



The Kiwi Cutter

Metaphors in Design Through a Kitchen Kiwi Tool

Metaphors in design refer to the relationship between the designer's intent, and what the user perceives. They are helpful as they effectively assist with gaps in communication between a designer and the user. Icons can be incorporated into designs, including designs with metaphors. They are a simplified visual resemblance to something commonly known. The Gestalt theory of Continuation is when objects intersect, although they can be perceived as a single object. The user's psycho-pleasure refers to their reactions to a product in terms of their mental state.

In the previous design, there isn't a lot of communication with the user. Looking at the device without context, it doesn't have qualities or symbolism that suggests its use. This could leave the user very confused as to the purpose and function. In the original design, the product comes in 3 colours; green, yellow, and red. These choices don't provide a lot of context for the product either, as yellow and red aren't found in a kiwi. The function of the product is also uncertain to the user. Even if you knew it was for cutting kiwis, cutting the kiwi isn't communicated, the only context would be to look at someone using the product, who knows it's function.

Using metaphors such as adding a brown sphere to the bottom and a solid green graphic would help the user recognize it as a kiwi. Simplifying kiwi internals into an icon gives the user other context clues, especially paired with the green background. Metaphors and icons combined solves a lot of recognition issues for users. Using Gestalt's theory of continuation when thinking about the design of the knife proves to be helpful. Putting the knife somewhere between where the brown and green parts meet make the knife appear to be part of the casing and handle at first, but by using a different colour of plastic, it would be a metaphor for the cutting action that the knife performs. The colours, fun graphics, and function of the product allows for psycho-pleasure to take place while the user works with the product in their daily lives. This feeling of increased happiness will create a positive connection between the user and the product, encouraging the user to continue to use the product.