

Garvin's eight dimensions of Quality:

- 1. Performance:**
- 2. Features:**
- 3. Reliability:**
- 4. Conformance:**
- 5. Durability:**
- 6. Serviceability:**
- 7. Aesthetics:**
- 8. Perceived Quality:**

User Study and Inferences: Observation & Design iterations

Semantics & Product Forms

How we buy what we buy

Watches Tell More than Time



*PRODUCT
DESIGN,
INFORMATION,
AND THE
QUEST FOR
ELEGANCE*

Del Coates

Looking Good!

Why / How do you Like/Dislike a product?

How does a product communicate to you?



Does a product communicate to you?



Visual clues

Product Form, communication & Target User

MODES OF VISUAL COMMUNICATION

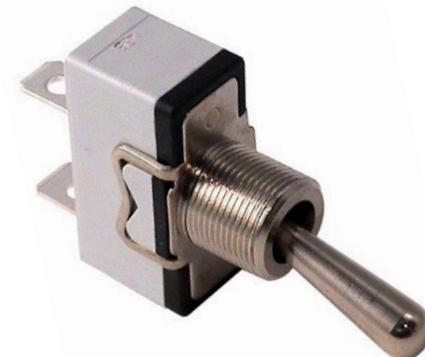
Linguistic



Graphical

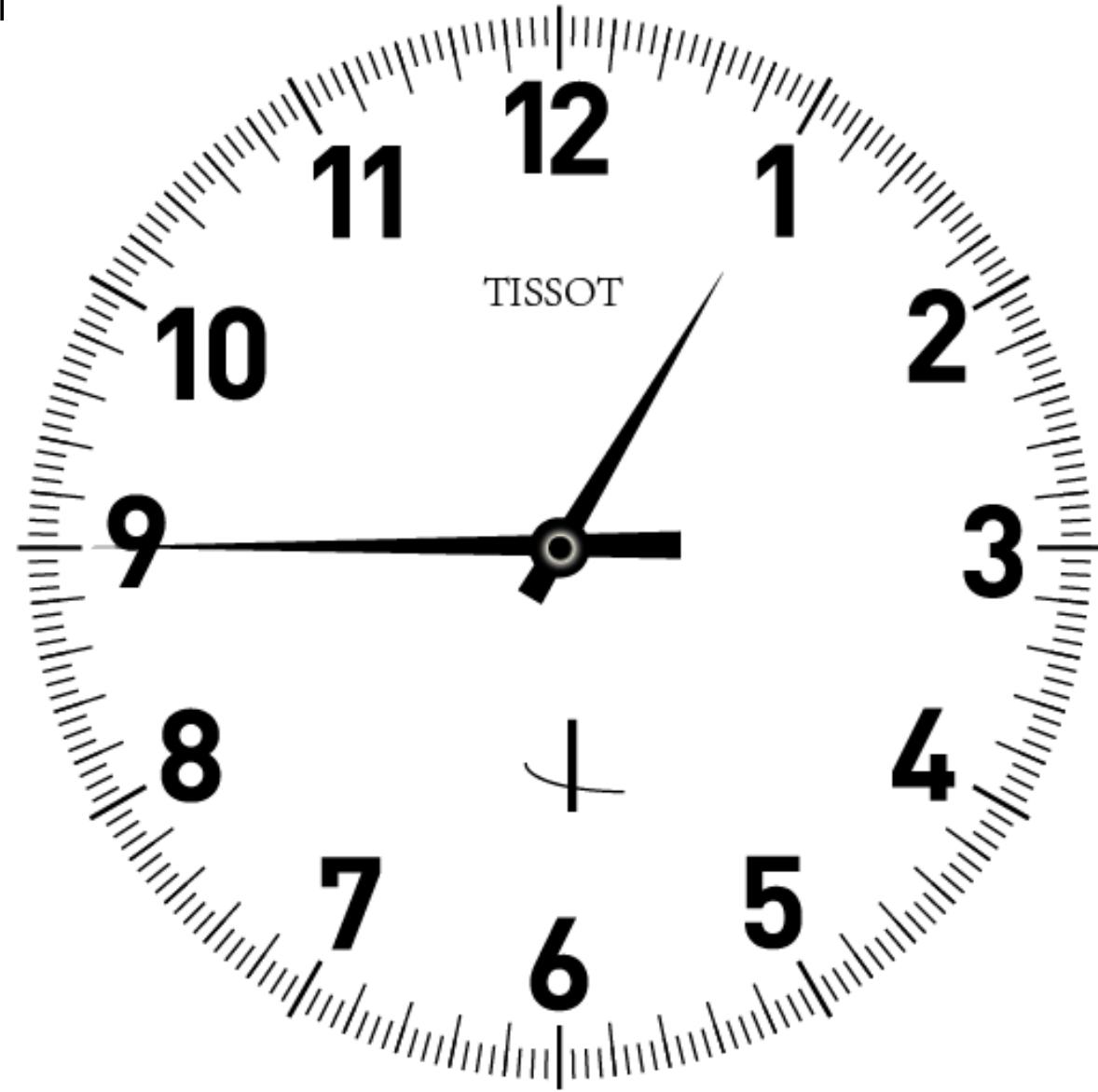


Empathic



and through FORM !!!

TYPES OF INFORMATION





linguistic
graphic
empathic

Functional		
essential	collateral	discretionary
	A circular clock face with numbers 1 through 12 in a clockwise sequence. The word "TISSOT" is written vertically next to the 12. The hands are black, and the center has a small circle.	TISSOT

But, How do we read/understand FORM?

How to *judge* a book by its cover

How do we read/understand FORM?

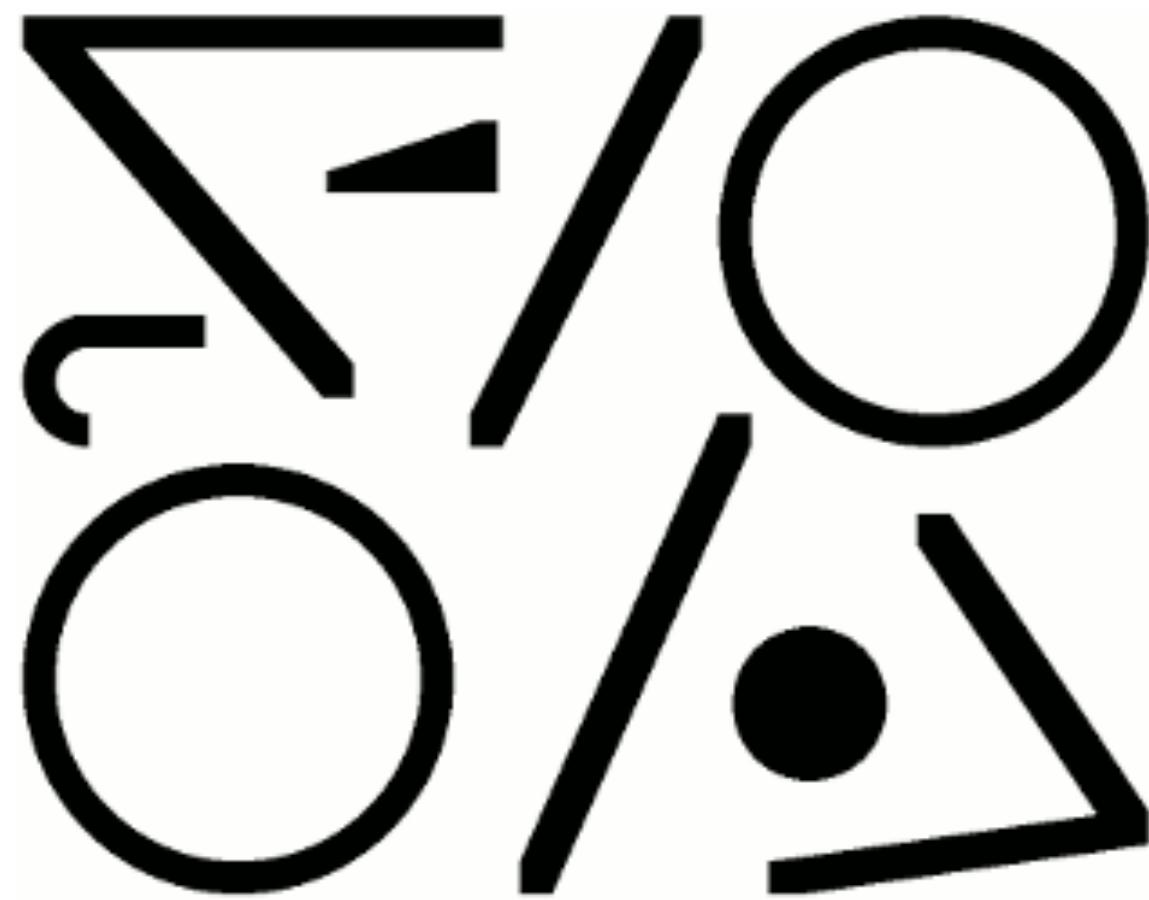
instincts

Identification of PREDATORS as fish

Identification of MOTHER as babies

Law of Prägnanz : (law of good figure or the law of simplicity)

Socio-Cultural Conditioning



GESTALT



Law of Prägnanz : (law of good figure or the law of simplicity)

Pareidolia



:)

Law of Prägnanz : (law of good figure or the law of simplicity)



Law of Prägnanz : (law of good figure or the law of simplicity)



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Law of Prägnanz : (law of good figure or the law of simplicity)



Seeing
faces

Form

Shape, geometry, volume, surface, edge, flow, visual, touch, weight, articulate, compose, Sculpt, Beauty, ...

Product Form

Form

Function

- Component configuration
- Technical/technological configuration
- Ergonomic configuration
- Production configuration

- Reflects the function
- Structural form
- Core expression of the product

Communication

- Color
- Texture
- Pattern
- Finish
- Graphics
- Material

- Style
- Culture
- Pride
- Softer qualities

Each configuration can be manipulated and each manipulation, in turn, modifies the overall expression of the product, as per target audience.

Synectics:

Greek and means "the joining together of different and apparently irrelevant elements



“make the familiar strange and the strange familiar”
-Gordon

Different Form for Different Functions:
Perceived Form for Different Functions:

Form

A

Expressions

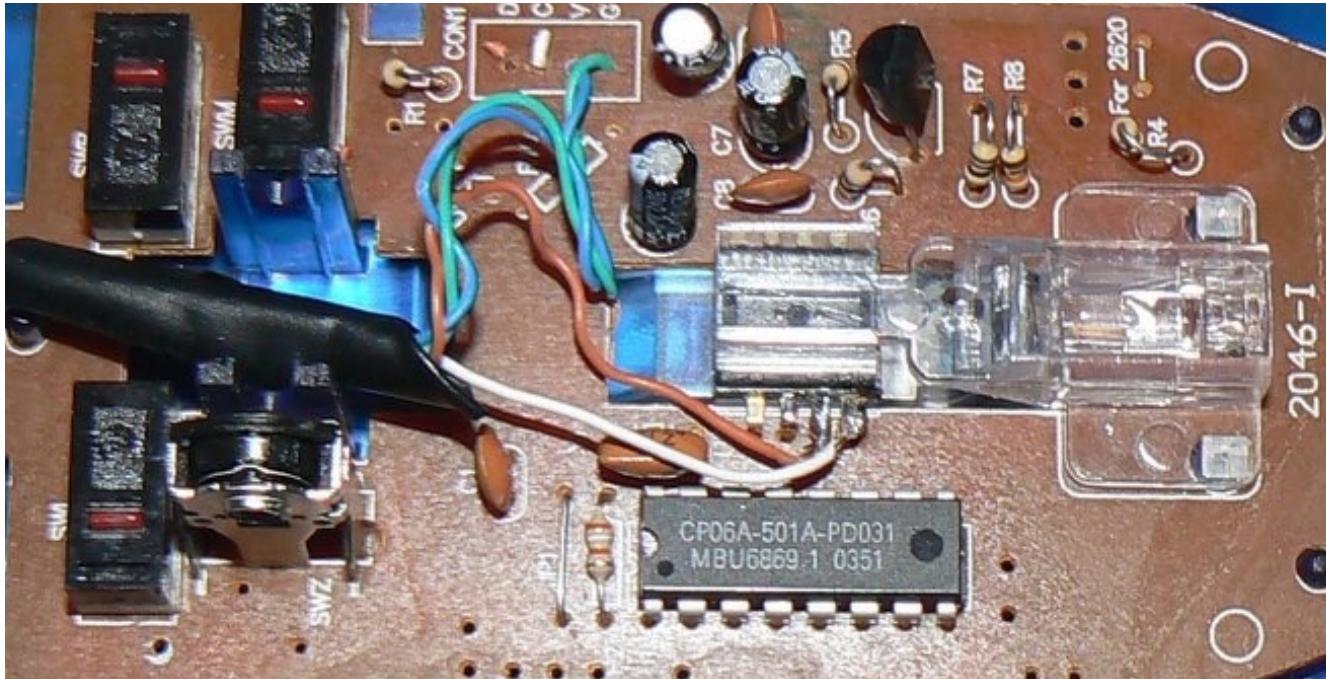
Soft – Hard
Delicate – Rugged
Warm – Cold
Precise – Gross
Fragile – Strong

B

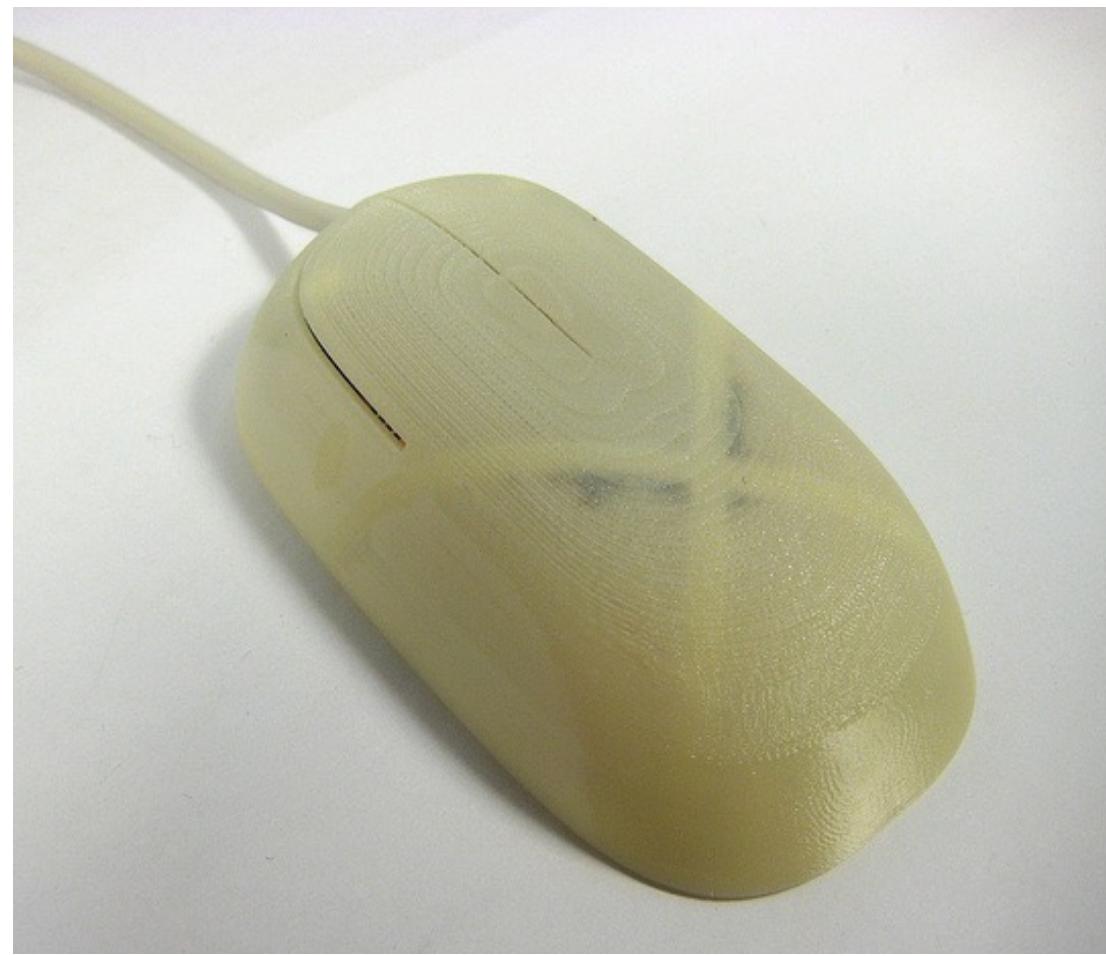
Elements of Expressions

Form: Curvature, symmetry etc
Edge quality: radius, fillets etc
Line: Line quality
Colour
Surface: Matt, glossy, transparent etc.
Texture: Surface quality, texture etc.
Proportion: Width, breadth and height
Scale
Orientation.

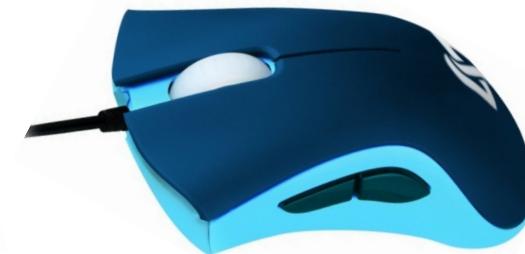
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Why so many product forms?..



User profiling and designing for the target audience

Different Product form For Different Users:



Important to understand user persona

READ THIS MAN!



Tim Allen



1. Gender
2. Age (time)
3. Mood/Temperament (friendly/hostile)
4. Health (strong/weak/clean ..)
5. Scale/size/Proportion/relative volumes
6. Nativity
7. Emotion
8. Stance (Boldness, confidence...)
9. Intention/purpose/ profession
10. Economy
11. Reliability
12. Communicability
13. Approachability
14. Stability
15. Agility
16. Experience (comfort/fun/smooth)
17. Efficiency
18. Preciseness (Clarity)
19. Complexity/simplicity
20. Stereotype
21. Sophistication
22. Acceptability (cultural)
23. Colors
24. Style (modern/old fashioned)
25. Originality
26. Desirability/Consumability

READ THIS MAN!



READ THIS MAN!



READ THIS MAN!



Perceived Form: ***Who for What?***



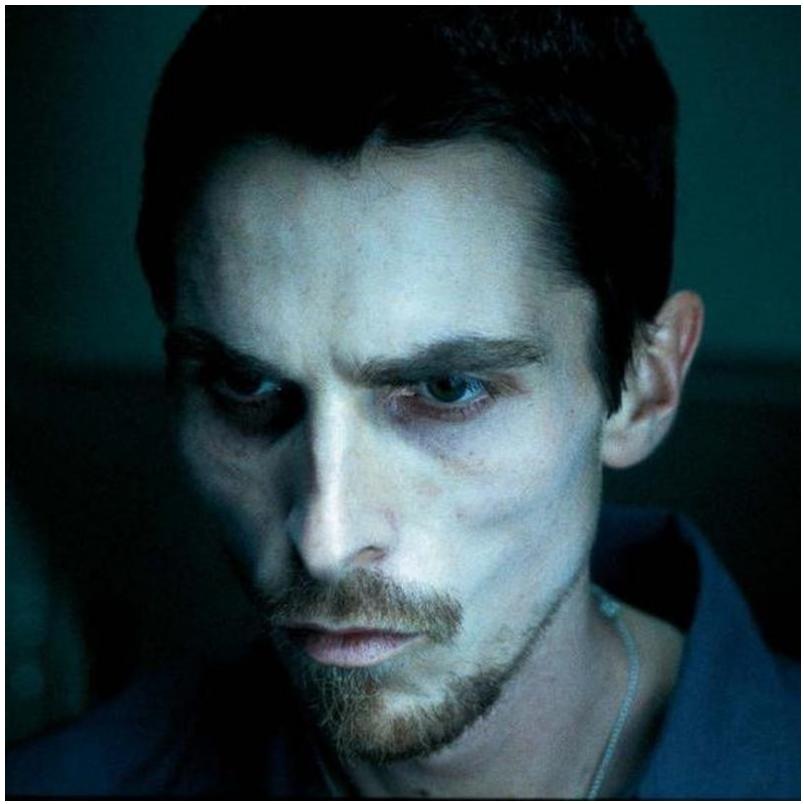
designing Characters

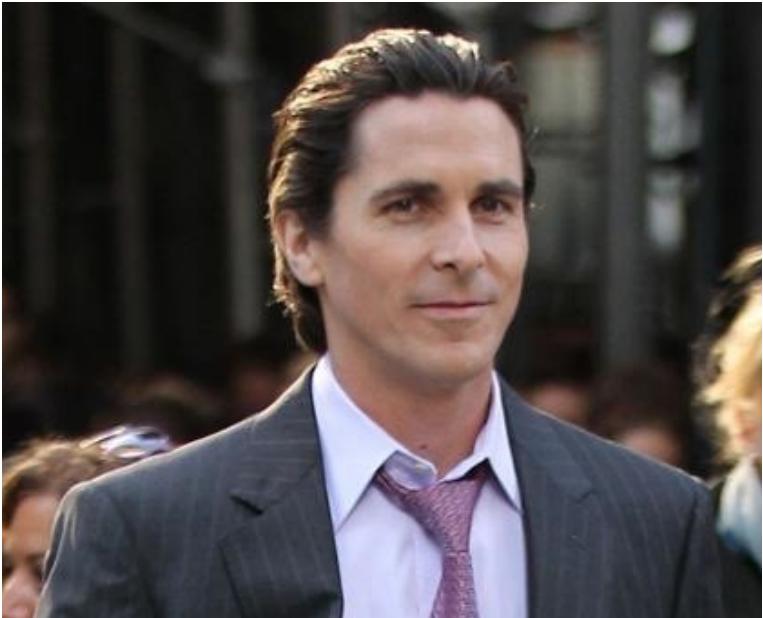
why are actors more popular than directors?!





Bale













Batman on Tinder!

CAN YOU READ A PRODUCT
?!













