



# Genie Watering Can

*Wishing for a water solution*

A metaphor is a design theory that can be used to help designers translate abstract concepts into concrete product properties which eventually communicate functional, social, psychological, and cultural meanings to users. Since this can sometimes result in a confused product message, it is important to strike a balance between its clarity and its interestingness. The association between the two concepts should be novel and subtle, to avoid clichés and overly obvious visuals. The metaphor can be mapped on the product by means of form, interaction, sound, movement, material/texture, smell/taste, names or graphics. These different mapping options allow for the metaphorical target to be linked with the correct aspect of the product. There are two reasons why designers use metaphors. The first is for pragmatic intentions. This means that the user will have an easier time recognizing a product (Identification) or understanding how the product is to be used (Use and operation). This allows for instant recognition and instant easy operation. The second use is experiential intention. Designers can use metaphors to create a symbolic meaning to a product (Prose), show a message through a product (Ideology) or just make a joke with a metaphor for the user's amusement. I am employing the metaphor to improve the experience

of using a watering can dehumidifier that I designed in my first year. When I first designed this, the dehumidifier looks like an egg, and the watering can slide out of the slot, with a uniform profile.

In the movie, Aladdin, the main character Aladdin searches through a treasure cave and finds an old oil lamp. This intrigues him so he rubs off the dust to get a better look and Genie comes out of the spout. The Genie grants Aladdin three wishes, and he wishes to make him a prince and he grants his wish. He then keeps it with him and uses to save his life when he is drowning. For his final wish he for the Genie to be free. So nice of him. I was instantly reminded of this lamp when I was looking back at my old projects and came across this project from my first year. To map this to the interaction of the watering can, you could say that the watering can grant the user three wishes: less humid air as the dehumidifier takes moisture from the air, providing water for proper plant care, and less water waste and an eco-friendly process. The use of the metaphor both makes the design more cohesive and interesting, which is why it is such a valuable theory to employ when designing products.

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