Cultural Design in Relation to Consumer Product Design

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Abstract:

Designers now are creating products and services to appeal to diverse cultural backgrounds, moving away from traditional global markets and focusing on inclusive and trans-cultural marketplaces. This shift is influenced by the inclusion of "cultural design" trends in the design culture, which is now seen as a thread that connects various disciplines and fields, such as semiotics, philosophy, engineering, computer science, sociology, psychology, and anthropology. This research into design-based corporations allows for a wider acceptance and user satisfaction of products and services, fostering a more inclusive and trans-cultural approach to business. **Problem Statement:** We have observed over the past decade that consumer products and businesses are affected to different degrees by social, political, or technological concerns. As consumer product designers and developers, our products and services are prime victims of changes in political focus, economic spans, or technological advancements. The disappearance of some products and emergence of others is the result of this. Cultural design concerns the design and implementation of systems that support all the aspects of a given culture. **Study Queries:** To investigate and understand the importance of cultural design in relationship to consumer product design, we aim to answer the following general questions: Why do some products fail in the marketplace in countries with the same demographic? And What role do design researchers have in addressing these market failures? What is the mission of cultural design in consumer product design? **Objective:** This study aims to present an overview of the tools and methods employed to take advantage of consumer and user's "cultural" background at the process of a product design and development. In particular, it reports methods taken from cultural sciences as the baseline of a product development process. The impact of these tools on market success or loss, as well as on user satisfaction, is also summarily highlighted.

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