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Statistical Aspects of Kansei Engineering

Tuesday, 12 September 2023 09:40 (1 hour)

Following on from the Kansei Engineering (KE) special session at ENBIS 2019, we now present new work in this niche area dealing with design, service and product development.

The role of affective engineering in product development.
Affective aspects in products are increasingly important for usability, application and user purchase decision-making. Therefore, considering these aspects is crucial when designing products and services particularly for small and medium-sized enterprises (SMEs). Given the current trends, creating desire for innovative product solutions driven by environmental adaptation, technology advancement or societal changes, is in high demand. The talk gives a 6-step guideline for KE methodology illustrated with examples.
By Simon Schütte

Advances in statistical analysis and presentation of results in Kansei methodology.
KE employs many interesting analyses of multi-dimensional data. Established methods have been successful in extracting insight from extensive data on product features and their relationship with users' emotional responses. KE is continuously evolving and advances in machine learning and artificial intelligence add new opportunities. Common users of KE are designers and artists, people sometimes far away from data-driven decision making, and who value aesthetics. We present improvements in presentation of results vital to connect with these users.
by Lluís Marco-Almagro

Pedagogic aspects of Kansei Engineering.
KE cuts across many different disciplines. It lends itself to small group and short project work. It is also appropriate for more detailed, longer-term dissertation projects. Our recently released textbook includes nice examples of posters produced by graduate students. The talk will showcase our results.
by Shirley Coleman

Keywords

multi-variate data analysis, statistical presentation, project work

Classification

Both methodology and application

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