

Power of Emotion-Nudging

Anyone who strolls through the consumer landscapes of larger cities will consciously or unconsciously experience the multi-faceted approaches to design measures that aim down to the smallest detail to influence thinking, feeling and acting at every moment. As early as 1957, the American publicist Vance Packard wrote about "Hidden Persuaders" [secret seducers], referring to advertising and consumer psychology methods intended to promote sales. More than half a century later, the imaging techniques of neuroscience, the ubiquity of computational technology, and big data have long since overtaken Packard's thoughts. Design decisions always affect the user intentionally or unintentionally.

Abstract

Translation

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Hurried on the Stairs of the Ivory Tower

Doctoral activities in the form of fundamental and applied research, constitute the content and body of knowledge in academic disciplines. Therefore, special attention to this educational level is of great importance, and neglecting this important issue will lead to diversion of the path of educational advancement in the country. The PhD of Industrial Design has officially accepted students since 1399 through national exam. Lack of specialized workforce, including teachers and researchers, according to the need for educational centers and regulatory organizations is one of the main reasons for the foundation of this course, which has multiplied the importance of the program due to the lack of related experiences in the field of industrial design. However, the lack of necessary and relevant experiences in this field, as well as many specialized issues, has adversely affected the quality of this course in Iranian universities. In this article, with the aim of rooting the shortcomings of the doctoral degree in industrial design, the current situation of this field in the academic and professional environment is criticized. In this regard, the unfavorable situation of industrial design in all specialized fields of design has been introduced as the main factor in the weakness of the doctoral program in this field, and then this factor has been broken down into six contributing components and explained. Paying attention to these components will lead to the adoption of correct strategies in the field of industrial design education and research, especially for the doctoral program in this field.

Keywords

Doctorate, Doctor of Industrial Design, Industrial Design Education

Abstract

Essay

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Adult Recreational Furniture; Needs And Conflicts

Given the busy schedule and circumstances of adults, the recreational activities of this social group have not been taken into consideration, as such. Meanwhile, studies have been carried out on recreational activities and conducive pastime; the majority of which revolve round the physical and mental benefits of physical activities. In the meantime, countless international laws are in favor of recreational activities for adults. While like any other subject; opponents to this topic of importance have also expressed their views; not considering recreational activities as the legal rights of adults; scientific and psychological studies have changed the opinion of many of these opponents. Socially speaking, the two factors of norms and laws can legitimize the issue of recreational activities within the community. Thus, given the cultural and ideological differences of different communities; one can determine the range and scope of recreational activities in public space. This research is a library oriented study with a functional goal and a descriptive executive approach. This study showed that recreational activities are a must for maintenance of mental and social rejoice of adults. However; it's necessary means and prerequisites have not been taken center stage in the society.

Keywords

Recreational furniture, adults, urban furniture, mental and social vitality

Abstract

Review
Paper

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The Role of Design in Reducing Urban Furniture Vandalism

The problem of vandalism has emerged as a phenomenon that plagues modern urban societies. This phenomenon can have irreparable effects on the face of the city and the morale of citizens by destroying urban furniture. Vandalism has different causes and roots in society and psychology that recognizing each of them and identifying the causes of its occurrence will be helpful to deal with this problem. In this article, library resources have been studied in a descriptive manner; articles, texts and documents have been reviewed. The results show that various areas are involved to prevent or reduce the effects of vandalism. In the field of design there are also design tips that designers can use to prevent vandalism. Improving the social status, promoting the mental health of citizens and applying psychological principles in the design and considering the design process as part of the solution could be effective in controlling this phenomenon.

Keywords

Vandalism, Urban Furniture, Design, Affordance

Abstract

Review
Paper

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TV Remote Control Design for the Elderly: Interactive Design

The rise in the world's elderly population is an undeniable fact that will affect developing countries like Iran, more than developed countries. In their daily lives, the elderly experience hard time adjusting to new technologies. They are afraid of new and advanced technology. Part of the problem stems from designers' failure to take into account certain physical and cognitive qualities of the elderly when designing products. The goal of this research is to make the TV remote control more user-friendly and adaptable to the demands of the elderly. The method of quality performance development in the current study has been defined by carefully examining these problems and finding the real needs of users using methods such as customer call, with the goal of providing accurate solutions to meet the users' needs and increase their satisfaction. The current research focuses on the first type of matrix, known as the quality house matrix, which serves as the foundation for all the future researches. The wish list was achieved by compiling, classifying, and prioritizing data gathered from 15 older persons, which was translated to the quality house matrix as qualitative demands. Quality requirements are converted into technical needs in this matrix, and the results are given in the form of actual TV control design solutions. Finally, 10 older adults over the age of 65 were tested for usability, and the results were incorporated into the final design.

Keywords

Elderly, TV Remote Control, Interactive Design

Abstract

Research
Paper

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Redesign Motorcycles Ambulances to Carry the Injured in Emergen- cy Conditions

One of the main elements of rescuing the wounded and injured is their prompt and efficient transfer to healthcare centers. Motorcycles perform better in certain essential conditions, such as heavy traffic, particularly on narrow streets and roads, owing to their agility and smaller size compared to vans. While the current motorcycle ambulances are constructed with the objective of getting the rescuer to the bed of the injured or patient, they are not appropriate for transferring the injured. This study has been done with the purpose of developing ways for analyzing the requirement and need of adding a casualty transportation system to the motorcycle ambulance. The research is qualitative and applied-developmental in terms of aim. For this goal, after reviewing the theoretical underpinnings and associated scientific books, the data was gathered, using questionnaires and interviews 120 persons who participated in the research as a panel of experts and evaluated using the congruence technique. The Cronbach's alpha value was 0.837, which supported the sufficient reliability of the questionnaire. Finally, through statistical analysis of the data, probable strengths and weaknesses, as well as possibilities and dangers for the execution of the plan were identified. The findings of the SWOT analysis revealed that it is feasible to create unique equipment and facilities such as special seats or wheeled stretchers, etc., to carry the patient for this help, and it may boost the efficacy and efficiency of the ambulance motorbike to a substantial level. If this occurs, it will be feasible to rescue the victims sooner and under better and more favorable circumstances.

Abstract

**Research
Paper**

Keywords

Transportation Design, Motorcycle Ambulance, Design for Emergency, Injured.

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