FURTHER DEVELOPMENT OF PICTORIAL SEMANTIC DIFFERENTIAL PSD FOR PRODUCT PERCEPTION ANALYSIS

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A technique called Pictorial Semantic Differential (PSD) to study user perceptions towards products. PSD is the combination of Osgood's Semantic Differential (SD) instrument and Multi-Dimensional Scaling (MDS) which was created to benefit designers in understanding users' interpretation on product design. In this case, MDS was used as a visual field format to support the SD method in building the multi-attribute perceptual space. In the earlier development, it was found that the users' product design interpretation only covered the 3D product perspective view, which was not a holistic interpretation of the product meaning. Moreover, as the preparation/handling and execution process was done manually, it became too time consuming. An additional approach was developed in conducting PSD technique by including various visual views such as front, side and rear. A 2D multi attributes perceptual space plot was also generated by using design software, replacing the manual paper-based test conducted previously. The examples presented are from the car industries with participants from Thailand. The results indicated that the meaning of product differed in every view presented and this could act as a design cue for designers in product styling development. With the use of design software, the preparation/handling of images and test execution were less time consuming. It can be concluded that the Pictorial Semantic Differential Technique had become more practical for the application to the car industry.

Video installation - 2016