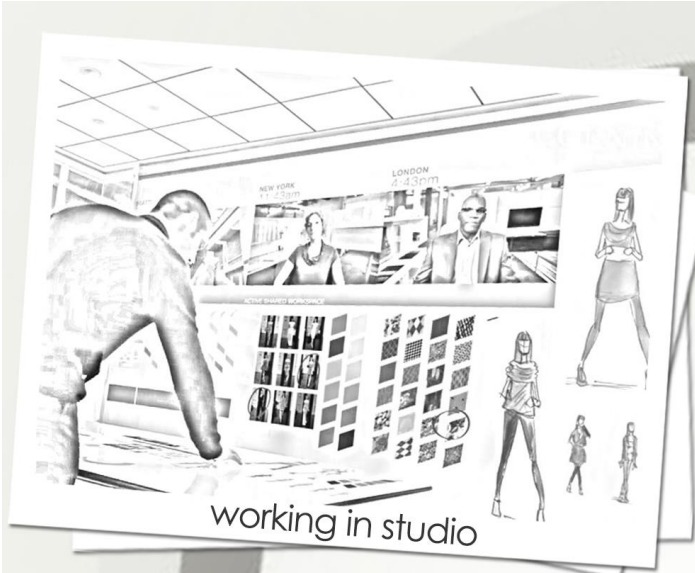
Anand Gurung is an experienced Fashion Designer. He believes in living each moment of life to fullest.

LOCATION: Navi Mumbai

BUYER NEEDS

A vehicle which has a style quotient and has enough space to his carry essentials.

EXAMPLES



EXAMPLES



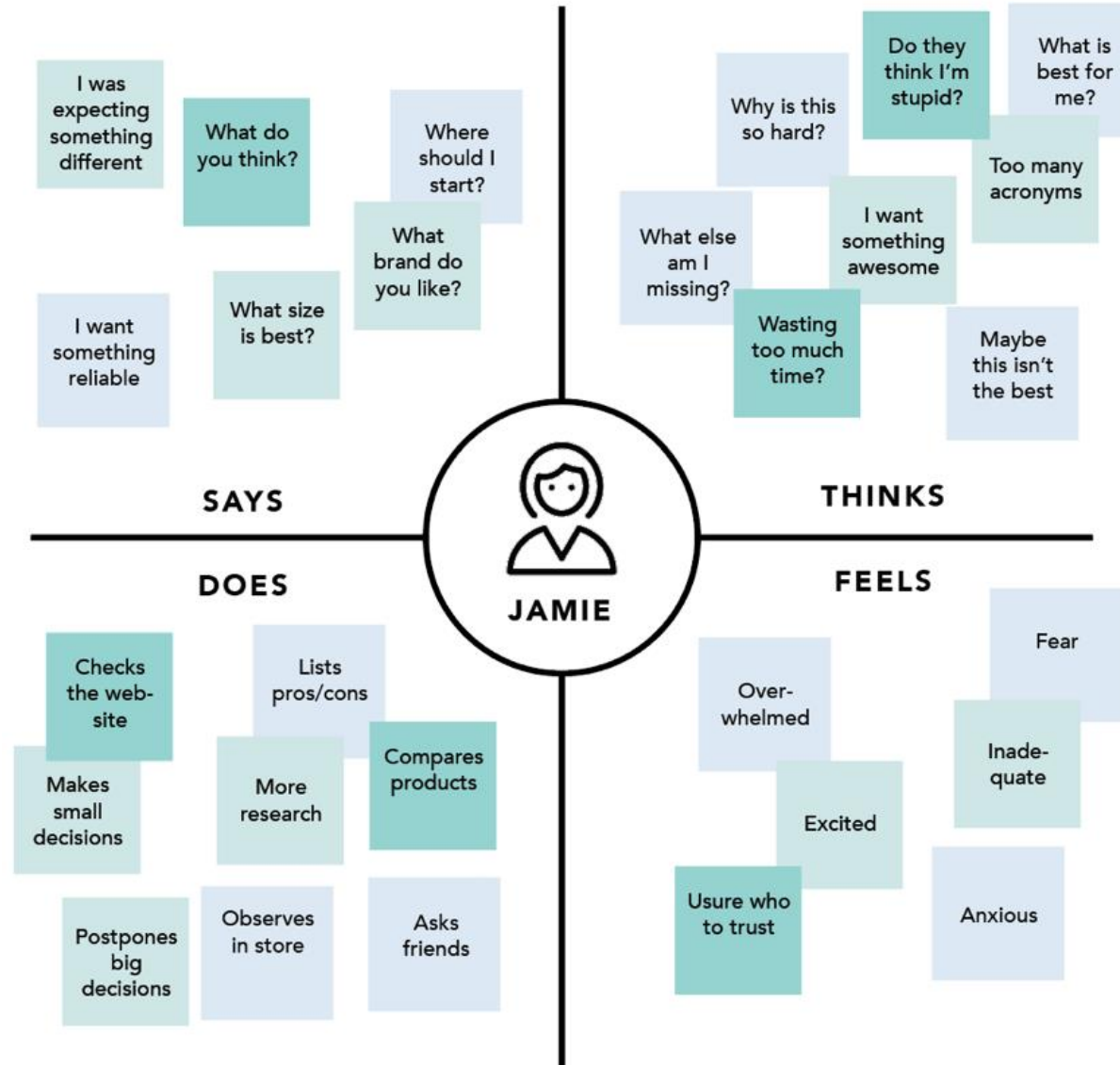
Which user from above examples will choose left one and right one?

EXAMPLES

User board



EMPATHY MAPPING



TASK

Make a group of 2

Create a user persona of each other

THANK YOU