

## Ethical Values in the Design Concepts of Victor Papanek and Steve Jobs

The paper analyses ethical values of design concepts of V. Papanek and S. Jobs. Both design concepts represent the concepts that aim to change the human environment inventively and consciously in order to achieve the main aim. The simplicity and the absence of superfluous details are very important characteristics of both design concepts. The basis of consideration for V. Papanek's concept of design was taken from his book *Design for the Real World* and his other works and projects in which he had contributed. In order to reconstruct S. Jobs' understanding of design we use his interviews, speeches, and presentations. The values of design are self-sacrifice, the rebellion against injustice (V.Papanek) and genuine knowledge truth that cannot be understood by everyone (S. Jobs).

### Keywords

Ethical Values, Design for Value, Victor Papanek, Steve Jobs, Design Ethics.

Abstract

Translation

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## The Effects of High Chairs on Children's Interactions and Behaviors

Children usually begin learning social interactions and behaviors as well as developing a sense of independence from the very beginning stages of their life. The environment and tools surrounding children have a profound effect on their lifestyle, social interactions, and learning. The findings indicated that social interactions and learning are important for children, even in their later years. In addition, this article suggests that the surrounding environment and the tools should be designed to make the conditions ideal for learning and social interaction in order to improve the overall quality of life for both parents and children. One of these tools is child highchairs, which must be ergonomically proper and chosen with the children's preferences in mind. Therefore, the designers should produce products that support the development of kids and meet their needs. Responses to the psychological needs of children in their living environment affect their childhood experiences. In this regard, environmental characteristics, capabilities and psychosocial characteristics are important factors. This review is a descriptive and applied study which investigates the needs and desires of children and their parents by studying their skills and interactions with others.

### Keywords

Child Highchair, Child Behavior, Parent-Child Interaction, Child-Related Tools and Equipment.

Abstract

Review  
Paper

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# An Overview of Charging Stations for Light Two Wheeled Electric Vehicles

Along with the trend of population growth and the expansion of cities, we observe an increase in the environmental problem of pollution of biological resources, including air, which is mainly caused by fossil fuels in vehicles with low efficiency, on a daily basis. A large part of the air pollution in large cities like Tehran is a result of the extensive personal vehicles usage by the citizens, which leads to the formation of subsequent problems such as urban traffic and parking room problems. In addition, air pollution causes the closure of educational centers and even public offices every year, which brings significant problems for the country. Based on these factors, it is argued that the design and establishment of urban infrastructure is essential for alternative transportation methods (such as two-wheeled individual transportation, as in: electric bicycles, electric scooters, electric motorcycles, segways, etc.), in addition to fast mobility and quick and easy access, will cause a reduction in traffic and fossil fuel consumption, and consequently, result in air pollution reduction, which is the basis for solving some of the environmental problems of a metropolitan city such as Tehran. Obviously, adopting this alternative approach requires the necessary infrastructure, including a charging station. In this research-design project, research is focused on designing an "urban charging station for individual two-wheeled vehicles".

#### Keywords

Charger Station, Light Electric Vehicle, Urban Furniture, Environment.

Abstract

Review  
Paper

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# Product-Service System For Smart Banking; A Design to Reducing Use Time

As time becomes a rarer resource for customers, service organizations are increasingly sensitive to the economic and psychological costs they impose on their customers while waiting in line. When a user is not satisfied with the services received from the bank in any way, they will do their best to stay away from that service. This reduces the productivity and, in line with that, the profit of the service organization. In this article, the quality of the bank services and its impact on the customer have been researched. The main goal of this research was to find a solution to increase customer satisfaction by optimizing waiting time. Therefore, with this main question, interviews were conducted with stakeholders and an online questionnaire from customers to learn more about the different dimensions of this problem, and a new service product system was introduced using collaborative design. This system not only optimizes the waiting time, but also corrects the big problem of accessibility to comprehensive banking services.

#### Keywords

Service-Product System Design, PSS Design, Bank, Waiting Time, Customer Satisfaction, Service Quality.

Abstract

Research  
Paper

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# Examining Usability Rules with the Aim of Improving User Interaction and Satisfaction in Using Digital Products

The world is getting saturated with technologies that support various activities. These technologies have enabled the existence of very complex systems and services that may be difficult for users to understand the process of interacting with them in different situations. The study of human interaction with today's products, which mainly have high technologies, is one of the new fields of research. Users have different goals in interacting with products, and if they are achieved, user satisfaction will be achieved. The rapid growth of user interfaces has increased the human need to design new processes in order to provide advanced designs. These designs improve usability with computer systems. Undoubtedly, usability is one of the main concepts in the field of human-computer interaction, and one of the goals of interaction design is to help develop usable digital artifacts. Therefore, studying and investigating its role in improving user interactions with digital products is very important. This article expands the definitions of interaction design and its place in the digital world, the rules and principles of this approach, applicability as one of the basic principles of interaction design, and explains the rules of applicability from different perspectives. Also, the features and characteristics that the user interface should have in order to meet the needs of users, have been reviewed. The article concludes that knowing these features and using them in design can reduce errors and provide satisfaction and attract users' opinions in their daily interactions with digital products.

Abstract

Promotional  
Paper

Keywords

Interaction. Technology. Usability. Digital. Human-Computer Interaction.

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# A Summary of the Application of Nanotechnology in Product Design

As one of the new and developing sciences nanotechnology is utilizing the properties of materials at the molecular and atomic levels to produce and improve new products, materials, and systems. Consequently, nanotechnology is a new approach in all fields. Nanotechnology has many applications in food, medicine, medical diagnosis, electronics, computer, communication, transportation, energy, environment, materials, aerospace, etc. All products are the result of a design process; although the nature of this process is not the same, innovation in solving problems is of great importance in all of them. Industrial designers seek to create concepts and products or change and develop them in different aspects of life. Due to the emergence of new needs, designers are always focused on innovation in the industry. In this article, an attempt has been made to provide a broader view of the concept of innovation in industrial design based on nanotechnology. Since nanotechnology is such a vast subject, it has been collected to provide industrial designers with the information they require. Information about basic and emerging nanomaterials, classification of nanomaterials, and creating a connection between these two sciences through material-oriented design, as well as examples of products in the world of industrial design where nanotechnology is used.

Keywords

Nano Technology, Material Driven Design, Product Design, Product Development.

Abstract

Promotional  
Paper

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