

hello :)

6th
Design&Emotion Conference
DARE TO DESIRE

Design of Bionic Humidifier

P1
Purpose

Why
P4

SET
P2

How
P5

Emotion
P3

P6
Find





Product Opportunities

Olympic Games 2008 will hold in Beijing, Yadu, stands for the supplier of Olympic Games, plans to develop a new kind of humidifier to suit the demand of Olympic Games. Meanwhile, **a new small engine** was invented by Yadu. So we can design a totally new style. The potential fields are in-car, portable, gift or other purposes.





GREEN OLYMPIC



BIG MARKET

Background



MARKER LEADER



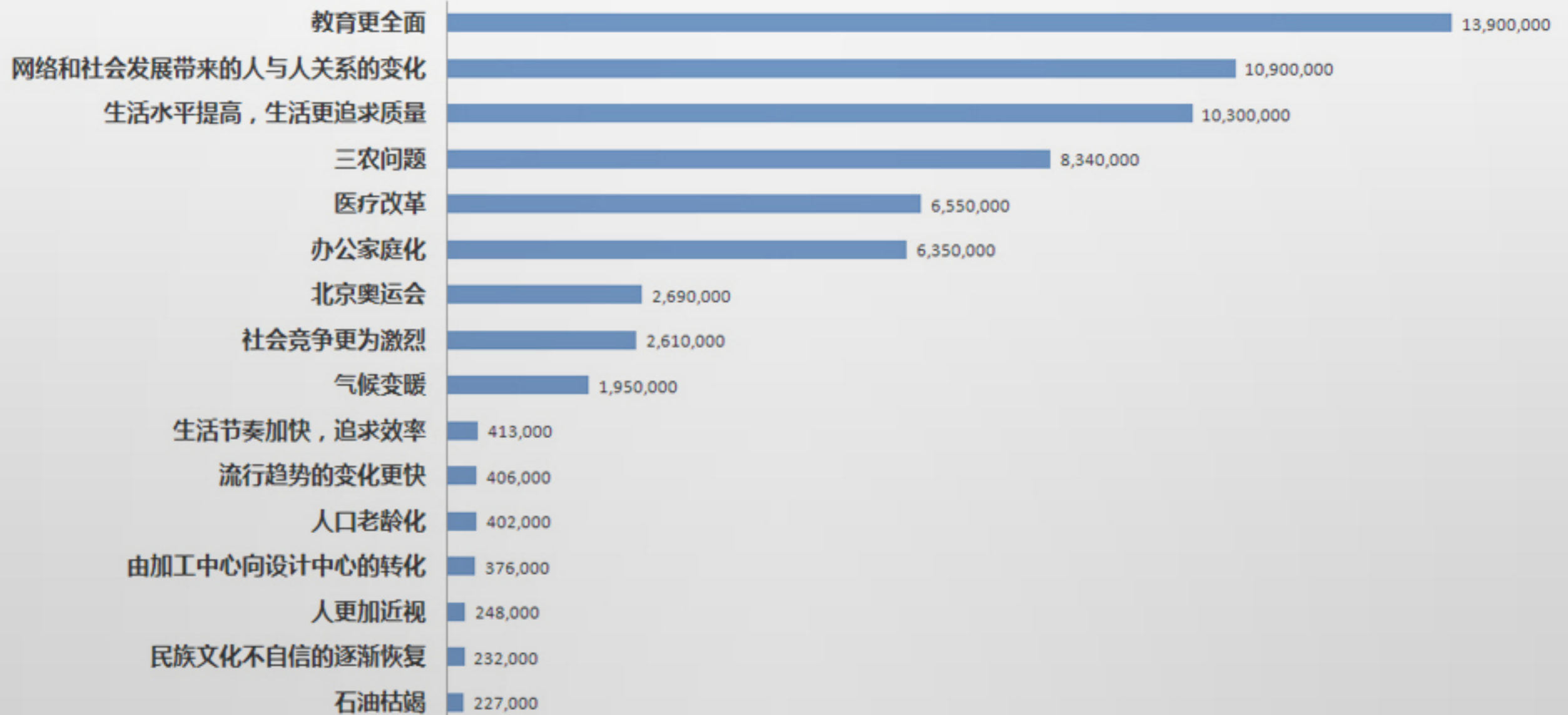
REVOLUTION



Society

Chinese keywords

■ Google pages

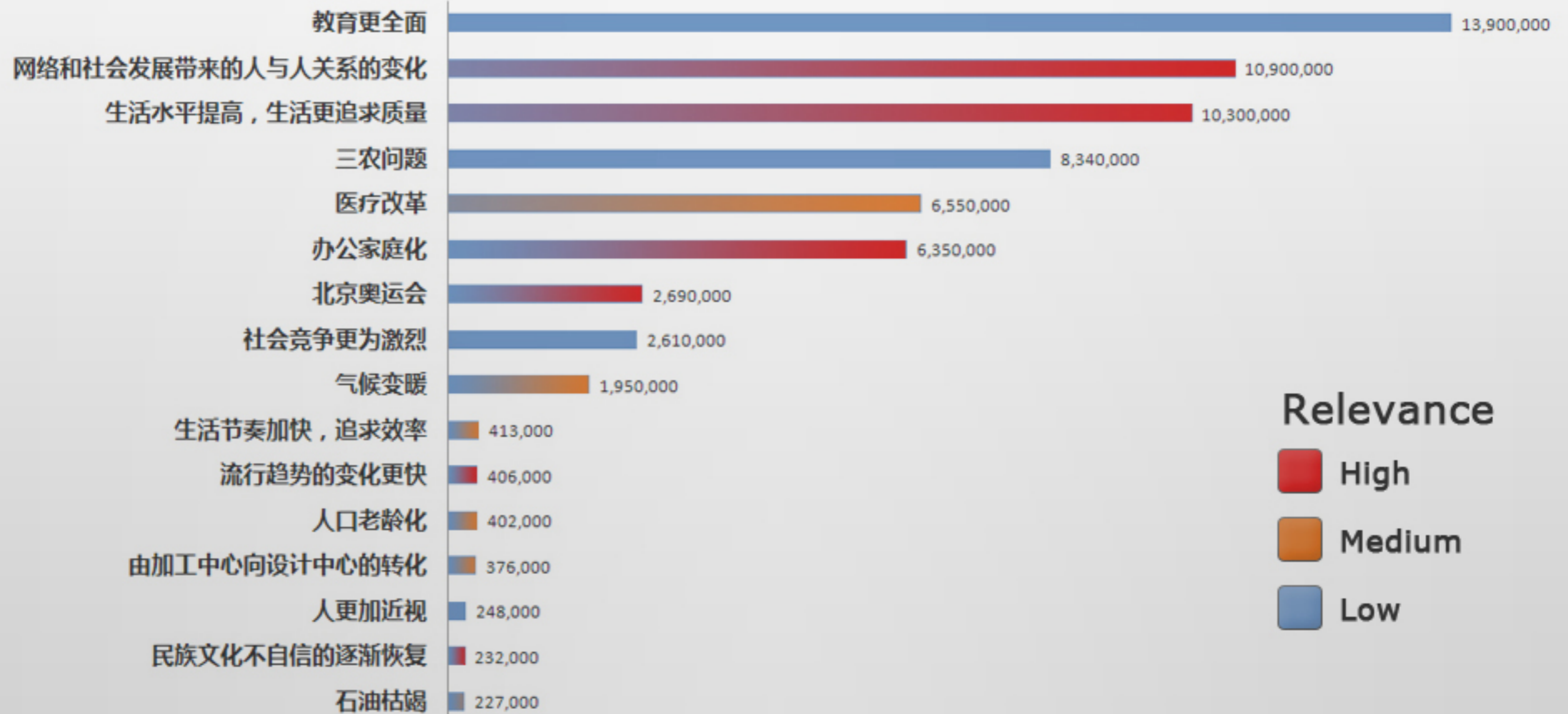




Society

Chinese keywords

■ Google pages



Relevance

■ High

■ Medium

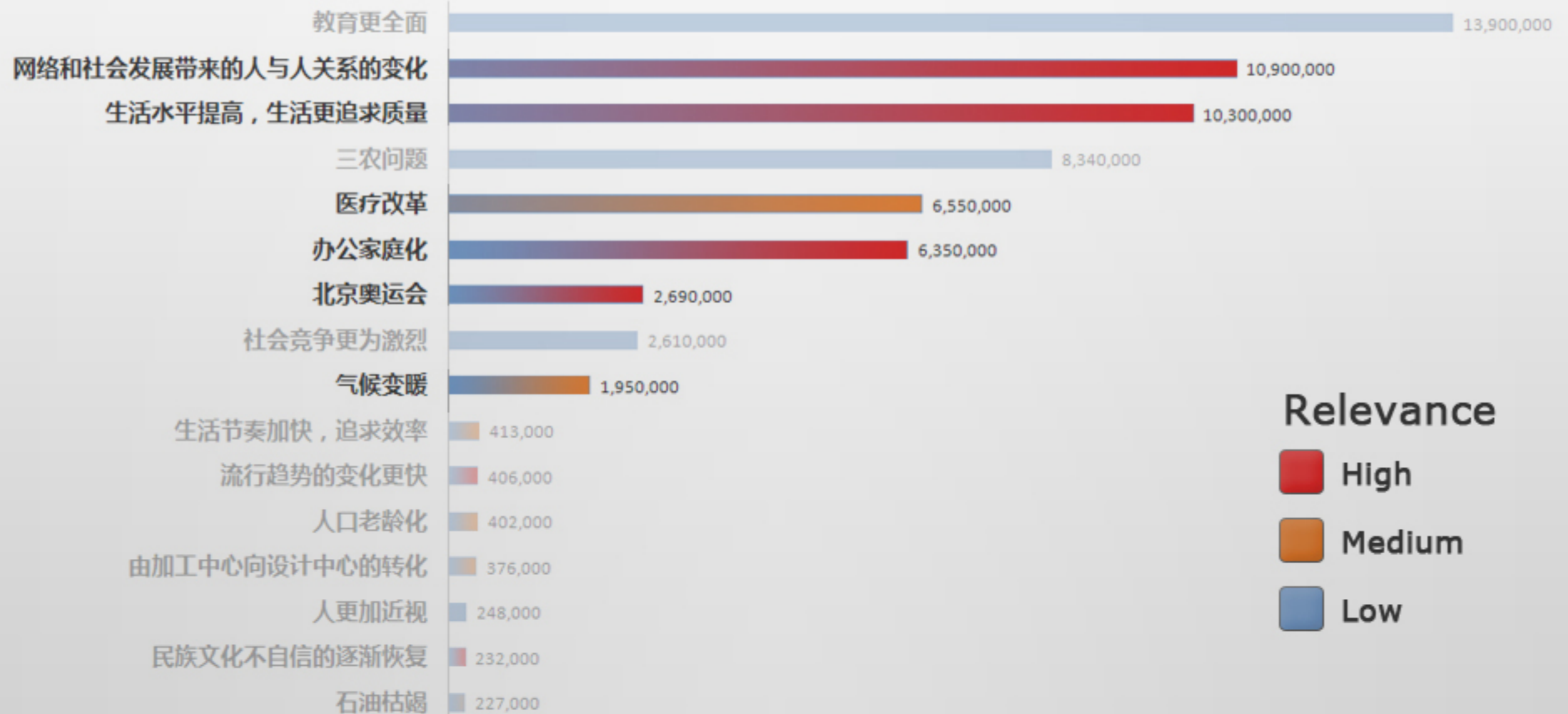
■ Low



Society

Chinese keywords

■ Google pages





SET

Design of Bionic Humidifier



SET FACTOR

Target User
 High Income
 Good human relations
 Fast accetpable
 25-60 years old

Concepts
 Aiming at office design
 Concept from Olympic
 Life-style Design
 Digital payment
 Emotion Design
 Digital Pet
 New power resource
 Digital Database

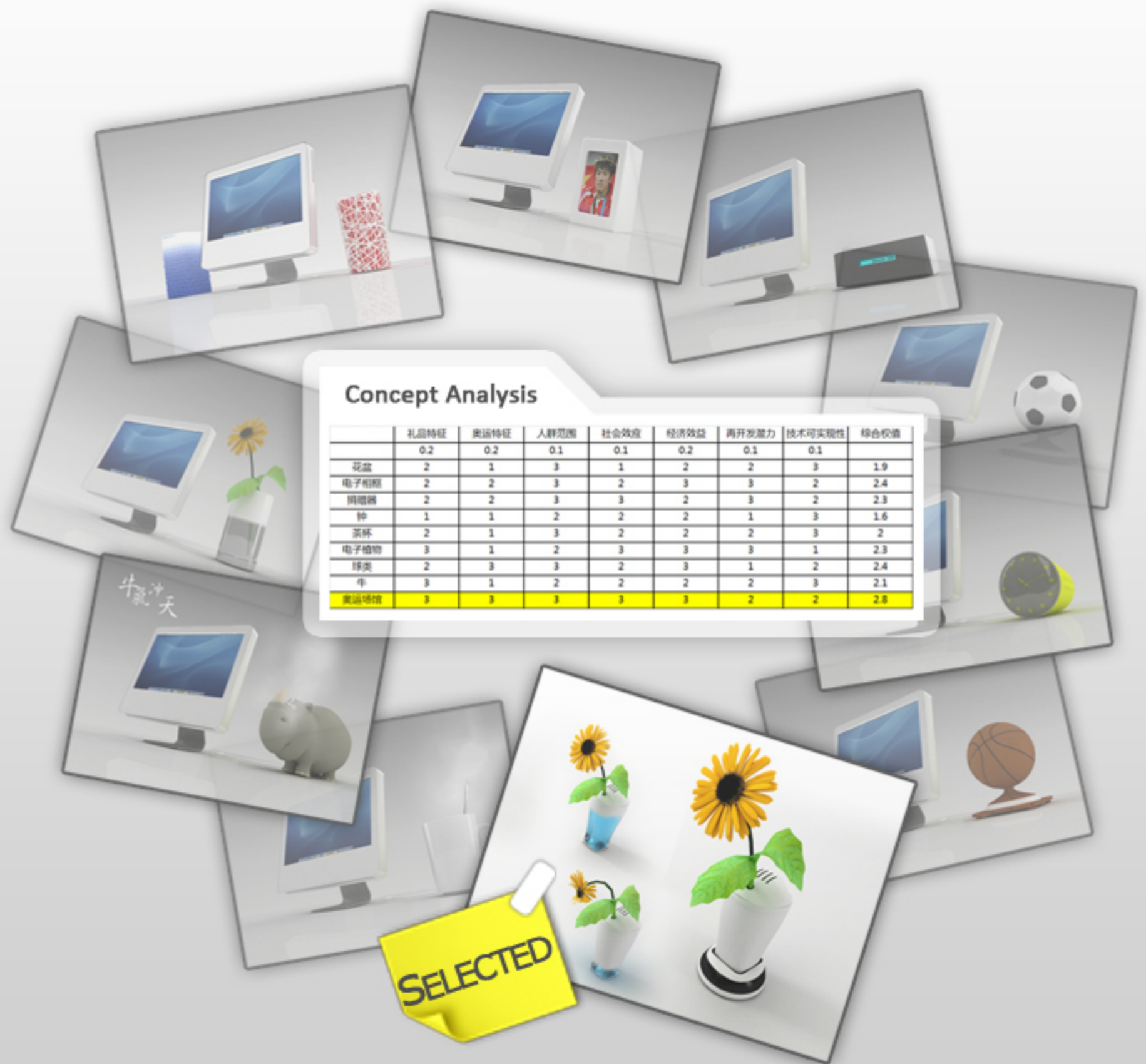
Positioning
 High quality
 Refined design
 Olympic Game's
 high quality gifts market

Target User's Feature
 1.Easy to accept new things
 2.Well educated
 3.High demanding for quality.
 4.Suffering so much digital stuff



SET

Design of Bionic Humidifier



Concept Analysis

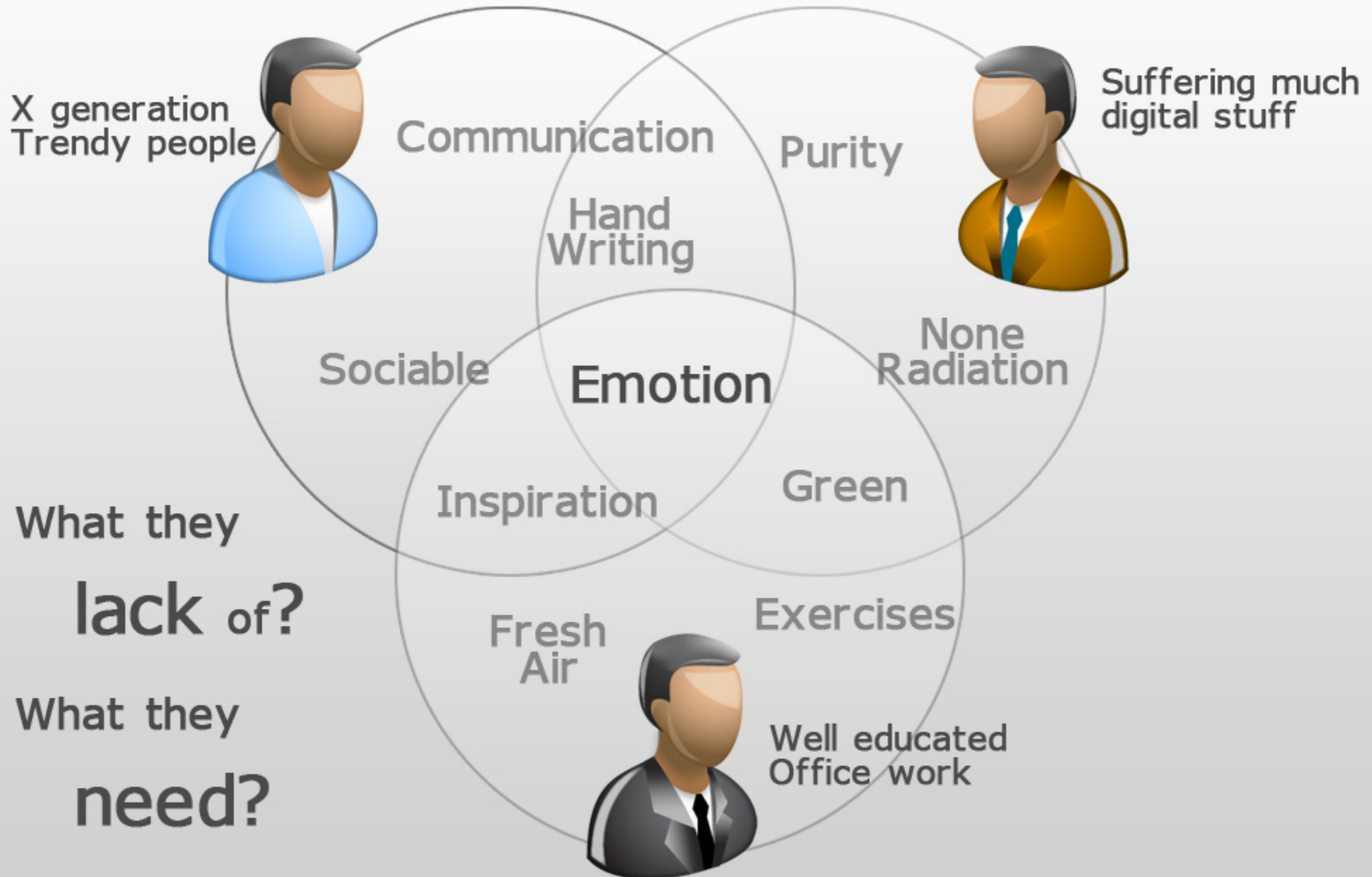
	礼品特征	奥运特征	人群范围	社会效益	经济效益	再开发潜力	技术可实现性	综合权值
	0.2	0.2	0.1	0.1	0.2	0.1	0.1	
花盆	2	1	3	1	2	2	3	1.9
电子相册	2	2	3	2	3	3	2	2.4
捐赠器	2	2	3	3	2	3	2	2.3
钟	1	1	2	2	2	1	3	1.6
茶杯	2	1	3	2	2	2	3	2
电子植物	3	1	2	3	3	3	1	2.3
球类	2	3	3	2	3	1	2	2.4
牛	3	1	2	2	2	2	3	2.1
奥运场馆	3	3	3	3	3	2	2	2.8

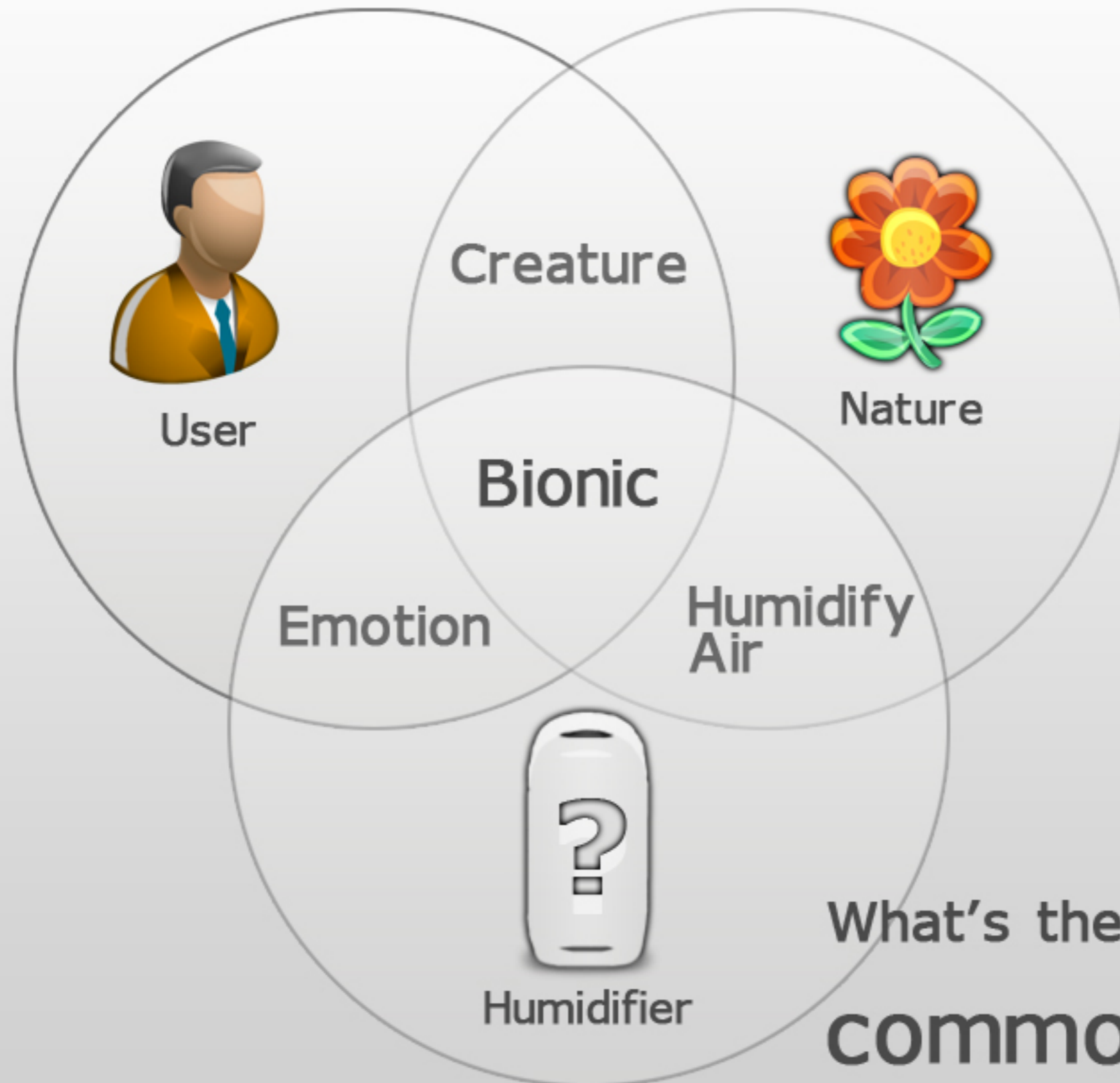
SELECTED





Emotion | Design of Bionic Humidifier





What's the
common point?



How | Design of | Bionic Humidifier |



Humidifier

Bionic



Flower



User



How | Design of | Bionic Humidifier |

1

Breathe

We use the plant-breathing like system to exchange air instead of inlet-outlet system

2

Solar Energy

We utilize solar energy for the day-time use

3

Flower like

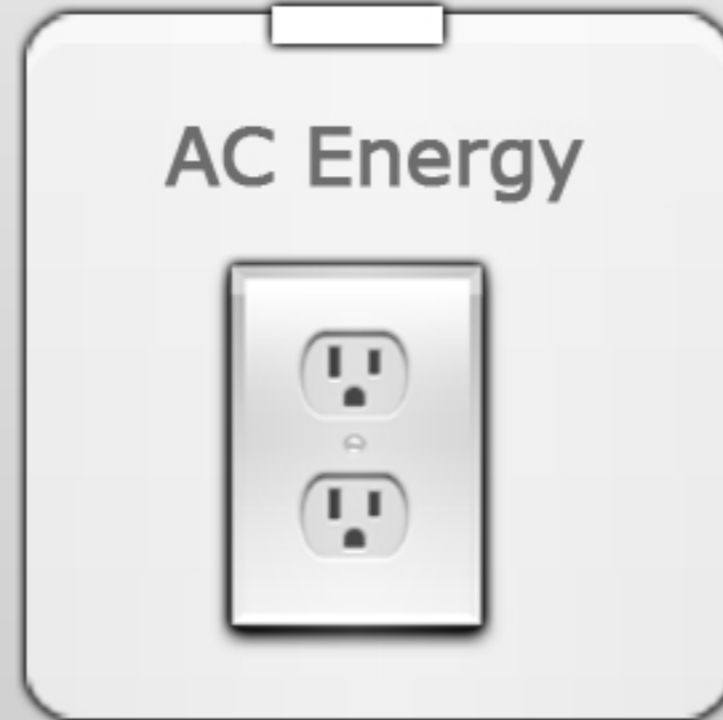
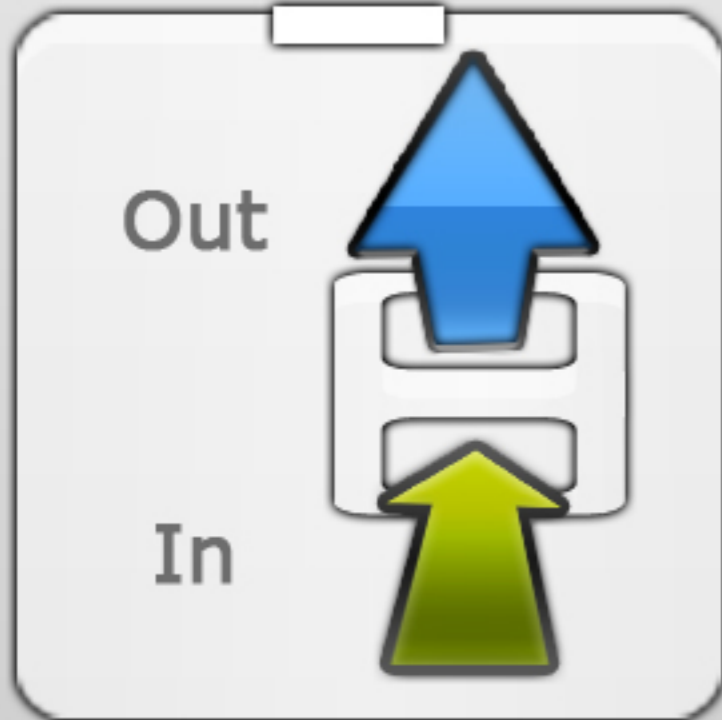
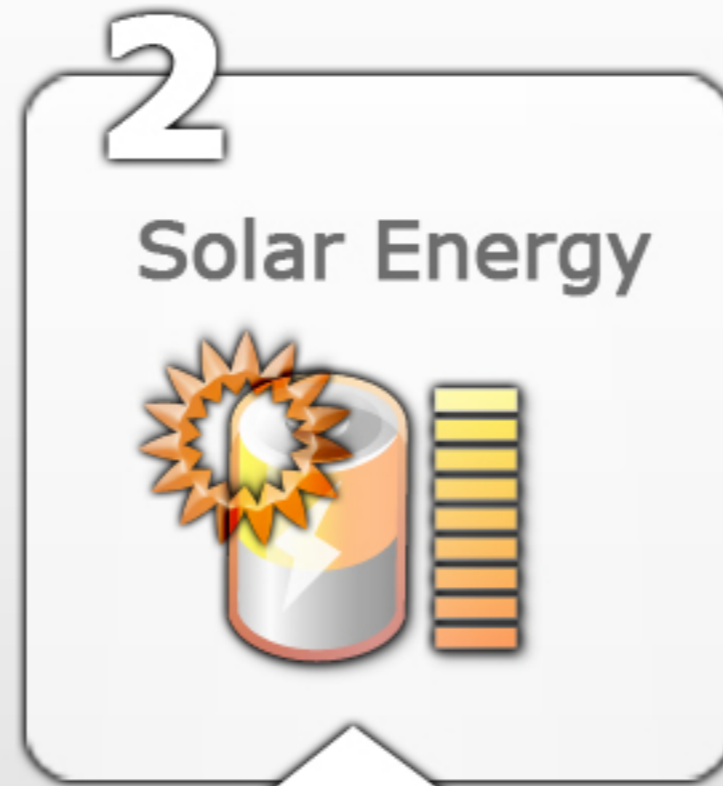
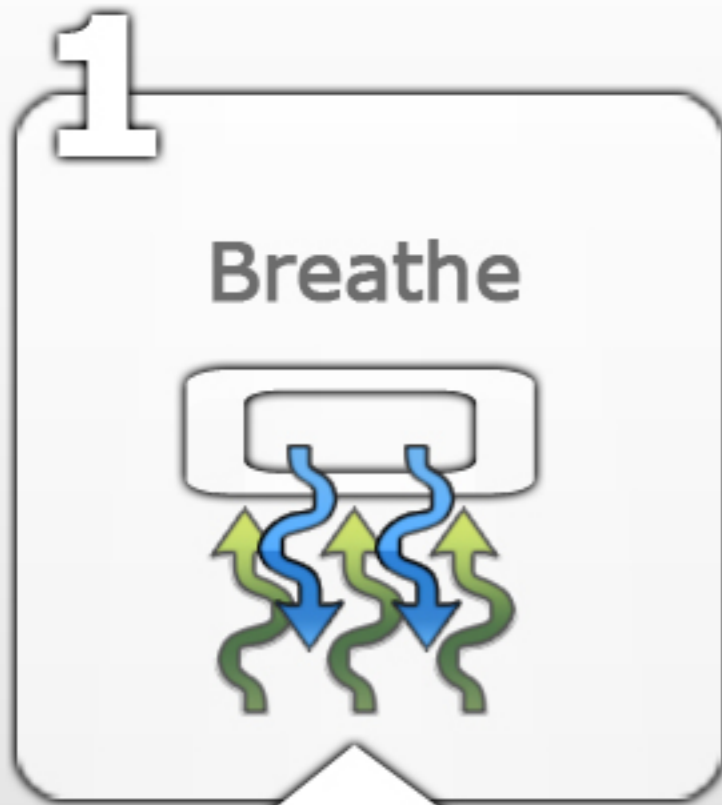
This bionic humidifier gives users the feeling of growing a flower. It displays water volume by blossom and fade.





Design of Bionic Humidifier

How





Why | Design of | Bionic Humidifier |



It's interesting to raise a digital flower just like a real one!



From the function to appearance, a perfectly combined bionic product



It not only humidifies my office, but also lightens up as a vivid creature



Why?

How is a humidifier related to an emotional experience?

Why is nature important for a humidifier?

Why a flower?



Coz :

Emotional experience is originally from mother nature, trees grow, leaves drop, flowers blossom, all these could give people a pure emotion.

All the real moisture givers are from nature, designing humidifier like a creature is just a return to one's original simplicity.

Flowers are common in one's home, and its bloom and fade always make people moody and sentimental. In addition, bloom and fade is obviously visible.



It is more **friendly** that a product is designed with emotional factors.

It makes design more **flexible** with emotional design.

It makes the functions and operations of product more **understandable** with emotional design.

Product with emotional experience tend to be **closer** to users.

Thank you

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