

Interactive design as an approach to ceramic products design

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Abstract:

This research was primarily concerned with developing a method for the interactive design methodology of the product in general and for the ceramic product in particular, by monitoring the positive interaction of the user. This necessitated a classification of the interactive elements, their identification, the study of their importance, and the analysis of how to control them to obtain a successful design. The research concluded that there are three main elements of interactive design, which are an interactive stimulus, an interactive addresser, and interaction phenomena. They have been identified, defined, analyzed and explained the importance of each of them within the interactive design, as well as how to control the positive interaction of the user by dealing with those elements. It can be monitored through observation and exploration. The success of design is realized through those phenomena that may be multiple for one design and have many forms such as - such as looking, listening, deliberating, using, or manifestations of moral feelings that express surprise, joy, or other... - which often culminate in the consumer's acquisition of the product. It is worth noting that there are interactive phenomena especially for the post-purchase and use stage, and the research problem lies in how to inspire the interactive ceramic design by motivating the addressee to the user in accordance with the stimuli within the design, as well as the possibility of monitoring the interactive phenomena - (touch, discussion, circulation, use, manifestations of joy and others...) - adopted in interactive design. The research also aims to identify, classify and analyze elements of interactive design, and control the positive interaction of the user as a means to design success. The research hypotheses are summarized in the possibility of identifying and classifying elements of interactive design, as well as the possibility of controlling the interaction of design as a design approach, and organizing the design thought of ceramics by laying interactive foundations that contribute to controlling the success of the design. The importance of the research lies in developing a design plan based on the value of the interaction that the designer can base on the design of a ceramic product or other products, in addition to developing a general classification of the elements of interactive design and organizing the use of those elements to start designing the product. The research method took the experimental and analytical methods, by designing various ceramic products using digital design sometimes and implementing some of them at other times. The analytical method was also used in some historical and modern ceramic works to prove the interactive methodology in it. The research reached a set of major results among the most important of them is the classification of the design elements of interactive ceramics into three main elements: interaction addresses, interaction stimuli, interaction phenomena, the possibility of interactive evaluation of the design through monitoring the interactive elements, and the possibility of analyzing the interactive design and its elements for different products. Many recommendations have been made, including the need to put positive interaction as a desired priority in the product design methodology in general, as well as monitoring the interactive phenomena of the design and explaining their reasons for use in evaluating the success of the design.

Keywords :

interactive addressee, Interaction phenomena, Catalysts of interaction

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