ASSIGNMENT 3: Signifiers and Mapping

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TASK: Students were tasked to redesign the safety seals with the center pull tab. These are often found in bottles. See the following photo for the current design of these tabs. Using paper or card stock, students were asked to rethink the seals that are necessary to protect the product for consumers. It is understood that these seals have poor signaling and mapping of the affordances the seal provides. Many people do not read the instructions which are provided, and, therefore, the seal needs to be able to be used without the use of instructions.

THE PSYCHOLOGY OF EVERYDAY ACTION

1. Goal
2. Plan
3. Specify
4. Perform
5. Perceive
6. Interpret
7. Compare

The Gulf of Evaluation and Execution:

This reflects the amount of effort that the person must make to interpret the physical state of the device or experience. This will strictly determine how well the expectations have been met.

1. What do I want to accomplish?
2. What are the alternative action sequences?
3. What action can I do now?
4. How do I do it?
5. What happened?
6. What does it mean?

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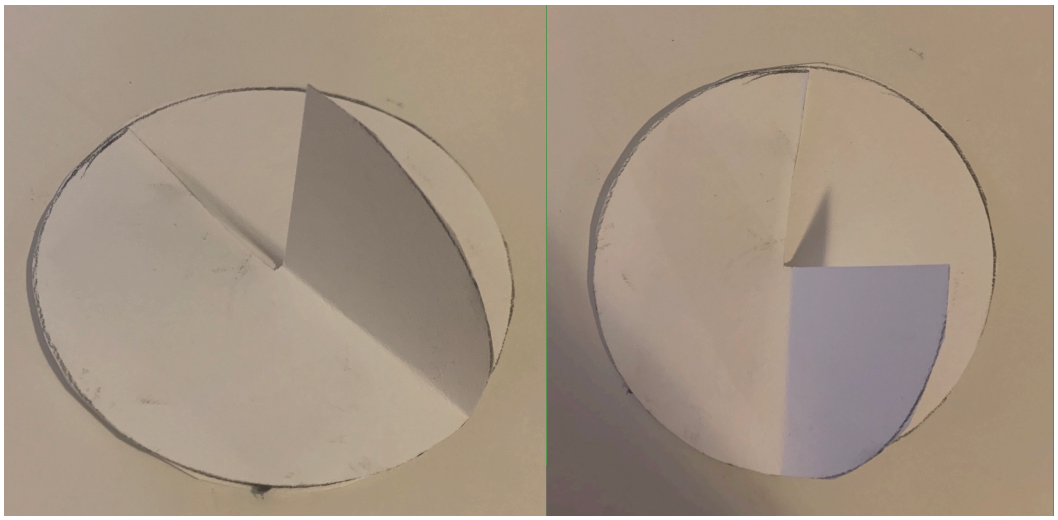
The current design, as seen below, works only if you know or have had experience with open a seal like this before. However, most people struggle with opening these seals because there is no clear direction on where to pull from. A user's instinct would be to pull directly from the middle because that is the location that you would get the most leverage, however, the break the seal you need to pull from one edge or another. Because of this dilemma, I invented a very similar seal, however, it forces the user to pull harder from one side instead of directly in the middle. Because the flap, as seen in the photo, is only half of what the original design was, it will allow for the upwards force of a pull to break the seal much easier. The half tab signifies that the tab should be pulled from the outside, inward.

Current Design



First Design

Problems: I took away the amount of surface area that the user has to open the seal.

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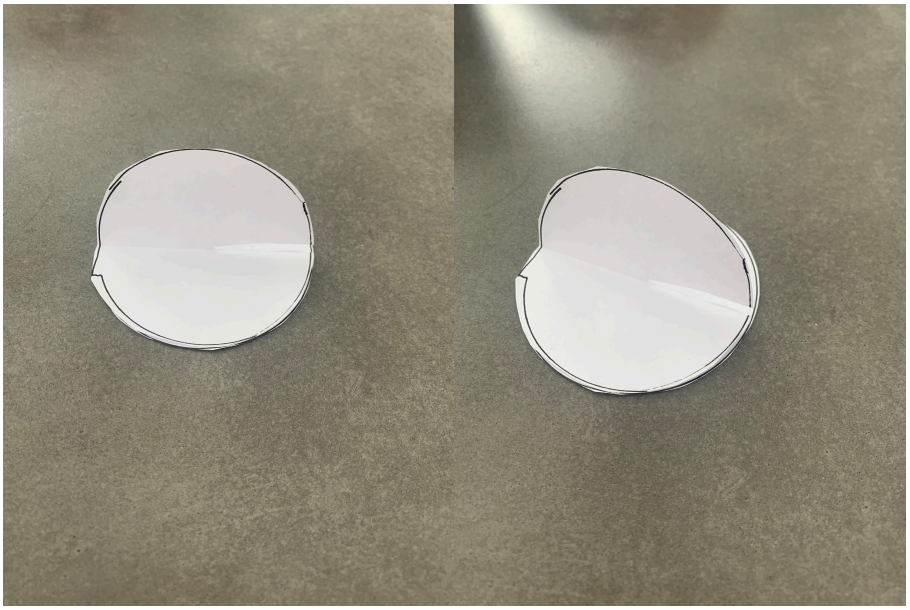
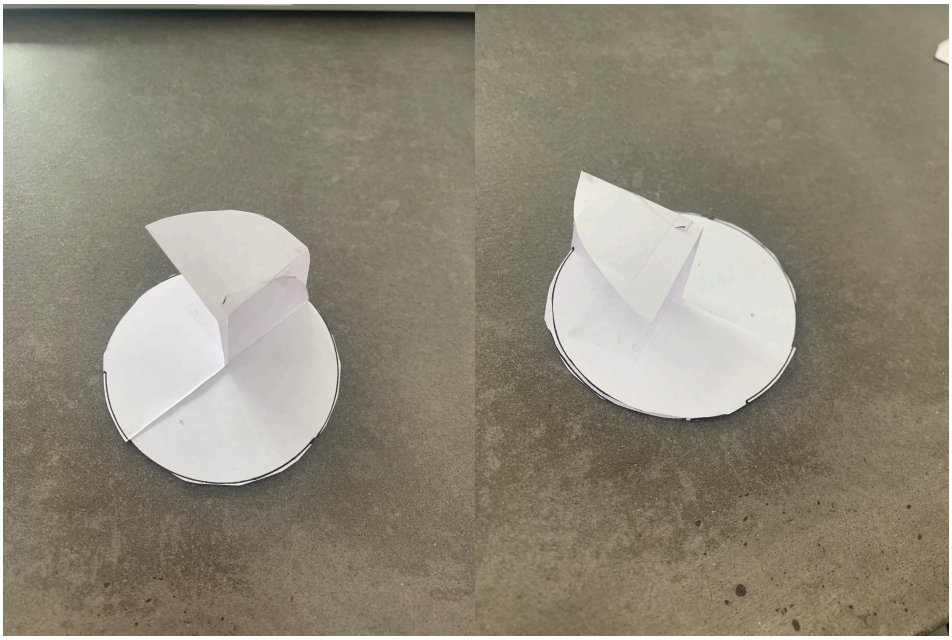


Second Design: I added more surface area and cut a slip under half to allow the user to understand which side to pull the pressure



Third Design: Going off of my first iteration, I increased the size of the flap to allow for the user to have more surface area to pull from. I found this solution to be incredibly successful. By placing the flap on only half of the seal, it signifies where the user should pull from and being close to the edge suggests mapping.