

Is There a Need for a Design Thinking Process?

Sequential process models play a core role in design thinking education, although design thinking principles ask for more adaptability and flexibility of design workflows than those models suggest. This paper explores how far there is a need for a design thinking process and suggests an alternative conceptualization that is both congruous with design thinking principles and viable for design thinking didactic.

Keywords

Design Thinking, Process Models, Design Thinking Process, Design Thinking Principles

Abstract

Translation

pakan293@gmail.com

Game Set Design For Children To Improve Communication And Social Skills

Communication and social interactions are fundamental issues in societies. Recent research in various fields has shown that people are increasingly isolated and struggle with diseases and disorders such as depression. Therefore, the development of necessary skills for social interaction is both important and essential for human societies. It is obvious that the development of these skills, especially from childhood, leads to an increase in the quality of social communications. Playing is an activity during which children identify their abilities and capacities, reveal their thoughts and actions, and use their physical and mental capacities to explore and interact with the environment. Hence, the domain of play is a good context for learning social skills and developing children's communication skills. Therefore, the aim of this study is to design a game device to improve social interactions such as sharing, helping and cooperation. This applied research is a qualitative-descriptive study in which information was collected through library and field methods. The information has been used to design a game after analysis. The evaluation of the game was performed using a hypothesis test by 15 children aged 3 to 6 years old from two kindergartens in Tehran. Random sampling was performed through cluster sampling method. The results of the study confirmed the positive effect of the game on the three components of sharing, helping and cooperating in children's social interactions. This game can be used in homes and educational environments and all indoor and outdoor spaces, and its shared use between children and adults can cause more interaction between parents and children.

Abstract

Research Paper

Keywords

Play, Interaction, Product Design, Social Skills

ghalaz.arab@gmail.com

Assistant professor, Industrial Design, Tabriz Islamic Art University, Tabriz, Iran

Seyed Ali Faregh

Faculty of Design, Tabriz Islamic Art University, Tabriz, Iran

Amir Bahador Khalkhali

Humorous Products in the Emotional Design and its Role in the Relationship between User and Product

After the decline of modernism and the rise of postmodernism, the emotional capacities and emotional abilities of products as a major function of industrial artifacts used more than before and the interaction between user and the product was seriously considered by researchers. One of the common and effective emotions of human beings, which has positive psychological effects in terms of spiritual expansion and mental pleasure, is the sense of happiness and humor. The purpose of this article, which is promotional, is to investigate the role of sentimentality in the interaction between products and users, and in particular to express how humor impacts the user of product. In this study, after addressing the issue of sentimentality through descriptive research and examining the behavioral phenomenon of humor and humor from a psychological point of view, the role of different types of humor in products is focused on elements such as form, function, material and color. These products visually stimulate user emotions, which leads to their pleasure. The result of this study shows the role and importance of humorous design in the commercial success, particularly with emotional audiences.

Keywords

Emotional Design, Sense of Humor, Emotional Products, User Pleasure

sfaregh@tabriziau.ac.ir

Abstract

Research
Paper

Associate professor, Industrial Design, University of Art, Tehran

Mohammad Razzaghi

Industrial Design, MA, University of Tehran, Tehran

Abolfazl Aryanfar

Affordance & Colorblindness

The concept of affordance is referred to what the interactions between the built environment and individuals are made possible. Human senses and their past experiences are considered as tools or media for the facilitation of these interactions to happen. About 80% of human perception is dependent to humans' visual capabilities and the color is a determinant factor in the recognition of environments and products and their immediate affordances; whether the product is digital or physical. Most color blindness, known as color deficiency, is genetic in which one cannot distinguish between certain types of colors. As a result, they face severe challenges interacting with products and environments. Despite the importance, particularly for colorblind people, a review of the related literature revealed that far less investigations have been carried out by industrial designers to date. Therefore, it is argued that the domain is worth investigating. In this research, our joint effort has been leading to proposing an instruction for the industrial designers, who design physical and digital products for the people with color blindness.

Keywords

Affordance, Color Affordance, Color-Blindness, Industrial Design

id.uoa.mr@gmail.com

Abstract

Promotional
Paper

Design to Reduce Stress; How to Design a Product for Stress Control?

Stress is an inevitable phenomenon that one may experience in all situations during his life. Although experiencing stress seems undesirable, but in fact, the changes that occur in humans due to stress, increase the mental and physical abilities of an individual to cope with threatening changes. Much research has been done on stress and its effects on humans; various theories have been proposed to study this multifaceted issue; but despite numerous articles examining stress from a psychological perspective, almost no scientific research has provided solutions or guidelines to design products for dealing with stress properly. Accordingly, the main purpose of this study is to examine the basic concepts related to stress from a design perspective and explore the features that have the potential to be employed in the design of products to reduce stress. Therefore, terms such as fight /flight response, Lazarus - Folkman transactional model of stress and coping, and separated concepts of desirable and undesirable stress have been studied as the basic and applied concepts related to stress. Finally, a design model entitled "Design to Relieve Stress", was proposed in the form of three strategies along with related examples, that can be employed in designing products aiming to reduce stress. In future research, using the solutions presented in this article, products can be designed to reduce users' stress, so their effectiveness in dealing with various types of stress can be examined to take effective steps to reduce its harmful effects and to improve people's mental health.

Keywords

Stress, Product Design, Design for Relaxation, Design Model.

e.bagheri@semnan.ac.ir

Abstract

Review
Paper

Industrial Design Student, MA, faculty of fine arts, University of Tehran

Parinaz Javaheri

M.A student of Industrial Design, faculty of fine arts, University of Tehran

Mahkameh Mallahzade

Studying the meaning of Concept Store in Iran; A Comparison between Iranian Concept Stores with Non-Iranian Samples

A concept store is a place that brings together specific products, services, and experiences that share a common story. Therefore, the study of the concept stores as a contemporary phenomenon in the field of the modern world stores as a medium that offers a certain type of lifestyle to the audience is very important. The purpose of this study is to find the meaning of the concept stores in the global context and also to compare the Iranian concept stores with non-Iranian examples. To achieve our research goals, first, a comprehensive study was conducted on the meaning of the concept store in the world. Next, to review the activities of Iranian concept stores, field studies – through interviews, questionnaires, and direct observation – were conducted on 8 case samples. Finally, the features of world-class concept stores and Iranian concept stores were compared and evaluated. As a result, in the first step, the comprehensive knowledge of the concept and features of the concept store in the world was obtained and in the next step, these features were compared with the identity and current activities of the internal Iranian concept stores. As a result of this analogy, the similarities and the differences were identified and finally, it was found that the general concept of the concept store in Iran in some respects has differences with non-Iranian examples. It is hoped that this research and future studies in this field can help identify the differences and provide solutions to the development of Iranian concept stores in the international arena.

Keywords

Concept Store, Life Style, Iranian Design

javaheri.parinaz@gmail.com

Abstract

Research
Paper