



Making It Grand!

Finding a product's new purpose using Emotional Design & Metaphors

Everyone experiences emotions everyday. We can be happy, sad, tired, excited. Designers use emotional design to create products and services to cater to our feelings and desires. It satisfies, makes us happy, and can create joy in our lives.

Theories

Emotional design is sectioned into psycho-pleasure, physio-pleasure, ideo-pleasure, and sociology-pleasure. A metaphor associates two objects using salient properties (recognizable features) to create familiarity in a product's appearance and use. An example of salient properties are the black and white keys on a piano. The golden ratio creates balance and harmony in a design.

Current Design

The current design re-organizes video game cases located in the bedroom. This concept uses a 'piano tile' mechanism to lift the video game case so it can be removed and used.

Currently the product feels cold and uninviting. The feeling of the product was designed to match the minimalism of PlayStation consoles, however, this takes away from the warm and comfortable feeling of the bedroom. The current design is made of white metal giving it a technical feeling. The design was intended to function mechanically like a piano, though the holistic vision is lost due to the material choices and the hard edges of the product. The piano tiles were ergonomically designed and therefore are shaped like a light switch for ease of motion. This makes the association between the target (video game organiser)

and source (grand piano) less obvious.

Redesign

By applying theory learned in Industrial Design Seminar, I look to invoke a deeper sense of the piano in this product to create a grand atmosphere to the design. First, by changing the target from a video-game organiser to a CD-casket organiser, it strengthens the target (the redesign) and source (a grand piano) through the association of music. The piano is the metaphor, and both a pragmatic and experiential intention are used. By adding these features the use cycle of the product is more apparent because pianos are familiar. By having the product be made of dark wood it will visually resemble a grand piano. The black and white keys are a salient property of a piano, and incorporating them in the redesign creates the association between target and source. When pressing down on the keys there can be a distinct music note, invoking psycho-pleasure, which brings the user into a state of relaxation. By giving the product organic curves, it adds visual resemblance to a piano's form and grace, creating familiarity. Socio-pleasure is created through the user possessing a unique piece that can instigate conversations. This new design adds a fun and witty element to the design. I applied the golden ratio to make the product more balanced and appealing.

From a simple, minimal product that looked cold and distant, these design changes transform the product to make it warm and familiar, both visually and in its use.

Keywords: pleasure(s), pragmatic & experimental intention, target/source, salient properties

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