

The Study of Kansei Trait of Digital Camera

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ABSTRACT

It is necessary to satisfy the demands of consumers with good products. When we design something, we have to understand what consumers want. For seeking the consumer's real demands, the study used digital cameras as an example to explore the kansei elements of the form of digital cameras. The purposes of the research were: 1. To know the kansei trait of digital cameras. 2. To explore and analyze the image of digital cameras in the markets. 3. Concluding the digital cameras' trait to find out the correspondence between images and design characters as the reference in design process. 4. What are differences of the traits of cameras just only consider women or men? In design methodology, we first extract some appropriate image adjectives. Then we interview with experts to extract some representative cameras samples. After last step, we had using SD technique to ask and evaluate the image felt as the rating of those adjectives on each set of digital cameras. Based on these evaluate data, we used factor analysis to know the trait of digital cameras. Final we do again factor analysis to know what difference in the trait of digital cameras in female or male. Final, we decides the direction according the result of the trait, to design a new one and finished prototype to test again. We find that after doing methods of kansei engineering, we can catch the image correctly. At the end, the research provides the conclusion, advice, and the specification of new design prototype.

Keywords : consumer requirement ; product image ; factor analysis ; method of semantic differential

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