

KANSEI ENGINEERING : TYPE I

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THE MODERN DAY HAIR - TIE : A GLIMPSE IN 2050

BRIEF

USING THE TECHNIQUE OF KANSEI ENGINEERING : TYPE I , WE WERE REQUIRED TO UTILISE THIS METHOD TO ENABLE US TO REDESIGN THE EVERYDAY 'HAIR-TIE'.

WHAT IS KANSEI ENGINEERING ?

KANSEI ENGINEERING AIMS AT THE DEVELOPMENT OR IMPROVEMENT OF PRODUCTS AND SERVICES BY TRANSLATING THE CUSTOMER'S PSYCHOLOGICAL FEELINGS AND NEEDS INTO THE DOMAIN OF PRODUCT DESIGN. IT WAS FOUNDED BY MITSUO NAGAMACHI, PROFESSOR EMERITUS OF HIROSHIMA UNIVERSITY.

WHAT IS TYPE I?

THE CATEGORY CLASSIFICATION IS A METHOD IN WHICH A KANSEI CATEGORY OF A PRODUCT IS BROKEN DOWN IN THE TREE STRUCTURE TO GET THE DESIGN DETAILS.

THE MIGHTY HAIR - TIE

HAIR TIE IS A GADGET USED TO FASTEN HAIR, PARTICULARLY LONG HAIR, INTO A HAIRSTYLE. TWO KINDS OF HAIR TIE ARE THE SCRUNCHIE AND THE HAIRPIN. HAIR TIES ARE USEFUL IN SECURING ONE'S HAIR BACK TO KEEP IT AWAY FROM THE FACE AND TO GIVE SOME STYLE TO HAIR. WHEN USING A HAIR TIE AS A RUBBER BAND-LIKE WEAPON BY "SHOOTING" IT AT SOME PERSON, ANIMAL, OR OBJECT IT IS NOT UNCOMMON FOR THE METAL BRACE TO SLAM THE ONE DOING THE "SHOOTING" IN THE CUTICLE. THIS BACKFIRE OF SORTS IS VERY PAINFUL. ANOTHER TERM IS A "HAIR BINDER". A FASTENING DEVICE, TYPICALLY ORNAMENTAL, DESIGNED TO HOLD A WOMAN'S HAIR IN PLACE.

AN OVERVIEW OF THE PROCESS

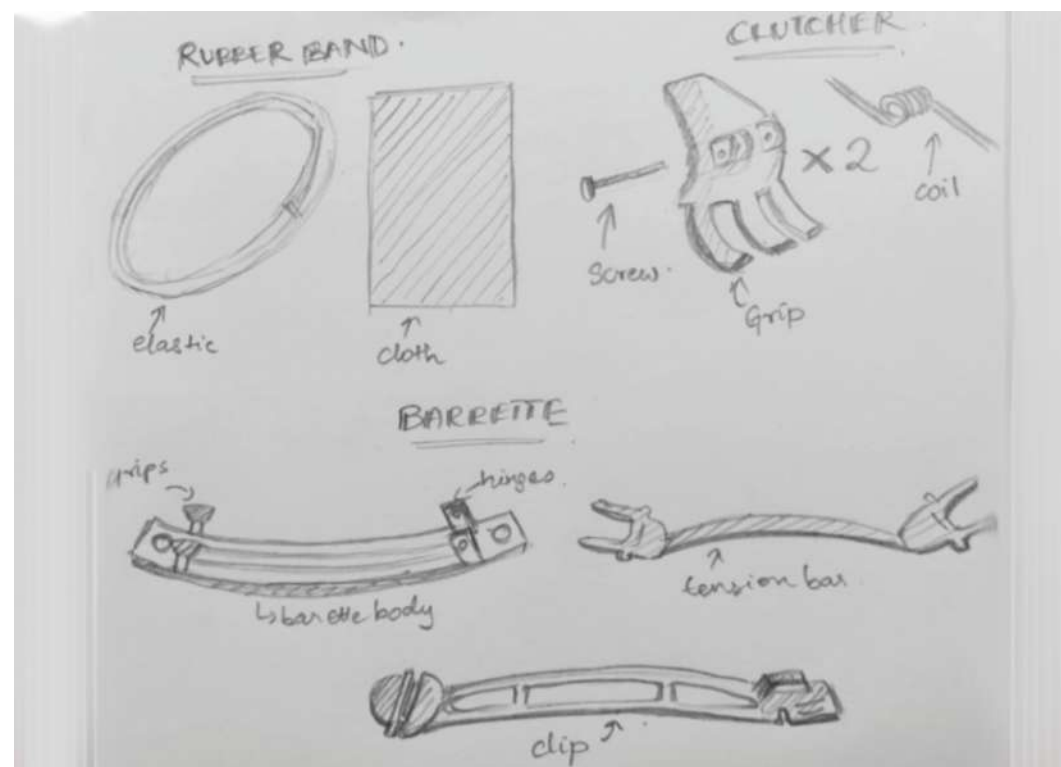
OUR FIRST TASK TO ESTABLISH OUR **LEVEL 0** PHRASE WAS TO EXTRACT WORDS FROM OUR SURVEY OF THE CURRENT IDEA OF WHAT A HAIR-TIE IS. WE INTERVIEWED 20 USERS AND EXTRACTED MULTIPLE KEYWORDS FROM WHICH WE WERE ABLE TO DRAW RELATIONS AND FORM OUR LEVEL 0 KEYWORD - **CONTROL**.

THEN WE REPEATED THE PROCESS THIS TIME EXTRACTING KEYWORDS THAT RELATE TO USER'S FEELING OF CONTROL WITH RESPECT TO THE HAIR CLIP. ONCE AGAIN, KEYWORDS WERE DRAWN UP AND LEVEL 1 WORDS WERE DRAWN UP. THESE WORDS WERE THEN PRIORITISED USING SD SCALES (OUR SUBJECTS WE.

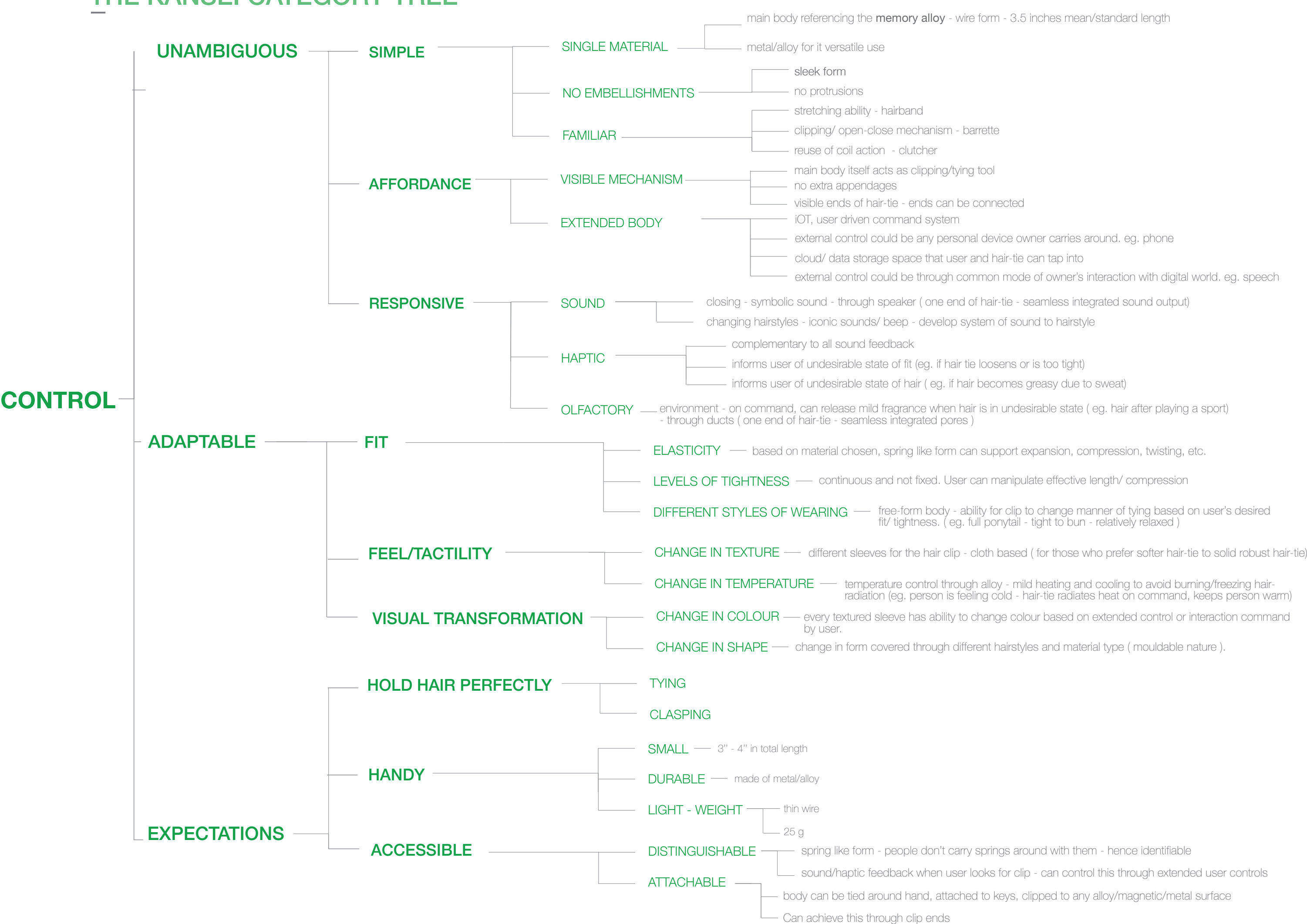
THE PROCESS WAS REPEATED WITH LEVEL 2 , 3 AND 4 WHERE USER SURVEY DETERMINED NEXT LEVEL KEYWORDS AS WELL AS PRIORITY ORDER USING SD SCALES.

OUR KANSEI CATEGORY TREE HAS BEEN EXPANDED UNTIL LEVEL 2 AND 3.

AN EXPLODED VIEW



THE KANSEI CATEGORY TREE



THE FINAL PRODUCT (A PROTOTYPE)

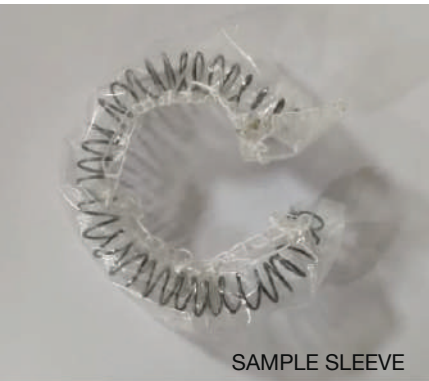


OUR MATERIAL

IN 2050, WE PREDICT THERE TO BE A MATERIAL, THAT IS EASILY MOULDABLE AND CAN RETAIN IT'S SHAPE IN DIFFERENT POSITIONS WITH EASE. HOWEVER IT CAN EASILY ACHIEVE ITS PREVIOUS POSITIONS WITH EASE. THIS CHANGE IN FORM CAN BE ACHIEVED THROUGH EXTERNAL COMMAND OR ENVIROMENTAL CIRCUMSTANCES RATHER THAN EFFORT PROVIDED BY THE USER. THIS MATERIAL CAN EASILY INTE-GRATE DIGITAL CHARACTERISTICS TO IT AND CAN MODERATE TEMPERATURE CHANGES. THIS WOULD BE AN INNOVATION IN THE AREA OF MATERIALS AND FUR-THIER DEVELOPMENT TO THE CURRENT DAY 'MEMORY ALLOY'.



OUR HAIR-TIE



SAMPLE SLEEVES



THE FRAGRANCE PORES



SPEAKER/ SOUND OUTPUT

THE PRODUCT PROTOTYPE IN ACTION - IT'S ABILITY TO ACHIEVE DIFFERENT METHODS OF TYPING/CLASPING

THE PRODUCT PROTOTYPE