

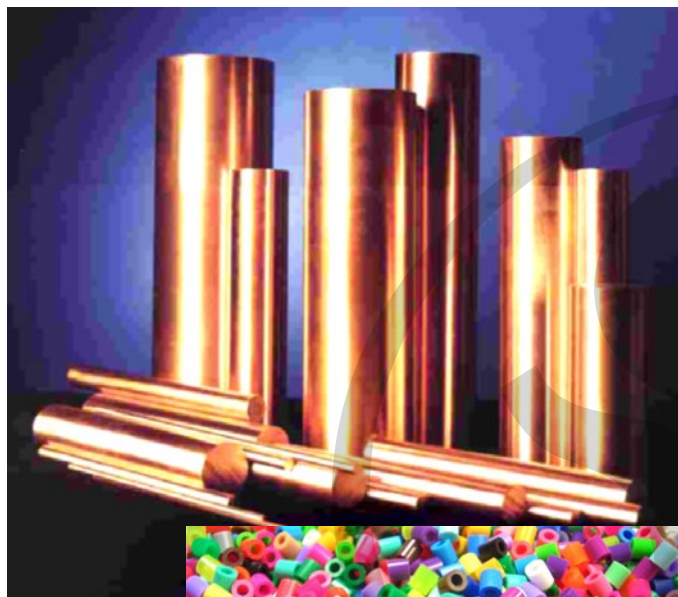


Human Touch

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The prime criterion of a humane ID Product Design longevity in tomorrow's world is how the human flesh feels towards it

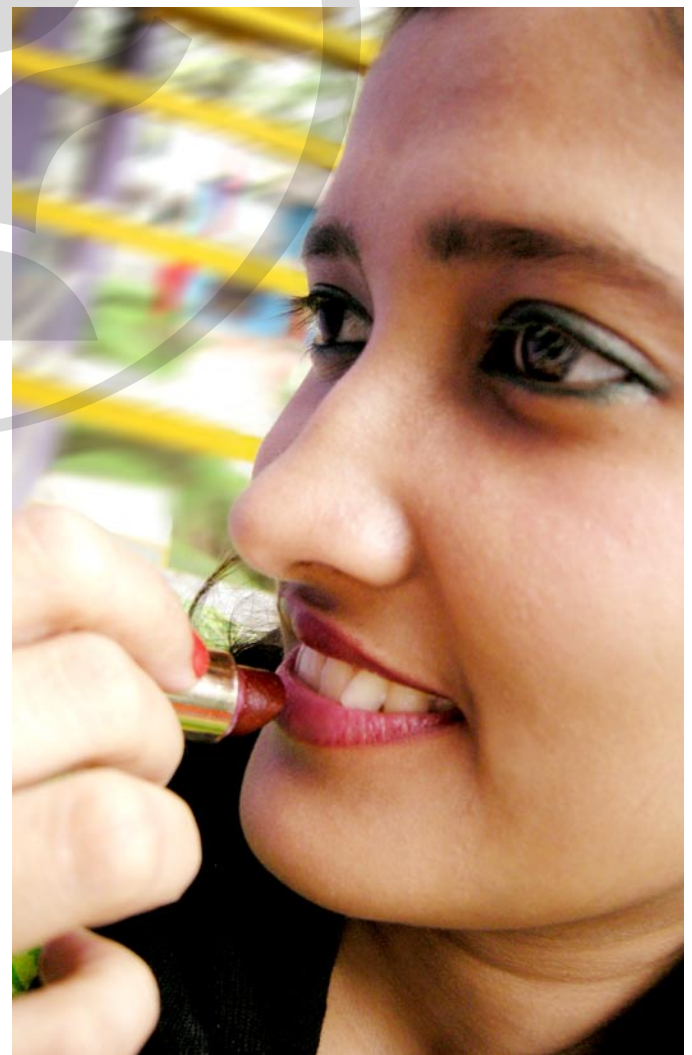
By the nature of its material and controlled manufacturing process, an ID Product Design has a mechanical cold form.



So the thinking process from inception is how to bring design closer to a human touch.

In designing the form and content of a lipstick, which has 7 to 8 design components, it conforms to a subtle human touch, that of a woman delicately and elegantly applying lipstick.

This metaphor of aligning design to the comfort of human usage is applicable in all forms of ID Product Design. It reaches a summit if design can use environment friendly materials.



Folk design has tremendous human touch.

“Kantha” is a traditional hand embroidery stitch of West Bengal. By joining different kinds of used cotton garments, a grandmother would, with simple, freehand, non-linear kantha stitches, traditionally design a soft handmade quilt called kantha for the new born babies in the home.

When this emotion is translated into 5 metres piece of fabric to become a sari, it acquires a very precious meaning for women. Today the kantha sari is available in very expensive silks, sometimes adapting intricate kantha stitches, or in low cost synthetics with simple, customary freehand flow lines to cater to the affordability of different buyers. Women love and value a kantha sari for its authenticity, its handmade stitch, its emotion, its beauty.



Adaptation of traditional “Kantha stitch” into contemporary saris

Different categories have different defined purchase cycles: for example, FMCG is day, week, monthly driven; automobiles have a purchase cycle of 3, 5, 7 years; for consumer electronics it's 3 to 5 years, and for fashion the purchase cycle is 6 to 12 times a year. The strategic brand promoter can totally control the purchase cycle of any category.



I consider the kantha stitch as a metaphor of design with a human touch.

Medical instruments are too technical

In medical science, the more complicated the disease, the more sophisticated is the medical machine. But by nature, the mental stamina of a suffering patient sinks when he confronts a medical instrument, as he thinks he will be tortured. To get his psychological acceptance, the machine must appear to be his companion that brings him mental peace.

This will lead to better and quicker curing. This extreme example demonstrates that humane industrial product design can be masterminded through the human touch. How can it be done?



These are undoubtedly high efficient tools, but the patient can be scared

Earth movers look like warfare vehicles

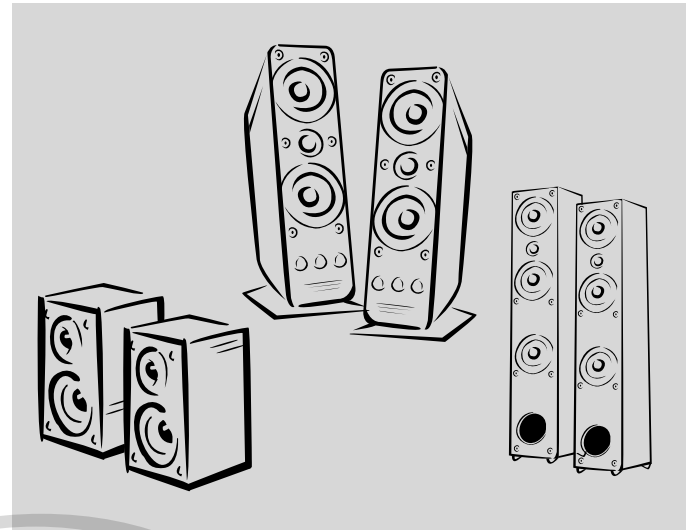
Earth movers are extensively used in developing countries, but they are not humanized.

Development takes years, and during this time these machines pollute society. They may not be consumer products but people get affected when dumpers are used. The alchemy of multi-material synthesis for any consumer touch point can give a human aspect. It's a thought for ID Product Designers.



Earth movers polluting the environment

A speaker is isolated from human touch



But by nature it is communicating the human aspect.



How can the speaker reflect the human aspect rather be an ugly rectangular, square or tower box is food for thought.

Old master artists like Leonardo da Vinci and Michaelangelo created exceptional sculpture using hammer and tongs to incredibly transform a single, simple piece of marble into the human body

But in the last century, August Rodin left something more interesting. He sculpted a very emotional woman as relief, and left the balance piece of marble as brute marble. The stark difference between sensitive human character and stone is visible in the sculpture, proving that marble is only a material on which human value can be generated. That clearly shows how artists are in advance of their times.

This is the inspiration for ID Product Design. In the same way as a piece of brute marble was totally humanised, humane industrial design also transform the scientific look of the material.



Michelangelo's David



Sculpture by Leonardo da Vinci



August Rodin's La Danaide



Mobile phones are getting more and more user friendly, but the feeling is that you are keeping some plastic in your hand. Rethinking is required to bring it closer to nature.

Thinking

In today's complex environment, industrial design will require the humanization aspect. The coming future will abolish all technical and material aspects from ID Product Design.

Ideally, the thought process of ID Product Design has to combine material with its

feel on the human flesh. The car's steering wheel is always handled by the hand.

The test of design humanization is on how the steering wheel makes the user feel that he is touching a human aspect and not just material.



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