

# The future shapes of multisensory perception

## Evaluation of hedonic attributes of products



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**Eleonora Buiatti, Beatrice Lerma**

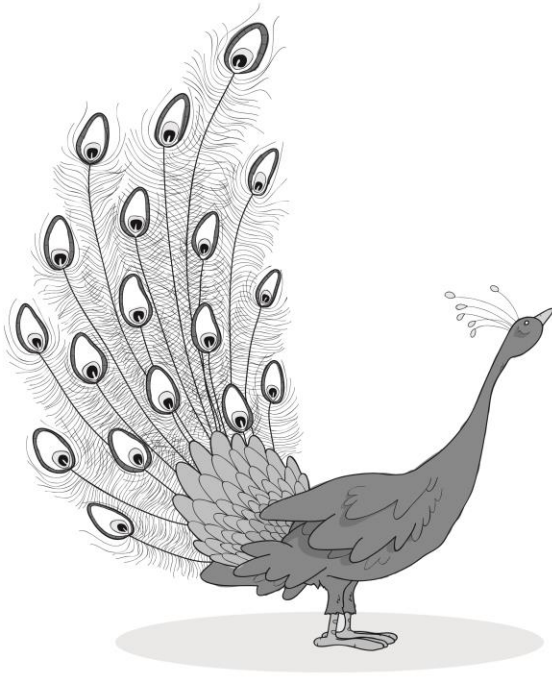
Design and Visual Communication Course, Politecnico di Torino

DAD - Department of Architecture and Design, Politecnico di Torino



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# the nature of luxury



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# the nature of luxury

THE BRAIN



CONSUMES THE 20 PER CENT OF THE BODY ENERGY

IS BULKY – THE BASIN OF WOMEN IS MORE WIDE  
TO ALLOW THE PASSAGE OF THE HEAD OF THE  
NEWBORN

IS VERY SLOW

THE LUXURY IS THAT WE CAN THINK ABOUT THE NOTION OF LUXURY

# the heuristics of luxury

A QUICK WAY TO PROBLEM SOLVING AND TAKE DECISIONS

STRATEGY OF OUR BRAIN TO OPTIMIZE PROCESSES

INTUITIVE RESPONSES

# luxury and beauty

## THE HALO EFFECT



**BEAUTIFUL = KIND**

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## NORMAN'S THEORY



**BEAUTIFUL = EASIER TO USE**

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# luxury and value



OUR BRAIN ELABORATES WITH MORE VIGOR WHAT  
IT CONSIDERS VALUABLE



**ATTRACTIVE = BETTER**

# luxury and price

49,90



29,80



MORE EXPENSIVE = BETTER

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# luxury and rarity



**RARE = MORE DESIRABLE**



# tools and methods

## Eye-tracking

instrument for recording and analysis of the user's eye movements during exploration of a web site or while observing an object



saccadic movements:  
GAZE MAP



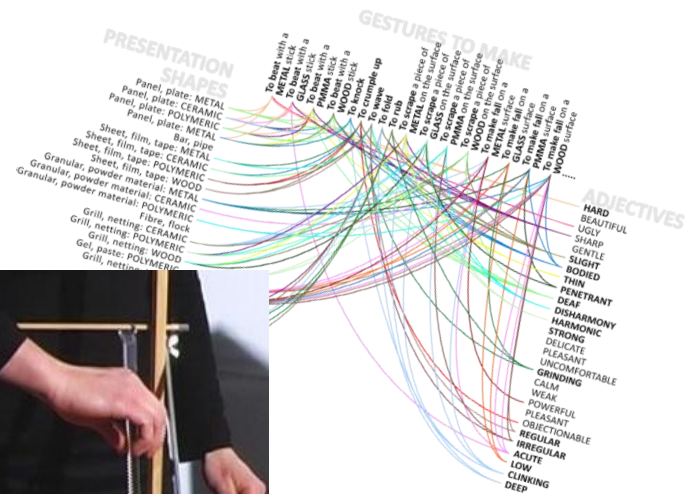
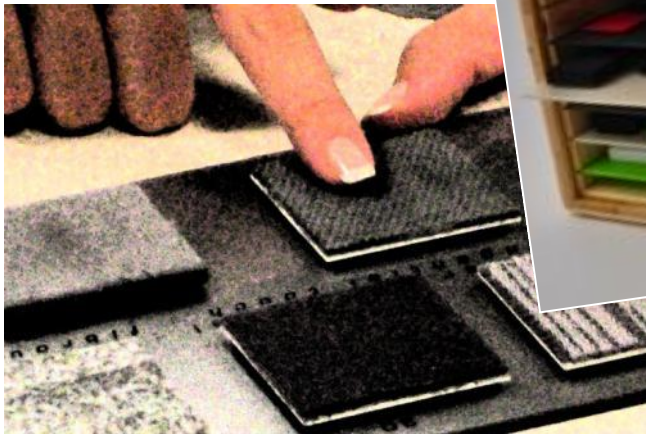
fixations: HEAT MAPS

# tools and methods

## devices for sensory evaluations

Sensotact® first universal reference tool for tactile sensations manufactured in France, Renault TechnoCentre in Paris

SounBe® tool for qualitative and descriptive acoustic evaluation of materials invented by the team and patented by the Politecnico di Torino



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# procedure

- questionnaires > draw an outline of the analyzed product
- desk analysis > FBC grid
- Eye tracking > analysis of the **main points of interest** about **specific stimuli**
- semantic differentials > identification of **similar or opposing trends**



*POLIEDRO, Pollenzo Index research developed in DAD Department of Architecture and Design - POLITO*

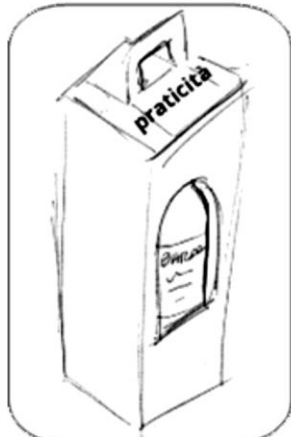
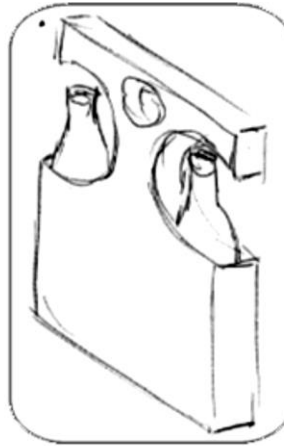
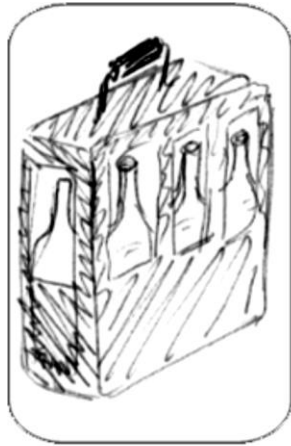
# case study: wine bottles

assessment of perceived sustainability



# perception of wine bottles

questionnaires - stylizations



«UNPACK»



# wine bottles: perceived sustainability



Which one do you consider the most ....

The stimuli

Elegant?  
Sustainable?  
Delicious?  
Expensive?  
Practical?  
Piedmontese?

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# heuristic areas of wine bottles



**expensive**



**delicious**



**elegant**

emotional markers

- bottleneck
- cap
- elegance

cognitive markers

- label
- elegance, enviromental sustainability and link to territory

# wine bottles

## discussion



certain elements (for example label) are predominant

some are evoke behaviors that enable heuristic choice

the correlation between different stimuli  
(elegance and product quality)

the different focus for cognitive or emotional suggestion

# chocolate packaging

analysis of chocolate bar packaging  
assessment of perceived sustainability



# chocolate packaging: perceived sustainability



What do you consider the most ....

The stimuli

Elegant?  
Sustainable?  
Delicious?  
Expensive?  
Practical?  
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# chocolate packaging: perceived sustainability

a support tool to identify strategic points to reinforce the use and communicative role of the product

**Sustainability** stimuli



**Elegance** stimuli

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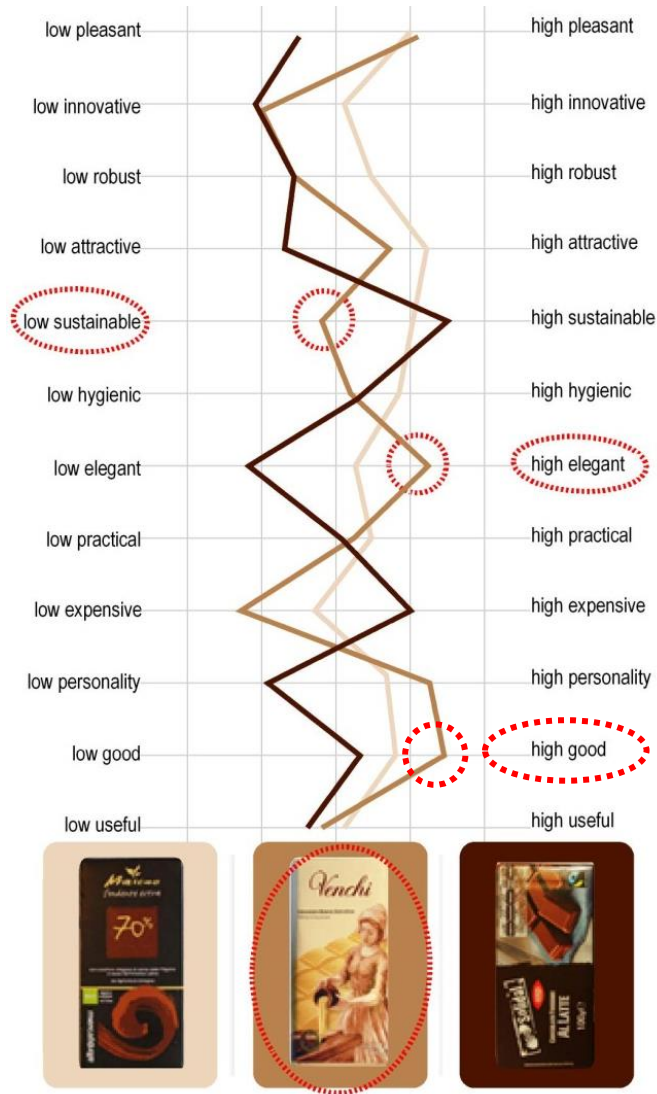


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# chocolate packaging: perceived sustainability

## semantic differential

analysis of chocolate packaging - perceived sustainability



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# chocolate bar packaging



discussion

cheap sustainability....

elegant sustainability?

sustainability could be elegance<sup>2</sup>

# conclusion



understand the user **perceptual pathways**



anticipate **future behaviors** and user's needs



transmit the **right content** and value of product



**thanks for your kind attention**

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