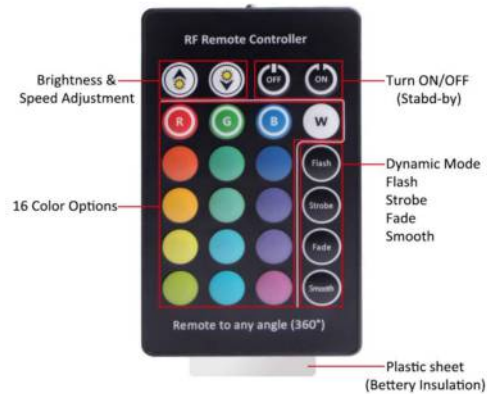


Task 3

Example of a home appliance more closely associated with level: **Visceral**



<https://amzn.to/2C6OhJk>

Justification: The first impression that a user of this remote control gets is that it is very nice looking, easy to figure out and super light (8.2 ounces = 28 g). The designer of this pilot removed more advanced functions that could be programmed to this pilot easily and left only the basics in order to avoid having too many buttons (that would make the remote control too complicated for a user at first glance). Also colors and shapes of buttons are very modern looking which emphasize the attractive look of the pilot.

Example of a home appliance more closely associated with level: **Behavioral**



<https://amzn.to/2PIEdP1>

Justification: The designer of this remote control inserted there more buttons and allowed user to do more functions. However, that didn't make the pilot too complicated. Using this pilot is very easy for user and allows him to do quite advanced things with many options that he has. The usability of every single button is very easy to figure out because of colors, text and symbols used on them. This design makes user to feel that he can master the remote control and all functions very easily.

Example of a home appliance more closely associated with level: Reflective



<https://www.savant.com/product/remote>

Justification: This remote control is designed by luxurious smart home company - Savant. Their products are designed for the super rich (allegedly Steve Jobs used it). For this reason this remote control invokes reflective response because everybody would want to have a product of brand that was used by the richest people in the world.

Moreover, the design (screen, modern shape, color) and variability of options makes user want to present this pilot to every guest that would come to his house. Even if the pilot would have some disadvantages and would create some problems when user want to figure it out, the user would most likely ignore them due to the prestige that comes with owning such home appliance