

Signifiers and Mapping 2

Assignment 3

Sedi Aidam

For this assignment we were to redesign the pull tab so that it would map in a way that would make it easier for the consumer to understand and use.



An Earlier Attempt



Explanation

The basic idea of this pull tab design is to map the shape of the tab to the circular pulling motion that is needed to remove the seal. I placed the tab on the edge as this is the area with the lowest amount of tension and the seal is easiest to remove. When I was considering how I naturally open these kinds of seals, I found that I instinctively pulled in a circular motion matching the shape of the seal itself. In order to encourage this circular pull I matched the tab contour to fit the circle. I was unsure if this design would be better achieved through just one tab or many. However, when comparing them side by side I feel like having only one tab is more mapped to the seal removing motion as a person is more likely to do it in one go rather than stop and remove multiple sections.