

:D-facto

accessibility and *emotion*

Newsletter 2 – “Survey on emotional design”

by Vita Adomaviciute (X-panel, Cyprus) and
Evelina Kutkaiyte (KRIC, Kaunas)

lider:



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Programa de acción en el ámbito del aprendizaje permanente



Programa de formación permanente LEONARDO DA VINCI



Was carried out in D-FACTO countries in Spring 2010. It showed that most companies in Spain, Ireland, UK, Lithuania and Cyprus do not have much knowledge about emotional design but even those that haven't heard about this concept believe that considering customers feelings in product design is beneficial.

Here are some findings of the survey:

How do companies design their products?

More than half of the companies that took part in the survey claim that they use design both to create new products and make changes to existing products. They feel that the improvement of quality, conveying the impression of quality, affecting the way customers feel when using the product and improving the style

and image of product are very important in the design process. Design can also be used to improve technical performance or ease of use of a product, and provide new or improved functions.

Many SMEs use customer interviews and surveys in order to analyse customer requirements, some rely on market trends, competitor analysis and benchmarking and use customer observation and analysis.

Most respondents agree that considering customer's feelings has a positive influence on product's success. However, although there is a number of methods to incorporate customers' feelings into the design process, most companies do not use any, while a small number claim to be talking to their clients to analyse their needs.

What is the definition of Emotional Design?

Just a few definitions from the total of 73 collected in D-Facto survey:

“Designing a product that engages the user. Making the product faster; better; smarter than the others.”

“Taking human emotion and carrying it into the world of design”

“The process of making your customers desire your product”

“A customer centred design with a consideration of the customers needs and preferences”

“Feelings that cause the products and causes you to buy or not”

“Creation of emotional bond between the product and its future users”

“Building in a wow factor into the product service offering; stimulating engagement”

“Form beyond function”

How does considering the customer's feelings affect the product's success?

Many respondents believe that considering feelings is extremely important, and very few think it has little importance. Here are selected opinions on how product success is affected by emotional design:

"It's one of the factors that lead to successful product"

"Strengthens customer loyalty and forms long term revenue streams with existing customers"

"If customers love a product or experience they will return and tell their friends. There is no better metric for a small business"

"If a product endears itself to consumers through it's use of functionality, beauty and imagination it becomes a status item/desirable by the masses"

"It's very important. All we do, all we think about, all we want is related to feelings"

"We believe that caring for customer's feelings is very important, if we care for their feelings they will care for our products"

"100%. My customer's feelings are key to my success"

What will D-facto teach?

“The difference between good design and great design is intelligence.”

Tibor Kalman

“Emotions, we now know, change the way the human mind solves problems – the emotional system changes how the cognitive system operates.”

Donald A. Norman

D-facto consortium is proceeding with the project and is developing a learning system definition. Developing D-facto learning system is a big challenge for project consortium as it has to (1) combine individual and tutored learning process, (2) involve different type of learners with different level of knowledge

and (3) correspond to economy which has changed from usual mass production to services and tailored production in most cases.

Learning system within D-facto project is understood as set of tools to achieve learning outcomes defined as knowledge, skills, and abilities in the field. Learning outcomes specify what learners will know or be able to do as a result of a learning activity. D-facto Learning outcomes flow from assessment of target group’s needs. The needs assessment determined the gap between existing knowledge level and desired one which D-facto consortium sees as favourable for the competitiveness of European SMEs. Learning outcomes are statements which described a desired condition – the knowledge, skills, or abilities needed to fulfill the need as well as provide direction in the planning of a learning activity.

The target group oriented aims and objectives set for D-factor learning system are:

- New attitude to developing company's products/services;
- Higher orientation to customer (emotions and simplicity to use products);
- Higher orientation to human resources;
- Motivation to seek more knowledge in the field.

Thus D-factor learning system will comprise the following elements:

- Self evaluation tool/s which allow assessing one's knowledge and need for trainings;
- Learning materials for individual learning based on the results of self evaluation;

- Guidelines and tools for trainers on how to organise an open or indoor workshop, engage the learners into learning process and assess their progress.

D-factor learning system will allow individual learning or organising workshops the result of which will be improved knowledge, skills and abilities. The learning outcomes are expected to achieve in fields of knowledge, comprehension, application, analysis, synthesis, and evaluation.

"Design must reflect the practical and aesthetic in business but above all... good design must primarily serve people."

Thomas Watson, Jr., IBM

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