

## INDIGENOUS PRODUCT OF EMOTION

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### ABSTRACT

This paper introduces the general framework of levels of product experienced by the indigenous people. Four distinct components are discussed in observing indigenous products: products as mediators to interaction, enhancers of social interaction, relating to identity and objects of emotion. These are crucial process that involves the life context, engagement of the users with the product, experience that continually refers to product reliability, creating a pleasing experience and satisfaction can greatly influence the success of a product. The aim of this study is to examine the adaptability of an evaluation method using the visual images to evaluate the impression of an indigenous product design based on *Kansei*. *Kansei* approach was used to address the emotional side of the product used by the indigenous people that satisfy basic functionality, usability and safety. In the design context, *Kansei* emphasized the designer's imagery skills: the power to produce a mental image and use this in the creative process. It is important to understand how indigenous people used their creativity in designing products as each product portrays different form and shapes that had specific preferences. The quantitative feature values for indigenous products are collected and the relation between *Kansei* words and the visual feature of indigenous products are analyzed. A cluster analysis was carried out in order to determine the exact groups of products that fit to the user's needs. A number of clusters were emerged which are able to identify particular design features and its usability. This study also gives attention to the behaviors of users when they perceived the artifact and their preferences' or cultural bases work to their feelings. Results show that specific design used by

the indigenous people basically based on user's environment, emotional values and the contexts of product used. The implications for the design are that emotion acts as an important component of indigenous artifact sense –making and determines how artifacts are interpreted. This creates an affective artifact in many aspects such as the product's functions, characteristic, associated meanings on actual product use, and perceives pleasure.

Keywords: indigenous product, interaction, identity, emotion, *kansei* method

## 1. INTRODUCTION

The creativity in designing a product developed by the indigenous people classifies the nature of their existence in the environment for living and survival. The products designed were based on community's peculiarity that has been inherited from early times. Indigenous product is an artifact that had been designed and used by certain community of people such as tools, clothing, crafts and goods (Dormer,P. 1997). Indigenous design is an invented artifact that produces by human or community of people whose goals were to fulfill their needs for everyday life. It normally represents the regional identity where the artifacts were created. It is a root towards the new invention for future products. The meaning of indigenous elements usually can be translated into contemporary features. Indigenous idea has the potential to generate alternative methodological and technological approaches to design and creativity(Shaari, N, Rahman, KAA 2007).

From design perspectives, the indigenous people had developed and passed their indigenous knowledge (IK) from generations to fit the purpose of their living. This IK is embedded in a community practices, relationships and rituals. It is essentially tacit knowledge that is not codifiable (Shaari, N, Rahman, KAA 2007). Through a survey, it is identified that IK has provided the basis of problem-solving strategies for local communities. This knowledge developed a significant domain of indigenous design culture. We believe that indigenous artifacts have four distinct components such as mediators to interaction, enhancers of social interaction, relating to identity and objects of emotion. These are crucial that involves the life context, engagement of the users with the product, experience that continually refers to product reliability, creating a pleasing experience and satisfaction that greatly influence the success of a product. An indigenous product mainly reflects closely to the emotion and feelings of the designer and users (Shaari,N, 2008). Products were interpreted in various forms based on their beliefs, needs and customs. Together with the human mind, the sensory information is converted to basic emotional reactions (Damaiso, 1996). Research done in Japan during the 1970's on the integration of affective values into products was mainly referred to as emotional engineering (Nagamachi, 1989). Within these approaches, *kansei* engineering are used as a tool for indigenous product identification and the basic contents are described through product visual identification, characteristics and visual product mapping.