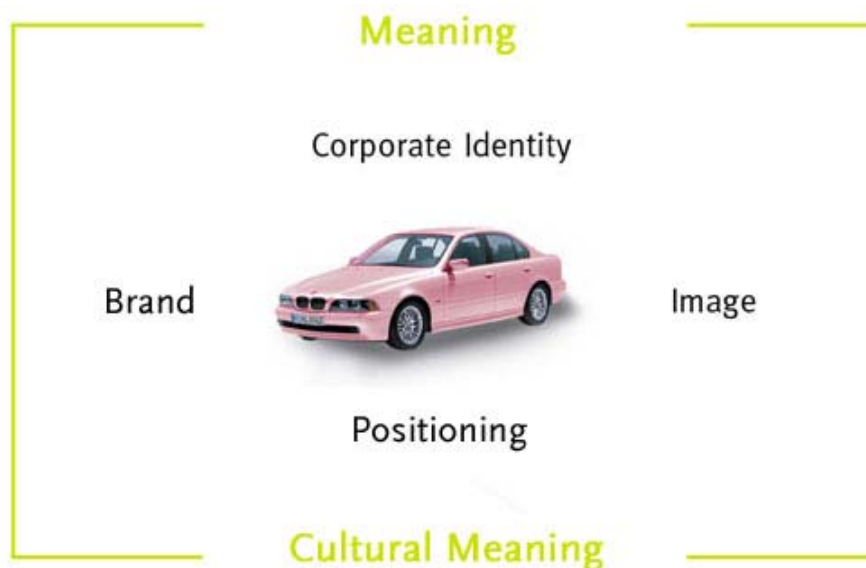


# Design Practice Presentation on Tools and Methods for Emotion-Driven Design

**Gerdum Enders**, Global Mind Network – Germany

## Abstract

The perception of customers is the reality of the market. For customers, products and communication are signs. The interpretation of the signs leads to meaning; it is the basis for decision processes. The market success of products, then, is the result of the right meaning in the perception of customers. That means that product + communication must be methodically planned as bearers of meaning. This is a challenge for emotional design. How do we go about methodically creating signs that can be perceived emotionally? This semiotic change of perspective is the key to a new understanding of design processes.



**Figure 1**, Design Creates Meaning

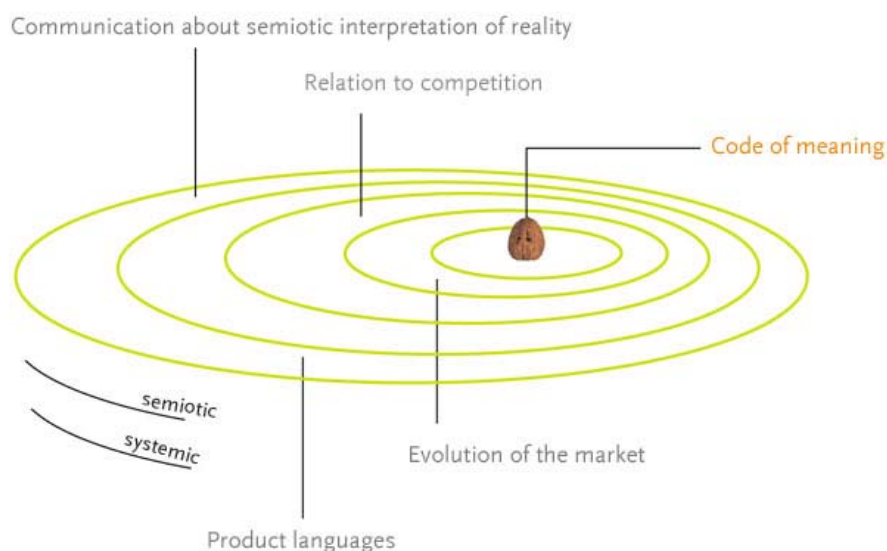
The perception of customers is the reality of the market. For customers, products and communication are signs. The interpretation of the signs leads to meaning; it is the basis for decision processes. The market success of products, then, is the result of the right meaning in the perception of customers. That means that product + communication must be methodically planned as bearers of meaning. This is a challenge for emotional design. How do we go about methodically creating signs that can be perceived emotionally? This semiotic change of perspective is the key to a new understanding of design processes.

$$\begin{array}{r}
 \text{Product} \\
 + \text{Communication} \\
 \hline
 = \text{Signs}
 \end{array}$$

**Figure 2,** Product and Communication = signs

### Theory: Systemic Semiotics

Everything is in the process of change: Products, values, Markets. The transformation can be described in analogy to Evolution. This evolution is becoming more and more dynamic. What changes, is the signs. System theory explains the dynamic - Semiotics investigates the signs. Analysing the transformation systematically is the challenge for all designers, for they shape today the products of tomorrow.



**Figure 3,** Understanding Evolution

### Method: semiotic management

He who wishes to have success has to create an attractive difference in the perception of customers. This difference in the judgement of the customer is the emotional surplus value. This should be achieved by planning. In order to do so, knowledge is necessary - the knowledge of what the product is intended to communicate as a semiotic system. The task for those who develop products is to offer the correct meaning for the respective Market.



**Figure 4**, Design is coding

**Statement One**

*Design I meaning*



**Figure 5**, The studies focussed on a new housing for technical machines.

► The computer as your friend.

Through a three year process various new ideas have been collected. In order to launch them onto the market we needed to change the design. The final SkyTower became product | PC | Innovations of the year. It lasted 5 years in the market.



**Figure 6**, Computer design: The result SkyTower implied various "soft" features.

**Statement Two**

*Design needs technology for emotion.*





**Figures 7, 8, 9, 10**, The first stove with two fires: fascinating – emotional – ecological

► xeos: TwinFire-System

Design | technology and emotion do not have to be exclusive. To obtain a new inspiring product, usually a technical solution is needed. It is the knowledge and experience of a good design team to translate a new technical principle into an emotional product. It took us 10 years to create the new and emotional xeos with TwinFire.





**Figure 11, 12, 13**

**Statement Three**

*The emotional design-process leads to emotional products and design.*







**Figures 14, 15,** Four year of culture-work transformed the rituals of the design-process.

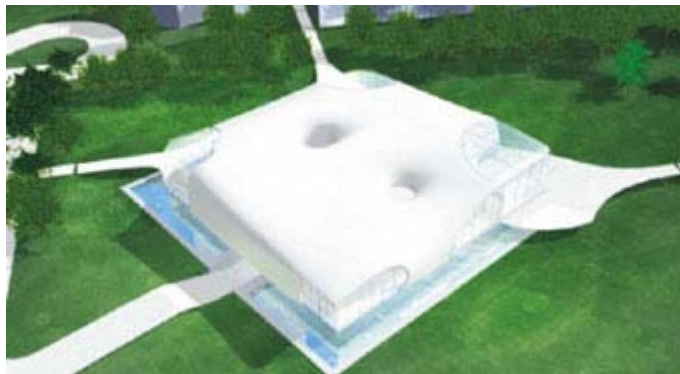
► **LEONARDO: Inspiring design process**

New ways of making design lead to new emotional products. The essential step was to clarify what was technically necessary for the new product. After restructuring the internal design-process the team became more creative and open minded. The change of perspectives gave everyone involved new insights into the problem. A whole new series of artefacts were developed in the last few years. LEONARDO Core values are: Quality, Inspiration and Emotion.





**Figure 16**, i.e. LED-Moodlight with remote-control



**Figure 17**, New Building: The Inspiration Company



**Figures 18, 19**

**Dr. rer.pol. Gerdum Enders** is a management consultant for signs | products | communication. The method of semiotic management developed by him has been successfully practised in many corporate projects for over 15 years now [Swatch, Thonet, documenta, Vorwerk Carpets, Carrera, Vobis, Lynx, montana, Leonardo].

He is a founder member of the German Design Council, holds international patents and is the founder of the Global Mind Network. This network of technical, marketing and design experts develops products and communication as signs. In addition, competition strategies geared to the evolution of the market are put into practice as *code of meaning*.

His study on applied semiotic management pursues the integration of systemic theory and semiotics. His basic text "Design as an Element in Economic Dynamics" has been published in the German Design Council series "Design in Context".