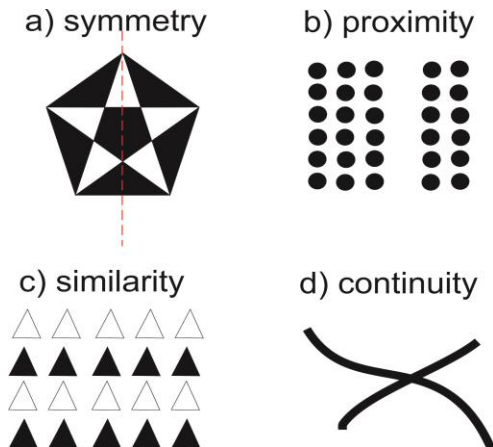


vision has a predisposition to recognize certain patterns [1]. The main Gestalt principles are (figure 2):

- symmetry: the human being has the ability to perceive symmetry, and it makes the image more pleasant;
- proximity: objects and figures which lie close together, tend to be perceived as a single set;
- similarity: objects or figures that have a shape or form similar to each other tend to be seen as a pattern; and
- continuity: the perception tends to provide continuity, path or extension to the components of the image.

Figure 2: Examples of Gestalt principles [1].



Usability considers the user's interaction with the product, which has fundamental importance in the consumer perception of its functionalities. The expression of usability helps the user to

anticipate how to interact with the product [8].

Characteristics such as controls available, type of task to be performed and frequency of use are very important. For example, the choice of symbols to represent functions have to be done carefully since it is necessary to respect cultural differences, be easy to understand, avoid risks, among others [9].

The objective of this work is consider the contents of attractiveness in the product planning phase through means to aid the planning team work. The basic idea of the systematic is to propose activities and tools that incorporate the attractiveness contents. This process was developed and the resultant systematic is shown in the next section.

THE SYSTEMATIC FOR PRODUCT PLANNING ORIENTED BY ATTRACTIVENESS

For the systematic development, were considered the study and the organization of information related to product planning and relevant contents of visual attractiveness, resulting in activity sequencing and proposed methods and tools to support the implementation of activities. The systematic proposal aims to guide step by step the product planning guided by attractiveness, aligned to market information.

It consists of the sequence of activities as shown in Figure 3.

The process is divided into three phases including problem preparation, product idea generation stimulated by contents of attractiveness and ideas evaluation.

Figure 3: Overview of the systematic SiPPA.

