

Research on Humanized Design Based on Design Psychology

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Abstract:

“Humanization” of design is a design style that emerged at the end of the 20th century and has become the design trend of the 21st century. The purpose of design is to meet people’s own physical and psychological needs, needs are the driving force of human design. In the market-oriented situation, consumer psychology dominates the development of market. In this paper, from the perspective of design psychology, we will elaborate on the performance characteristics, expression and future trends of humanized design..

Keywords:

Humanization, Needs, Design Psychology

1. The Concept of Design, Design Aesthetics And Design Psychology

1.1. Concept of design

Design is an independent art discipline, involving many factors such as society, culture, economy, market, technology, etc. Design is the process of conveying a certain plan, planning, vision and problem-solving method through visual language, and the core of design is a kind of creative act. The aesthetic standard also changes with the change of these factors, and the content of the study and the object of service are different from the traditional painting and sculpture and other pure art, so the content of design aesthetics research cannot completely copy the traditional aesthetic theory. Design aesthetics studies the aesthetic phenomena and laws embodied in the process of industrial design, and there are many design aesthetics issues worth understanding and studying in all aspects and fields of industrial design. “Beauty” has been created since the birth of human beings, and is an objective social phenomenon. The ultimate goal of design is to focus on “people”. Therefore, design aesthetics should meet people’s aesthetic needs, and it is the carrier that reflects the laws of aesthetics and presents the spiritual core of aesthetics [1]. Through the analysis of the laws of aesthetics, the product is given a historical context and aesthetic orientation and other spiritual factors to create a product with unique cultural characteristics and connotations of multi-level needs [2].

1.2. Concept of design psychology

Design psychology is a new discipline which is integrated with other disciplines. Studying the psychological factors of people in the design process from the perspective of psychology makes design become a theoretical and scientific discipline. Consumers and designers are the two main research objects of design psychology, both of which are individuals with subjective consciousness. This requires designers to analyze the psychological state and characteristics of consumers in the process of product design [3].

2. Humanization in Design Psychology

2.1. The material needs of people in product design

Design can be said to have arisen from the very beginning of human labor in order to survive and to make tools for labor. Therefore, the material needs of human beings in product design can be defined as the most basic needs, as explained in Maslow's theory of needs, human material needs are to meet survival and safety, and at the very beginning human design was indeed started to meet these two conditions. Later, with the development of human beings and the slow progress of the times, people were able to create new materials and develop new technologies, such as the production of pottery, bronze, iron, porcelain, etc. These products met the material needs of people in various periods and met the aesthetic standards of people at that time. Of course, this is inextricably linked to the style of the times, culture, technology, the production of new materials, and they are also changing with the times, the development of history is constantly being replaced by new product design or has been changing, this is because the needs of people in different periods is different, because people's lives have been changing, as the level of product design and production continue to improve and improve, people's material needs of Requirements have become higher and higher. For example, Nongfu Spring found a Chinese industrial design company to do bottle and packaging design, the designer used design psychology to create "baby water", every line, chamfer, curvature is hundreds of times debugged, just to increase the experience of baby parents in use, fill the gap in the market baby water. Therefore, only product designs that can be continuously improved and innovated with the change of people's material needs can meet people, otherwise they will be eliminated by the times and abandoned by people. The product design that can be accepted and needed by people all the time must be a perfect combination of function and form, and also have a strong vitality in the market, such as the material beauty and skillfulness, functional beauty and modeling beauty, material beauty and low price, only then can it meet people's material needs and be loved by people.

2.2. The spiritual needs of people in product design

Maslow, a famous American social psychologist, believes that human needs are divided into five levels, namely, physiological needs, security needs, love and belonging needs, respect needs and self-worth realization. They correspond to each other as a pyramid from low to high, and people will pursue higher-level needs only after meeting the lower-level needs. as shown in the Figure 1.

Therefore, in product design, people's demand for products is consistent with the above-mentioned demand theory, and after product design meets people's material needs, people will have a higher level demand for product design, that is, spiritual demand. This is also due to people's standard of living with the progress of the times, the rapid development of social and economic and constantly improve, the

basic material needs can no longer meet people's requirements for product design, not to let people produce novelty, pleasure, enjoyment, satisfaction and other psychological such feelings, the material content has let people take for granted, the function-based product design more often than not is no longer people's pursuit [4]. For example, there are many high-star hotels designed specifically for female consumers humanized rooms, under the stimulating competition in society, women generate more pressure to work to raise children, and even other matters. The high star rooms themselves are slowly taking on other functions in addition to the role of keeping out the wind and rain. During the short stay, let female guests feel the respect of the hotel for their own aesthetics, values and privacy, and provide a safe and warm space for women, which is to meet the needs of respect [5] The world-famous Swiss watch has become more and more a symbol of the status of successful people, and the feature of the watch itself as a timekeeping tool has been diluted, so the design should consider the psychological characteristics of the wearer who wants to show his noble and extraordinary temperament and strong economic strength, design a luxurious style, choose expensive materials, and reflect the superb personality [6]. Therefore, spiritual satisfaction has become a higher level of demand that people want to pursue and need, which also requires designers to improve their own design level, follow the development of the times to enrich their experience in all aspects, quality, ideas and so on, only then can design a higher, personalized products that meet the needs of the public, will not be eliminated in the market, abandoned, and this is in the design aesthetics requirements Product design function and form unity, the function of the product is not only the use of function, but also need to meet the psychological needs of people's aesthetic function, is one of thdesign aesthetics of the human trend of performance.



Figure 1. *Maslow's Motivation Model.*

2.3. Human emotional consumption in product design

People's emotional consumption in product design should be the consumption of product connotation, because the products designed by designers are cultural and emotional, targeted to consumer groups, or the products can resonate with the inner feelings of the public, so that consumers can understand the connotation and significance that the products want to convey. Creative products designed on the basis of regional culture and elements are able to attract consumers' interest because they have regional cultural characteristics and features, and they bring consumers an iconic thing, a certain commemorative meaning or a kind of inner emotion, so that consumers can produce emotional consumption. Emotional consumption also requires an emotional design of the product, which gives life to the product and brings

motivation and desire for consumers to buy. For example, through the user experience data mining, from the user and product research, in Maslow's theory of human behavior related principles is based on the satisfaction of low-level needs, in order to complete more advanced needs as the goal, intelligent and innovative design of the mug. The water cup is more emotional and caring service, and the connection with the mobile app makes the user's lifestyle more digital and intelligent. In order to meet the personalized needs of users, personalized cup design and popular holiday limited peripheral products are introduced, which not only meet the personalized needs of users, but also enhance the user's viscosity and loyalty to the product, and also enable users to get a pleasant and beautiful experience during use and meet their inner advanced needs. The core of emotional design is the word "emotion". We should let users feel the emotion we want to express through carefully designed details, and at the same time, we should stimulate the user 'emotions [7] and let users produce emotional consumption.

3. Conclusions

Nowadays, people's living conditions are getting better and better, the economic level is increasing, and gradually the criteria for determining whether a design is good or bad, and whether it cannot be eliminated in the market competition become human-centered, human-oriented prerequisites and design concepts. The beauty of a design lies in whether it can meet people's needs. Only by designing it better for people, can people have a better user experience, conform to ergonomics, and meet people's psychological and spiritual needs as well as emotional communication and output while meeting their physiological needs. People-oriented product design is the core of humanized design, and design psychology, as a systematic and comprehensive theoretical system to study consumer psychology, provides the necessary prerequisite for humanized design, making humanized design more targeted and scientific. To sum up, the trend of humanized design using design psychology is an inevitable and undeniable trend under the progress of the times.

Conflicts of Interest

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