



SusaGroup

Creating meaningful experiences

APPRAISAL OF HUMIDIFIERS BY YOUNG CHINESE COUPLES

Nowadays the production of most products is shifted to the Far East, and particularly to China. This has caused a major change in the society of China and unleashed a true revolution. They are no longer content with the many overseas-based products which are designed somewhere else. And to catch-up with the local companies who already started with developing their own design, multinationals need to focus on the Chinese people.

This has caused an emerging interest in the Chinese culture, their design and their emotions.

In this case a way is sought to enhance the experience of a humidifier by influencing the emotions of a Chinese target group through the aesthetics of the product. Using the PrEmo tool more insight is gained about the likes and dislikes of the target group.

STUDY OBJECTIVE

The objective of this study was to map the likes and dislikes of the target group. The focus of the corresponding research was on how the aesthetics can influence the emotions of Chinese people and enhance the experience of the humidifier. This knowledge is used to redesign a humidifier by taking the emotions of the target group in mind. The target group are Chinese working couples with one child younger than 12 years, living in urban area (suburbs of the city are excluded) in the north of China.

STUDY DESIGN

Eleven humidifiers with different aesthetics were selected as stimuli for the test and sent to Chinese people who (partly) fitted the description of the target group.



Figure 1: The eleven humidifiers

Besides the stimuli some questions about the living situation and their experience with humidifiers were asked to get more background information from the respondents. Finally 28 respondents finished the experiment. Of these respondents 36% already had a humidifier at home. Most of the respondents had an age between 26-29 years. 43% was living together and 56% was in a relationship or married. Only 21% had a child.

RESULTS

Overall the humidifiers scored more points on the positive emotions than on the negative emotions. By subtracting the points for the negative emotions from their opposite and positive emotions (i.e. disgusts from desire, boredom from amusement, etc.) it became clear which stimuli evokes the most positive emotions and negative emotions. figure 3 shows that stimulus number 10 evokes, by far, the most positive emotions. Stimuli number 1 has a low score for every emotion and evokes the most negative emotions. In figure 2 the attractive and distractive stimuli are ranked from strong to weak.

POSITIVE EMOTIONS



NEGATIVE EMOTIONS



Figure 2: Attractive and distractive humidifiers ranked from strong to weak

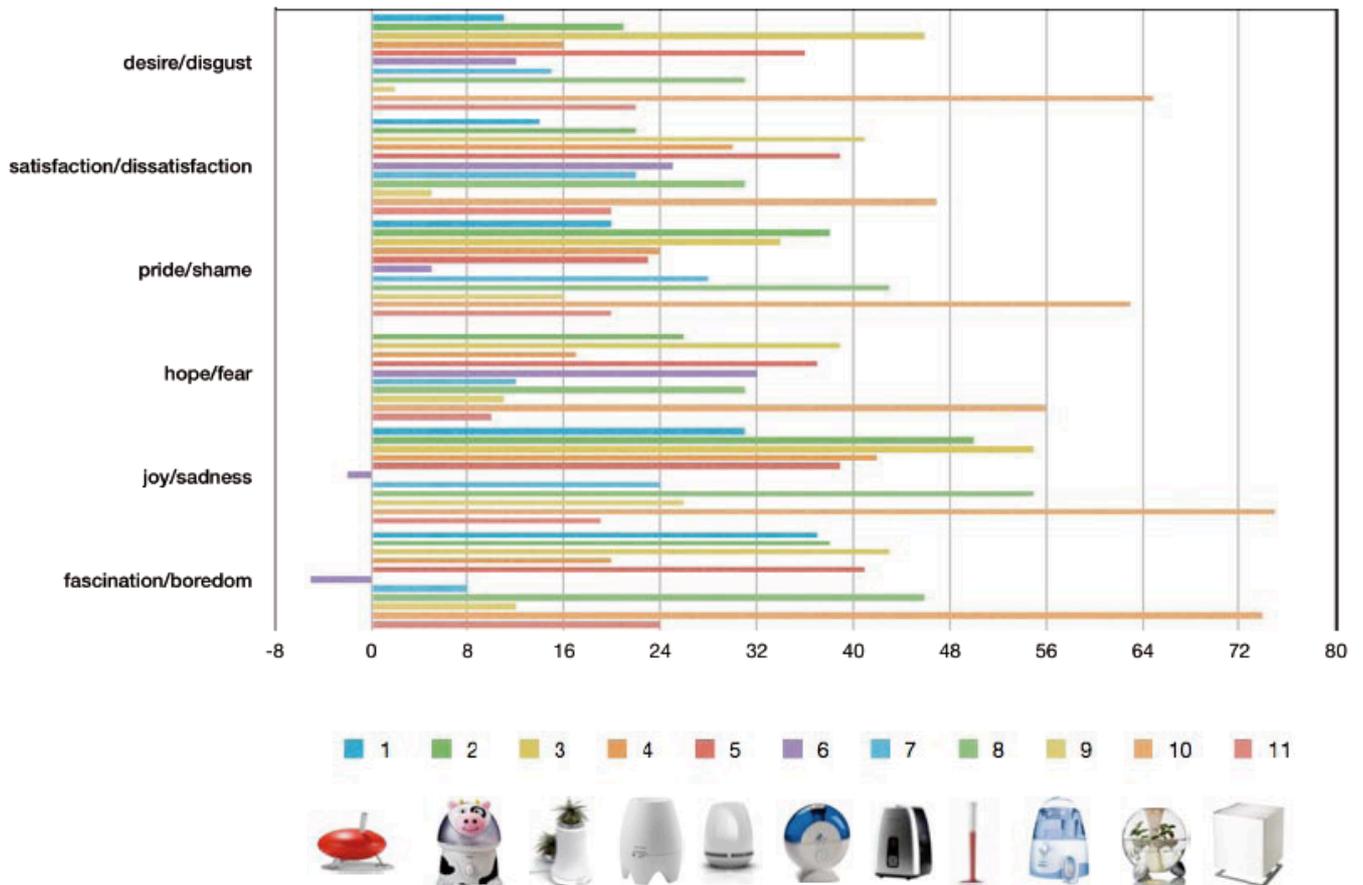


Figure 3: Results PrEmo Experiment

PREMO APPRAISAL

The problem with aesthetics is that it is hard to define what is beautiful or what it ugly. The PrEmo experiment gave us more insight in what people like or dislike and by measuring emotions of the Chinese people. The result showed us that the target group prefers to see a link with nature and they like the experience of seeing illuminated water. This knowledge was used to redesign the humidifier in a more appealing way.

PERSONAL AND BACKGROUND INFORMATION

Affiliations

Remco Mooren (<http://portfolio.cubicstudio.nl/>) holds a BSc in Industrial Design. He is currently in his first_year of the master Industrial Design Engineering. He is planning to graduate in the year 2011. The study was done together with Ning Zhang. She holds a BSc in Architecture Design and is currently in her first year of the master Architecture Design at Beijing Jiaotong University in China.

Additional information

This research is used for the redesign of a humidifier for the Chinese market. It was the assignment for the course “design & emotion” in which the students had to pick a theme to develop a product that interacts with the emotions of the user. Our theme was “China + design and experience” and this was used as a starting point for the design of this humidifier.

SusaGroup BV
www.susagroup.com
info@susagroup.com
Tel: +31 (0)88-SUSAGRP
+31 (0)88-7872477