

# Beyond our reach

## Workshop on Emotional Product Design

University of Ferrara - January 25-26, 2016

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**Description** Humans intuitively seek out to transform their environment in order to elevate their quality of life. By observation, experimentation and refinement they are able to create artifacts that make their lives easier, safer and more enjoyable. This workshop looks at how design can be used as an intuitive process that uses simple forms and volumes to maximize the potential that human beings inherently have.

**Goals**

- Integrate empathy as a key element for identifying relevant user needs.
- Develop three-dimensional forms that explore how basic objects and tools work as extensions of user's bodies and allow them to perform important daily tasks.
- Explore basic principles of product design, such as form, function, human factors and user experience.
- Integrate emotional design in order to improve interaction between users and their products.

**Assignment** To design physical extensions that provide users with abilities that go beyond what their bodies alone can do or that compensate for physical limitations such as amputations or paralysis. This project will focus on functional attributes common in prosthetic design while also enabling emotional interactions and elevate simple artifacts into objects that produce strong emotions, feelings and impressions. Successful designs will integrate two key components:

- Basic functionality that provides physical benefits and advantages to the user.
- Appearance and interaction with rich emotional attachment to and around the user.

**Methodology**

- Students will work in teams of 3.
- Teams will develop one product that addresses the assignment in a creative way.
- Teams need to define specific target user and context in which the solution would be most beneficial.
- Final designs will be presented as full-scale models made out of paper, cardboard, or similar materials. Craftsmanship is an important expectation of the final models but complex functionality is not expected.

**References**

- Design & Emotion Society: <http://www.designandemotion.org/>
- MIT Biomechanics Lab: <http://biomech.media.mit.edu/#/>
- A. Lobos & C. Babbitt: "Integrating Emotional Attachment & Sustainability in Product Design" <http://www.mdpi.com/2078-1547/4/1/19/pdf>

### Agenda

#### Monday 25

14:00 Introduction  
15:00 Empathy session  
16:00 Break  
16:30 Paper form explorations  
18:00 End of session

#### Tuesday 26

9:00 Brainstorming  
10:00 Team's design proposal  
11:00 Break  
11:30 Work in teams  
13:00 Lunch  
14:00 Work in teams  
17:00 Final presentation  
18:00 End of workshop