

An Emotional Design Approach to Develop New Cultural Products

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Abstract:

Global markets receive bulks of similar products every morning from different companies around the globe. Because of tough competition, companies attempt to present attractive products for consumers. Cultural design approach is used by several companies to develop products which based on consumers' cultures. While same cultural product are sold in different countries because of globalization, there is a need for a new approach to design cultural products to be more attractive for consumers from different cultures. As emotion is the key motivation for people while judging things and making buying decisions, emotional design can be considered a good approach for design cultural products. This paper aims to integrate emotional and cultural design processes to help designers to create emotional interaction between the consumer and the cultural products. This interaction can push consumers to buy specific products more than others. The paper firstly reviews emotional and cultural design, cultural features, and design process. Afterward, a framework is developed to describe how emotions can be embedded in cultural design process.