

Common Understanding of Graphic Image Enhance "Emotional Design"

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Abstract. The object of this research is to investigate the empathy of the brand design attribute to development of the product design, software screen and web site design. At early phase of the development "Empathy" is one of the important matters of emotional design. To share of the target verbal and image help to common understanding of the product characteristic, it can assume height efficiency of the development.

Keywords: Emotional design, development procedure, brand design, Tacit dimension, empathy development.

1 Introduction

It is said that a consistent brand image is important in the enterprise of recent years. And, it is also true that the user who receives it is choosing the commodity and service in the brand image. It tends to choose the commodity on an especially emotional side more than before.

However, it is not on the other hand easy to show the emotional one as well as the function and specs. It is decided by a personal idea of management, and in emotional value, this can drop emotional value and press the compromise up to designer.

User sometimes get preconception from appearance image, afterwards, they actual use impression influence to total their conclusion.

After it uses it, I tend to feel friendly for the product. It has a word of friendly appearance. It is also easy with a reformative impression for after it uses it the one of reformative externals. Not only the feature of the product but also sharing emotional value in usual development in the enterprise becomes an important factor in a development process after the fact.

Common to not only in the team but management is effective. For instance, not only understanding the user from using the persona but also the persona can share a side emotional because of the context in the team. However, there is emotional value not transmitted easily only by the persona technique. It is thought that sharing the image is effective as the technique for sharing the emotional value not transmitted easily. In this thesis, the effect of the process of sharing of the image, doing, and sharing of the people other than the profession of the design the image was questioning investigated.

Fig. 1. Example of the images collection

3 Results and Discussion

To make the one questionnaire to the participants of this project.

About time and easiness:

1. When the first images were collected, was it easy?
2. Was the one near my image collected for the collection of images?
3. Can the meaning and the image in the word able to be included and understood the word more deeply than the place?

Result of collection of image in team:

4. Was result of the whole team and my idea large and was the difference finally large?
5. Were a lot of compromises done to the image that I was considering and the image that made the member of the team?
6. Was deeper understanding able to be done by collecting images by seeing overall?
7. Is it useful for the product making that seems to be, for instance, Inovation in the development of the product in the future?
8. When explaining to others like management etc., is it useful?

The questionnaire result is actually good acceptance this process and method. (fig 2)

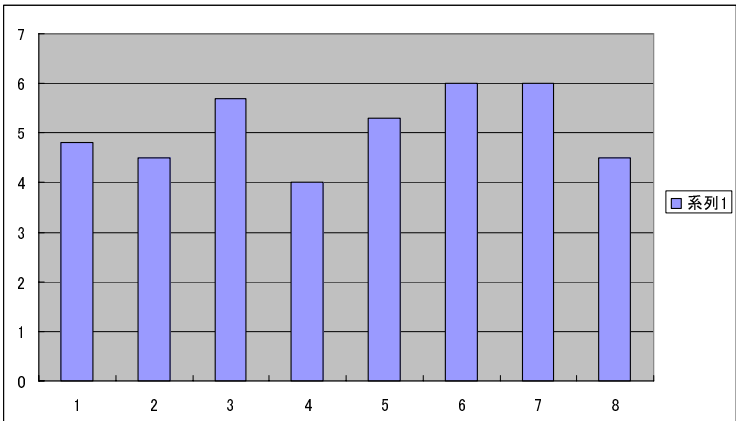


Fig. 2. Questionnaire score

4 Conclusion

It is thought that sharing in an early team is measured by doing the work done by the division of labor as a team in this process though the step where it proposes a concrete idea after the specialist of the design does the image collection and it sublimes to the proposed image and it is acknowledged is done usually.

In future, we are expecting the research of, intervener different number scale, different image number, and effectiveness of 2nd or 3rd times roll out this procedure, so on.

It turned out that this project was actually done at the same time with USA and China and a completed image was common in a lot of points though it did not become the

participant of this questionnaire. As for the image, it is possible and has understood there is a possibility of the excess of the country and the culture and telling it though the seat of the image that doesn't depend on the country and the culture is in a word rough.

In future, we are expecting the research of, intervener different number scale, different image number, effectiveness of 2nd or 3rd times roll out, so on.

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