



Redesigning a Staple Remover Using MAYA

*Stationary | MAYA |
Redesign | Ergonomics*

For this theory in design project, I have decided to redesign the common, humble, yet poorly designed staple remover. To do so, I will focus on using Raymond Loewy's design theory MAYA. MAYA is an acronym - meaning "most advanced, yet acceptable." The idea behind this theory is that consumers are naturally inclined to buy products that are both advanced *and* familiar, straddling the line between the present and the future. People consume products this way because, in Loewy's mind, "consumers are torn between curiosity about new things and a fear of anything too new" (Thompson, 2017). As such, a good design must be forward thinking and break the mold, however still be familiar and accessible enough for the average consumer not to be put off by the product's innovation or ambitious aesthetic. Products have to be just innovative enough to incite curiosity without being too far from the baseline.

The design of staple removers can usually fall into two categories - the claw style staple remover and the leverage style staple remover. Both have their strengths and weaknesses, however

both designs have existed with virtually no evolution for decades. The product space has not seen advancement because the current offerings are "good enough." Current staple removers have lifeless forms and in some cases, do not even perform their singular task effectively. By using MAYA, I have designed a staple remover that both advances the ergonomics and by extension, its function, and its form, giving the humble staple remover character and emotion while making it a more effective product at the same time. The new design naturally sits between the index finger and thumb and has an inclination to roll backward once held - which is how the product is operated. The visual language of the new staple remover emits a playful character, a stark contrast from the aggressive and mean character current staple removers portray. The new staple remover advances the idea of what a staple remover can look like while keeping the basic function of current options, maintaining its familiarity to users. I believe that this is the most advanced, yet acceptable staple remover solution.

Jamie Frodis