

PROPOSAL OF A SYSTEMATIC FOR PRODUCT PLANNING GUIDED BY USER'S ATTRACTIVENESS

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ABSTRACT

The product planning phase is important for the success of the enterprise and seeks to answer the following question: what will be developed according to the company's strategies? This process will increase the probability of developing products more attractive to consumers, increasing the chances of market and technology success. Based on literature review about attractiveness, this paper presents the systematic for product planning guided by user's attractiveness (SiPPA). It provides activities, tools and guidelines to the product ideation considering attractive factors from the categories like semantics and symbolism, Gestalt principles and usability. The systematic proposed has been applied in two cases of new product planning and the results were evaluated.

KEYWORDS: Product planning, user's attractiveness, visual perception.

INTRODUCTION

The visual aspect, commonly called image, is the interpretation of the brain on a set of fragments as lines, colors and movements. This way, the attractiveness of a product is related to the visual properties perceived by the consumer [1]. And often, consumers need to make choices between brands, which differ both in quality and

cost, as in visual properties. The visual properties guide the visual attention, which constitute a strong influence on the choices made by consumers when buying products [2].

Therefore, it is up to designers to develop objects in a functionally adequate way, with the application of technical knowledge; however, they must also have attractive attributes, to be attractive to the consumer. There are already a lot of accumulated knowledge and established methodologies to solve the technical aspects of the product. Nevertheless, the existing knowledge about the visual aspects and features necessary for the products to be classified as visually attractive is not systematized and integrated to the product development process, which renders its proper application difficult [3].

The product development process has, as an important stage, the product planning, which consists in characterizing promising product ideas based on opportunities identified by the strategic and competitive studies of the organization. The importance of this phase is related to the need of organizations to take part in increasingly competitive markets. The main result of this phase is the product idea, which must be clearly communicated to support the decision process [4].

The paper presents the systematic to the product planning guided by attractiveness in the session 3 based on literature review, in the session 2. The contents that were considered to