



# Metaphor in Watering Can

*Including biomimicry to enhance the water collecting experience*

In our everyday lives we use metaphors without even realizing that we are doing it. The metaphorical aspect makes the phrase more interesting and possibly easier to understand. Metaphors are a natural medium for designers to use to communicate. The product that I am applying this theory of metaphors to is a watering can based around the demographic of people who collect rainwater for their houseplants that are harder to maintain with normal tap water. In this design, I attempted to communicate that it was meant to collect water by incorporating a bowl like form on the top of the can. The form didn't communicate the idea well enough and simply wasn't interesting. To enhance that experience, I needed to make the idea clearer to understand while also drawing interest using a metaphor inspired by biomimicry. Metaphors provide cues on how to understand products so by incorporating a strong one into my design it enhances the intended design.

## **Implementation of Metaphor**

For my redesign, the watering collection part now replicates the form of a leaf and imitates the way that rain would collect on a leaf and trickle down

into a single direction. The target of this metaphor would be the watering can and source would be the leaf. The underlying property that is seen between the leaves and the watering can is the water collection while the most salient property of the leaf would be the color as well as the shape. It is clear how both of those characteristics made their way into the redesign. It also visually enhances the rain collecting experience and makes the can interesting. I think this metaphor is effective because it uses identification in assisting the user into understanding what the product has been designed for. This intent was for the metaphor to be more literal so that it could also play on the fun and wit aspect of metaphors. If it was too abstract, then there would be understanding lost in the usability, and it would be harder to enjoy the experience of the water trickling down the form. Prose and poetry are also clearly shown in this design. From seeing the form of the leaf, the size of it, the opening of water drainage, the user can infer that it is meant to imitate a leaf and that it collects water the same way.

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