Appendix 1

Dimensions	Design Museum Den Bosch
Type of Museum	Design (Household Appliances)
Type of Exhibition	Permanent
Scope of Exhibition	Conservation, Education
Interaction Level	Passive
Target Audience	General Public, Students, Tourists, Families
Technology Used	Minimal (Text Panels, Models, etc)
Educational Approach	Informative
Example Tools	Panels, Didactic Captions, Showcases
Visitors Experience	Reflective, Observational
Learning style supported	Reflective Observation, Abstract Conceptualization

Dimensions	Design Museum Dadel
Type of Museum	Graphics (Posters, Wallpapers, Commercials)
Type of Exhibition	Permanent
Scope of Exhibition	Conservation, Education
Interaction Level	Passive
Target Audience	General Public, Students, Tourists, Families
Technology Used	Minimal
Educational Approach	Informative
Example Tools	Posters, Wallpapers
Visitors Experience	Reflective, Observational
Learning style supported	Reflective Observation

Dimensions	Sonics Acts AMsterdam Biennale
Type of Museum	Sensory
Type of Exhibition	Temporary
Scope of Exhibition	Entertainment
Interaction Level	Passive
Target Audience	General Public, Students, Tourists, Families
Technology Used	Medium
Educational Approach	Sensory and Perceptual
Example Tools	Installations with Audio Visual Documentaries
Visitors Experience	Perceptual, Reflective
Learning style supported	Perceptual Observation

Dimensions	ADI Design Museum
Type of Museum	Product Design
Type of Exhibition	Permanent & Temporary
Scope of Exhibition	Conservation, Education
Interaction Level	Passive
Target Audience	General Public, Students, Tourists, Families
Technology Used	Minimal
Educational Approach	Informative
Example Tools	Product Display, Descriptive Panels
Visitors Experience	Reflective, Observational
Learning style supported	Reflective Observation

Dimensions	Triennale Milano
Type of Museum	Product Design
Type of Exhibition	Permanent
Scope of Exhibition	Entertainment, Educational
Interaction Level	Passive
Target Audience	General Public, Students, Tourists, Families
Technology Used	Minimal
Educational Approach	Informative
Example Tools	Product Display, Descriptive Panels
Visitors Experience	Perceptual, Reflective
Learning style supported	Perceptual Observation

Dimensions	Rijksmuseum Boerhaave
Type of Museum	Natural Science
Type of Exhibition	Permanent
Scope of Exhibition	Conservation, Education, Entertainment
Interaction Level	Active + Passive
Target Audience	General Public, Students, Tourists, Families
Technology Used	High
Educational Approach	Experiential, Participtory, Hands-on
Example Tools	Touchscreens, Interctive Models and Projections, Simulated Environments
Visitors Experience	Immersive, Engaging, Participatory
Learning style supported	Concrete Experience

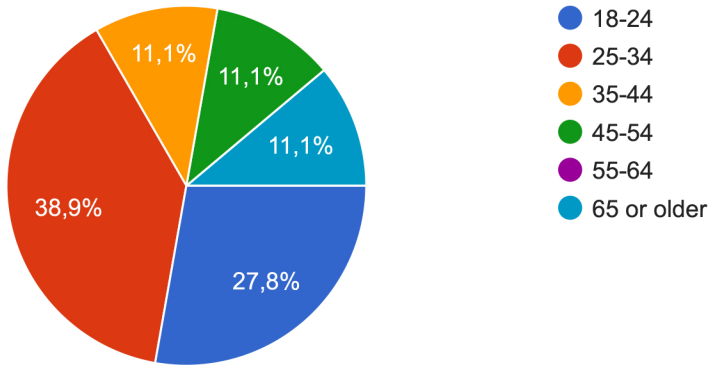
Appendix 2

Pubblica i dati di analisi

How old are you?

Copia

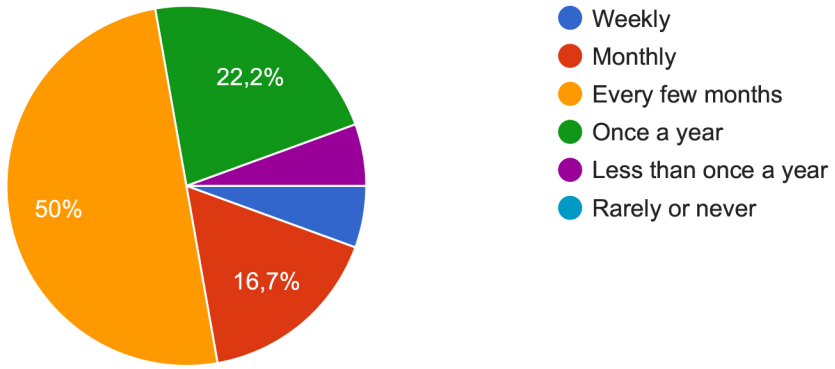
18 risposte



How often do you visit museums and/or exhibitions?

Copia

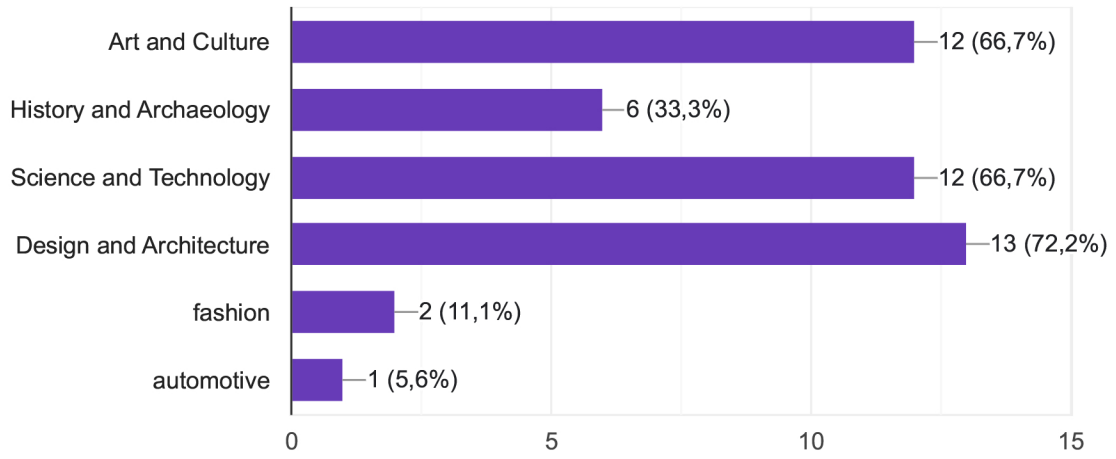
18 risposte



What types of museums and/or exhibitions interest you the most? (You can select multiple options)

Copia

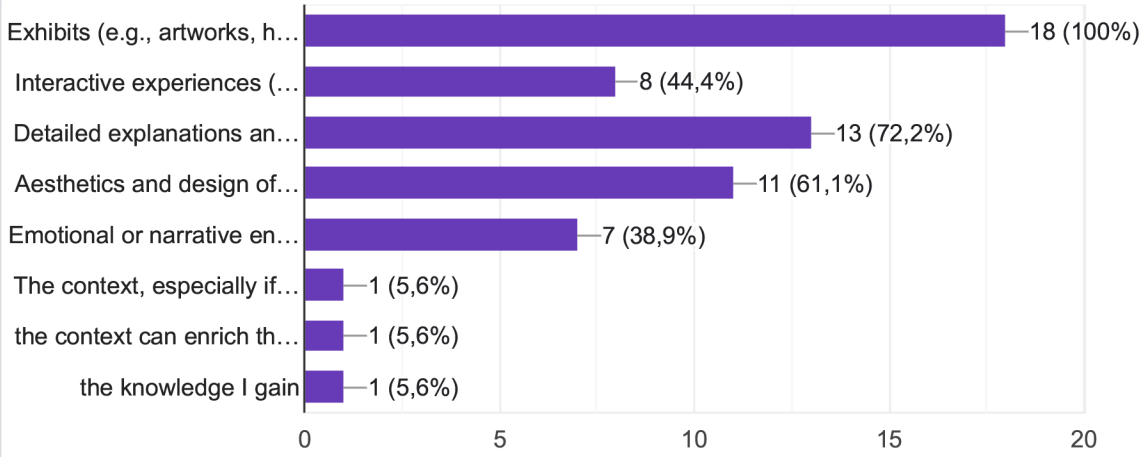
18 risposte



What aspects attract you the most in an exhibition? (You can select multiple options)

Copia

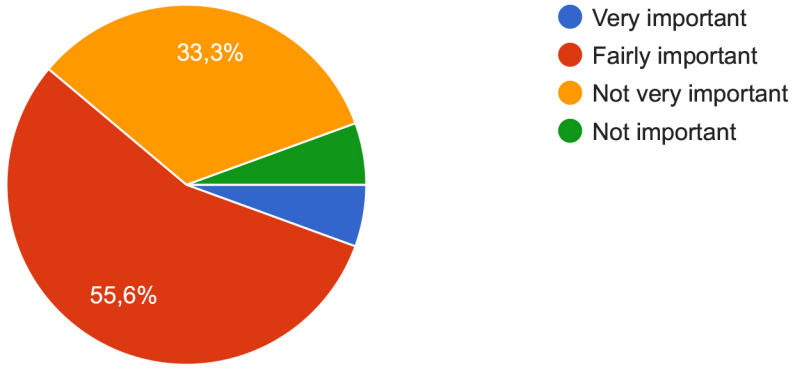
18 risposte



How important is it for you to access additional information (e.g., through audio guides, QR codes, apps) during your visit?

Copia

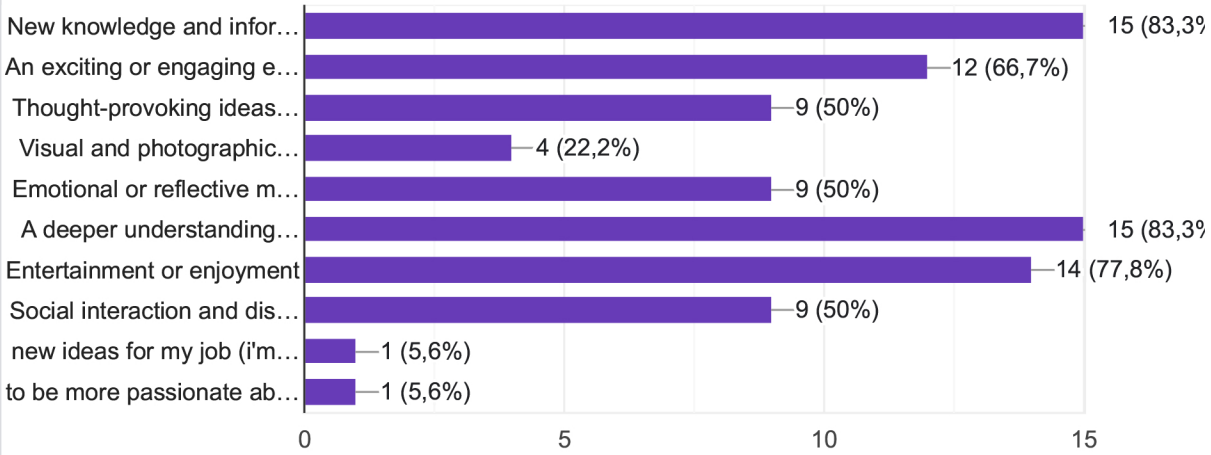
18 risposte



What do you expect to take away after a museum visit? (You can select multiple options)

Copia

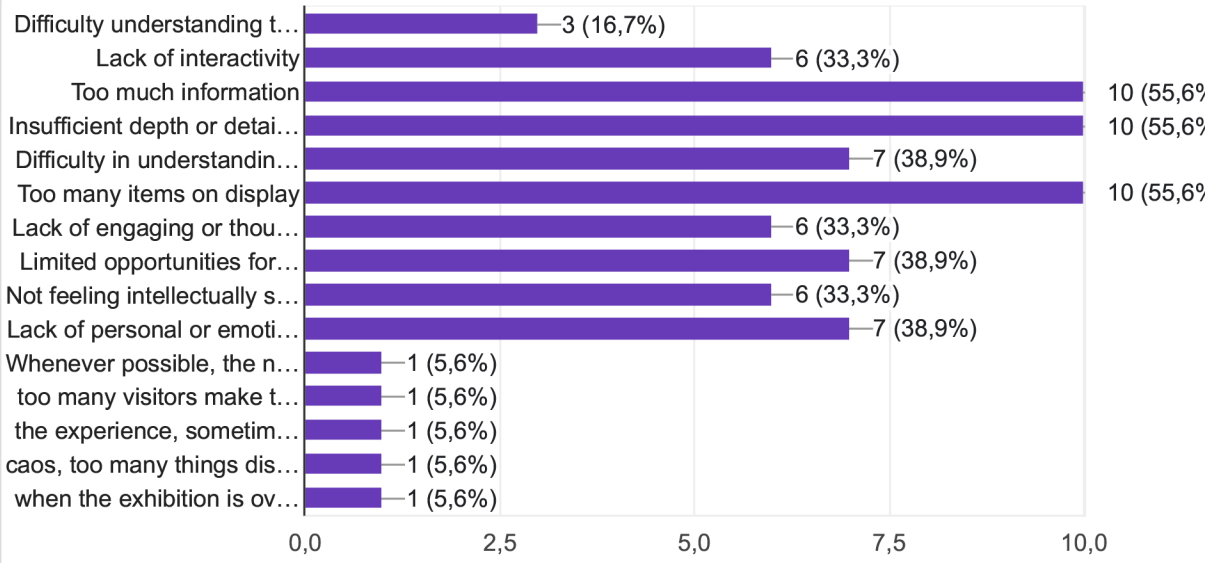
18 risposte



Copia

Is there anything that usually disappoints or frustrates you during museum visits? (You can select multiple options)

18 risposte



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Google Moduli

Appendix 3

Design Heritage exhibition

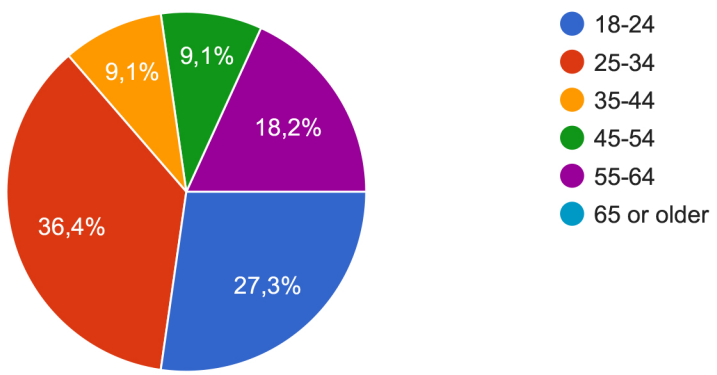
14 risposte

Pubblica i dati di analisi

How old are you?

Copia

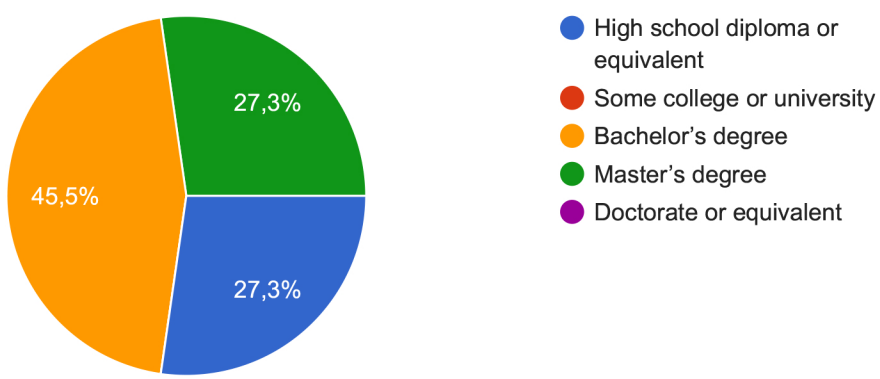
11 risposte



What is your highest level of education completed?

Copia

11 risposte

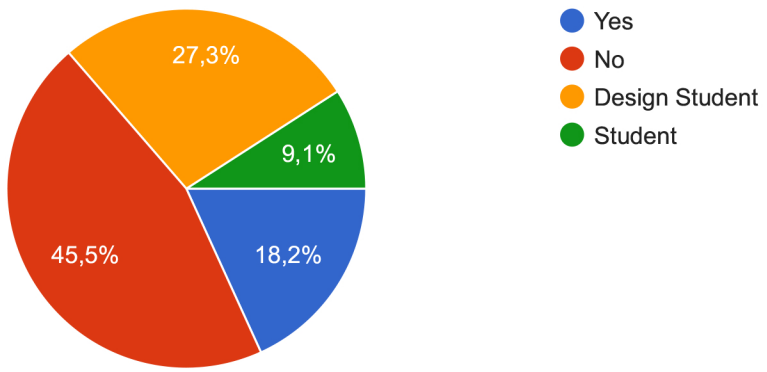


Copia

Professional Background

Do you work in a field related to industrial design or a related discipline?

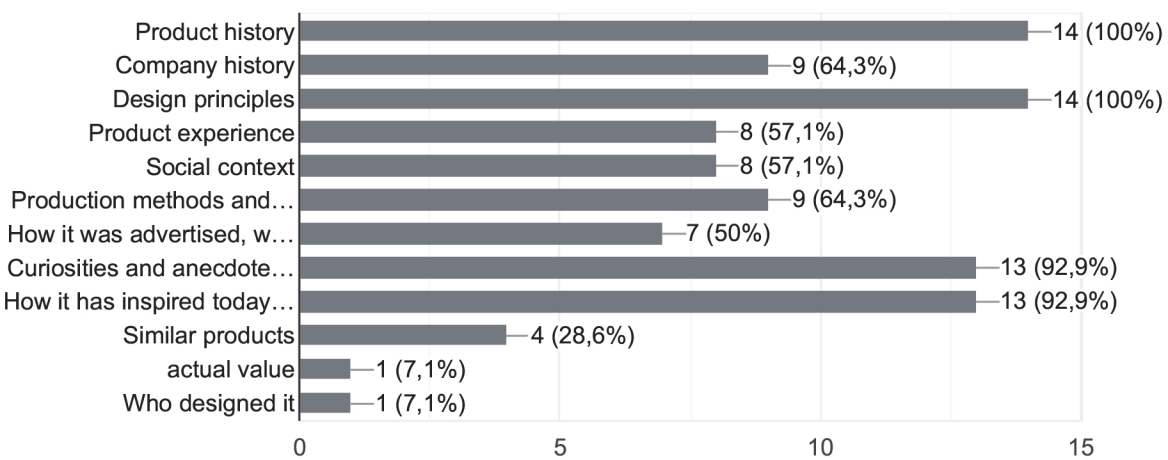
11 risposte



Copia

During an exhibit, what type of information would you like to receive about an industrial design product?

14 risposte



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Google Moduli

Appendix 4

Braun Food Processor KM3

(1957 - 1991)

Embodiment

Why me?

Design

Designer

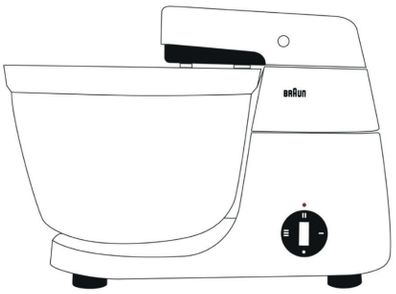
3D

Brand

Video

Archetype

Sound



Tap the icons to interact

It has been one of the longest-lived industrial products of all time.

Its enduring aesthetic appeal was matched by its robust construction and was famous for its reliable service.

1 of 2



You might wonder why this product is showcased yet rarely discussed in design circles. Many of you may be unfamiliar with it or even unaware of its existence.

We don't typically categorize this product under "Design"; our minds often gravitate towards furniture, lighting, and cars. However, it revolutionized cooking and became the blueprint for all food processors that came after it.

This product embodies the principles of "good design," making it timeless. It continues to represent quality, reliability, and longevity to this day.

Has been in production for over 3 decades and over 2.5 millions units were produced

2 of 2

Gerd Alfred Müller



A defining characteristic of 1960s Braun design is the delicate balance between differentiation and unity.

Müller was a remarkable designer and a talented prototyper. Throughout his career, he created numerous models, with his most successful being the Braun Food Processor KM3. The true revolution and innovation lay in designing a modular product that could perform multiple functions simply by changing its components.

He masterfully articulated the functional elements of the device (motor block, gearing, and tools)with great clarity, presenting them as distinct layers integrated into a smooth, organic form, marked by a horizontally ordered series of cuts.

BRAUN

Braun is known for its innovative and functional design, characterized by clean lines, geometric shapes and high-quality materials. Under the guidance of designer Dieter Rams, Braun achieved an iconic simplicity, focusing on the essential and ease of use in its products, ranging from electric shavers to appliances. Its minimalist and timeless aesthetic has influenced modern industrial design and has made the Braun synonymous of quality and style.

Iconic Braun products

Dieter Rams'
10 principles of good design

good design...

- is innovative
- makes a product useful
- is aesthetic
- makes a product understandable
- is unobtrusive
- is honest
- is long-lasting
- is thorough down to the last detail
- is environmentally-friendly
- is as little design as possible

Exploaded animation

Modularity



Upper interchangeable part

Mid connecting body between engine and gears

Principal body containing the electric engine

Operating sounds



It can remain in operation, without stopping, for more than 30 minutes!

BRAUN



Rotate or Zoom

Archetype





Modern food processors

Embodiment Design process



From first prototype to final product





FACTSHEET 8: EVALUATION OF EXHIBITIONS

THIS FACTSHEET RELATES TO QUESTION 5.3 OF THE MSPI (MUSEUM STANDARDS PROGRAMME FOR IRELAND)

1. Evaluation of Exhibitions: Visitor Survey

The following questions are minimally suggested for use in the Visitor Survey. These questions can be adapted to use with regard to both permanent and temporary exhibitions.
Museums may use these or customise their own survey based on the Guidelines.

1) Would you recommend this exhibition to friends? If not, why not?
2) What did you like most about the exhibition?
3) What did you like least?
4) Have you any suggestions as to how we could improve it?
5) Did you learn or gain anything from the exhibition?
6) Would you come back yourself?

The respondent may recommend the exhibition to a friend but, having seen the exhibition once, may feel no need to return themselves. This has implications for future repeat visits.

The form must also have a space to note the nationality, age, and family unit of the respondent.

See also Factsheet 7: **Exhibition Standard** for guidance on the difference between the Evaluation of Exhibitions Visitor Survey (5.3) and a general Visitor Survey (7.7; 7.8). Factsheet 7 also suggests a further range of questions that may deepen your understanding of visitor responses to your exhibitions.

2. Survey Methodology

- Survey a minimum of 100 people to achieve a large enough sample base
- Undertake the survey in the summer months:
- There are more visitors so the survey is easier to carry out
- There is more likely to be a mix of visitors from different countries
- Use an interviewer - if a form is left for visitors to fill in themselves only conscientious or interested parties will complete it and the return will be biased
- The survey can be conducted by anyone - there is no need to use a trained market researcher
- To ensure impartiality, use student or a non full-time member of staff to conduct the survey and record responses
- Choose a neutral way to select respondents - for example, every third person exiting the exhibition may be asked to do the survey

3. Survey Frequency

A survey of the exhibitions in a museum should be conducted at least once in the five year accreditation cycle. This is the minimum standard according to the Guidelines.

- If the exhibition remains unchanged there may be no benefit in repeating the survey
- If changes are made to improve the exhibition it is recommended that the survey be repeated
- The results of the survey must be documented for reference for future improvements and reporting purposes

4. Analysing the Data

Questions 1 and 6:

1) Would you recommend this exhibition to friends? If not, why not?
6) Would you come back yourself?

These can be analysed as '74% said yes' and '26% said no' in text or graph form.

Questions 2, 3, 4 & 5

2) What did you like most about the exhibition?
3) What did you like least?
4) Have you any suggestions as to how we could improve it?
5) Did you learn or gain anything from the exhibition?

A pattern will emerge from the survey with several main elements arising for each of these questions. A grid of results or a short (5 page) report can demonstrate the analysis of the results.

The results can be used as part of the basis for a development plan for the coming year(s). The assessment should take no more than two days but may greatly influence decisions made about the future development of exhibitions in the museum.

Notation of nationality, age, family unit of the respondent:
This information is important to contextualise the responses. For instance, maybe all family units will comment about a lack of interpretive material, or all non-English speaking nationalities may comment about the lack of language provision.

The results must also be assessed in relation to visitor statistics data (see Questions 7.7 and 7.8 in the MSPI Standards and Guidelines).

Persona: M

Scenario: 2ND PROTOTYPE TEST

26/05

	ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
	Before the exhibition					After the exhibition
User actions		SPEND SOME TIME WATCHING THE PRODUCT	EASY INTERACTION (IPAD)	EASY INTERACT. WITH AR	VIDEO INTERACTION	
Touch points	ASK FOR MY GUIDE (WHERE TO START)	ASK ME QUESTIONS ABOUT ITS FUNCTION			MADE POSITIVE COMMENT ABOUT THE VIDEO	SPENT SOME TIME ASKING QUESTIONS ABOUT THE V. DFO
Emotions					CONNECTION TO HER MEMORIES 	↓ USED THE PERSONAL MEANING
Pain points	DON'T KNOW WHERE TO START		ENTHUSIAST	AR EXPERIENCE WENT WELL		

ALMOST 4 MIN

Appendix 6

24/05

Persona: S

Scenario: PROTOTYPE

IPAD AR VIDEO

ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
Before the exhibition					After the exhibition

	ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
User actions	READ THE INFO PANEL AND ASK ME FOR INFO	WATCH THE PRODUCT FROM DIFF. PROSPECT SAME FOR POSTERS	MULTIPLE INTERACTION	EASY TO PERFORM		
Touch points		"DO YOU MAKE THESE?"	- EASY TO INTERACT - LIKED THE LAYOUT	- TRIGGER PICTURE NOT SCALE	WATCH IT TWICE (REALLY LIKED IT)	SUPER EXCITED WONDER TO KNOW MORE
Emotions	☹ ☹	☺	☺ HAPPY	ALSO PLUGING THE 3D MODEL	☺	☺
Pain points	DON'T KNOW HOW TO APPROACH "IS THERE AN ORDER"?	LIKED THE POSTERS, CURIOUS ABOUT THE PRODUCT		NOT SATISFIED "WHAT IS THE PURPOUSE, IF YOU CAN SEE IT PHYSICALLY"	REMIND ME IF THEY MORE ☺	ASKED TO DO THE SAME THING WITH OTHER OBJECTS

3/4 MIN

24/05

Persona: AR1

Scenario:

ATTRACT → PRODUCT DISPLAYED → BACKGROUND INFO (IPDD) → TECHNICAL INFO (AR) → CONTEXTUAL INFO → REFLECT

Before the exhibition

After the exhibition

User actions		D	SPENT SOME TIME USING THE IPDD IN BETWEEN WENT BACK TO WATCH THE PRODUCT	SCAN THE QR FROM THE PICTURE		
Touch points	DON'T KNOW WHERE TO START	DIDN'T KNOW ABOUT ALL THE POSSIBLE INTERACTION		DIGITAL ELEMENTS ON TRIGGER PICTURE NOT STABLE	DIDN'T BELIEVE ME AND MY MOM USED IT	WE HAD A POSITIVE DISCUSSION ON THE EXHIBITION AND MODERN PRODUCTS COMPARED TO OLD ONES
Emotions	☺ … ☹	(MAYBE TO FUNNY) …	…	INTERACTION OK …	…	
Pain points	ASKED ME IF THERE IS AN ORDER		WISH I COULD TOUCH OR INTERACT WITH IT	"IT DOESN'T CONVINCE ME SO MUCH"		

± 3 MIN

SUPPORTED THE IDEA OF CONTRIBUTE TO EXHIBITION WITH PERSONAL THOUGHTS/REFLECTION AND ASSOCIATIONS

27/05

Persona: XUAN

Scenario:

IPAD AR VIDEO

ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
Before the exhibition					After the exhibition

	ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
User actions	- STARTED FROM POSTERS (OK)	WATCHED THE PRODUCT VERY INTENSIVELY	QUIETE LONG INTERACTION (1 RO USER)	PLAYED WITH AR. WITH ENTHUSIASM	WATCH THE VIDEO (TWICE !!)	SPENT OTHER TIME WITH IPAD
Touch points	- THOUGHT THE POSTERS WERE FROM THE 60's	→ INTEREST IN DETAIL (TRIED TO TOUCH)	- ~~WOW~~ (WHEN INTERACTION WITH 3D MODEL) → "VERY INTERESTING THE HISTORY"	NO PROBLEM (A COMMENT ABOUT THAT DOESN'T KEEP THE POSITION	- SHE HAS (ALSO) AN OBJECT VERY IMPORTANT FOR THAT BRING EVERYWHERE	"EXCITING EXHIBITION"
Emotions	☺ ☹	☺	SUSTAINABLE = LONGEVITY	😖 !!	(PERSONAL ATTACHMENT)	WHEN DONE I LIKE IT "VERY CUTE THE VIDEO WITH YOUR MOM"
Pain points		- NO TOUCH	WOW!	MORE	VERY IMPORTANT MEANING FOR HER	

5 MIN

TRIED THE TWO EXPERIENCE TWICE

27/05

Persona: PETR

Scenario: (2ND ROUND) → FIRST USER

IPAD AR

	ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
	Before the exhibition					After the exhibition
User actions		INTERACTION WITH ALL THE SLIDES (LIKED THE 3D MODEL)	LIKE THE PRODUCT DISPLAYED (DOESN'T KNOW IT)	APP DOESN'T WORK (???)	"THAT'S LOVELY"	
Touch points	ASK WHERE TO START (WAS WATCHING THE VIDEO FIRST)	3D MODEL INTERACTION HIGH VALUE	ASK TO SEE THE ACCESSORIES	NOT WORKING (PHONE?)	REALLY LIKED THE IDEA TO ASSOCIATE PERSONAL MEANING TO A PRODUCT	FOCUSED ON PRODUCT MEANING → SAME PRODUCT FOR HIM IS A BIKE (FATHER)
Emotions					 SURPRISED	
Pain points	UNCLEAR WHERE TO START		REALLY LIKE THE PRODUCT → COMMENT ON BRAUN PRODUCTS	NOT WORKING		- NICE IDEA TO SHARE THE MEANING

4 MINUTES

+ DISCUSSION AFTER IT

26/05

Persona: C

Scenario: 3 TEST

	ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
	Before the exhibition					After the exhibition
User actions		- SPENT TIME ANALYSING THE POSTER AND NOTICE	- SPENT SEVERAL TIME INTERACTING WITH IPAD	PROBLEM WITH AR	WATCH THE ENTIRE VIDEO	SPENT SOME MORE TIME RE-INTERACTING WITH IPAD
Touch points	- NO QUESTIONS START FROM THE INTRODUCTION PANEL	- ASKED ME TO TOUCH THE PRODUCT	"IT WAS WELL DONE AND INTERESTING"		- MADE SOME ASSOCIATION WITH A SIMILAR PRODUCT TO HIM	
Emotions	☺ ☹	😐	🙂	☹	("A PIANO")	
Pain points		- DID NOT ALWOW HIM TO TOUCH	SUGGEST TO ADD VIDEOS	WEB APPLICATION NOT WORKING	ASK ME 1.	HE REALLY LIKE THE EXHIBITION "MADE HIM REFLECT ABOUT THE MEANING OF A PRODUCT

3 MIN

29/05

Persona: N

Scenario: LAST

IPAD

AR

ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
Before the exhibition					After the exhibition
User actions	? WHERE I START	WOW... WHAT IS IT? (WATCHING THE PRODUCT)	LONG INTERACTION WITH IPAD	FRAMING OF THE PICTURE IS "TRIGGERING"	VERY FOCUSED	
Touch points	?	VERY CURIOUS FACING THE POSTERS WITH CURIOSITY	VERY INTERESTED IN HISTORY AND BRAUN PRINCIPLE	TRIED ALL THE OPTIONS	"YOU CAN ALSO USE IT AS A RECIPE"	REFLECTION ABOUT AR → DIDN'T FIND IT APPEALING AND USEFUL
Emotions						NICE CONCEPT OVERALL!
Pain points	ANOTHER TIME ASKED ABOUT THE START → THERE IS A BEGINNING?	/	/	NOT TOTALLY ENTHUSIAST → MOMENT OF "PANIC" PLACING THE 3D MODEL	"ADD SOMETHING MORE (SPECIAL)" TO THE NARRATIVE	

TIME = ~4 MIN

27/05

Persona: 6

Scenario:

IPAD AR VIDEO

	ATTRACT	PRODUCT DISPLAYED	BACKGROUND INFO	TECHNICAL INFO	CONTEXTUAL INFO	REFLECT
	Before the exhibition					After the exhibition
User actions	START FROM VIDEO AFTER READING THE DESCRIPTION	POSTER + PRODUCT OBSERVATION	ENJOYING THE INTERACTION (CURIOUS)	EASY, NO DOUBTS	VERY INVOLVED IN WATCHING THE VIDEO	QUESTION ABOUT DESIGN PRINCIPLE
Touch points	WRONG POINT OF ACCESS (!)		"EASY TO INTERACT" NOT BORING	DIGITAL - ELEMENTS NOT STABLE	"SO NICE, I USED TO MAKE COKE WITH MY GRANDMA TOO, WE HAD WONDERFUL COKE TRAY"	ENTHUSIAST
Emotions	☺ ☹			OK INTERACTION		
Pain points		"WHERE ARE THE ACCESSORIES"	"IS NOT SUPER CLEAR HOW MANY SECTIONS ARE SHOWN"	"COOL BUT SIMPLE"		

TIME: ~4 MINUTES

Temporary Exhibition prototype experience

8 risposte

Pubblica i dati di analisi

Appendix 7

How would you describe your experience at the temporary exhibition?

8 risposte

I likeee it!! I cannot tell you that I will now design more effectively, but it has made me discover things I did not know. I think it is important for a designer to find inspiration from successful objects of the past, like the one you displayed

Good job, I like it. I am into product design history and I really like to discover new things about products and I did it with this exhibition. I liked that you give the opportunity to explore the history of the product, designer and company for those who are more interested. While other messages you want to 'convey' are more visible (posters, videos)

I found the exhibition interesting, but I felt a bit overwhelmed by the amount of information presented, was a bit caotic, I didn't know where to begin

Well done, interesting but at first I didn't quite know where to start. Maybe an audio guide would be cool or a guide, like you ahah

I liked it. Has surprised me how many things a product can say…I didn't know most of the them, made me want to find out a little more about design products and design history, facts, couriosity

educative and inspiring

was nice and I really like braun products, I even had the chance to meet Dieter Rams in person last semester! I didn't know this product but I really enjoyed learning about the history. You told it in the perfect Braun style. The graphics are so nice

nice overall, I spent few seconds to understand where to begin but then I had fun. I learnt some nw intersting things. It was inspiring to see how things were designed in the past

What about the duration?

8 risposte

Perfect duration for me

neither too short nor too long

was ok, I guess around 4/5 mins

is ok for me

Right duration

perfect duration time

I think is perfect for a person that is walking by

is good because you can spent as much time as you whish if you want to go deeper into the details

Are there any aspects of the exhibition that you think could be improved?

8 risposte

The information you provide is numerous. I think you should organize them differently maybe, now to me is a bit chaotic, I didn't know where to start. Maybe by giving a structure to the exhibition

I wish there was a bit more separation between all the things you show, I think would be better… But great graphics, videos and product placement

If you had guided me from the beginning it would have been a better experience beacuse at the beginning I didn't know where to begin. Maybe you need to give a structure to it

I think you should think on how to give a structure to it, now is a bit random. I can start from the video and go to the posters or augmented reality but without a storytelling structure

Without you guiding me I didn't know where to begin, maybe you think a way to give hierarchy to the information you provide to give a more logical structure to the exhibition

I really wanted to touch or interact with the product displayed to perceive its solidity and see how it works by changing the different accesories,

maybe an order the way the things are placed in the exhibition would make the explanation more clear. Also remove something that is not necessary, there are so many things now

yes, make it more guided maybe in a way that conveys info from simple to complex and taking away something that is not necessary at all for the storytelling

What aspects of the exhibition stood out to you, either positively or negatively?

8 risposte

I appreciated the variety of information provided. I am not familiar with the history of design but I have to say that the way you have told this product has raised my interest

The storytelling aspect really stood out; it was very immersive and well thought out. On the other side I didn't find powerful the storytelling made with augmented reality, is an extra but it doesn't add, to me, value to the over all exhibition

However I liked the different ways you used to provide info. The video with your mom is really cute and inspiring. I liked the idea of giving personal meaning to a product. I too have objects that I am fond of, but which to any other person would not mean much

The messages you convey, which are not obvious. I think that it works because I the purpose of an exhibition is to arouse something in the visitor and lead him to reflect. Like the information you gave made me think about the meaning of sustainability...It struck me that we no longer think of something sustainable as something that lasts over time…

I like the way you provided the information. I think that in order to attract a person you have to 'tease' them with highly visible and impactful messages, you did it well I think. Also I liked the fact that I only saw one object but knew so much about it, because often happens in exhibitions or museums there are too many things to see and you get a bit lost.

I think learning something about design in this way is very nice. Being able to see the objects and learn about the history is a way to get inspired and learn. It also seems to me more effective this way than through books, magazines etc. I like the video too, was cute (I didn't realize it was your mother until you told me) that's why It also inspired me with regard to the human-product relationship, not only as an interaction but also as a friendly relationship in which one can become attached to it. When you don't think about it, however, the products that surround us often make us feel emotions

Made me remember things I studied years ago like the 10 principles of good design. I think it is important for a designer to know some of the principles behind the products and design history but also the emotional value that a product can convey. It's a pity that design history is not taught in this faculty

I realised that a product like the one in the exhibition could easily be sold and used nowadays. If there were not this constant desire for consumption, products would be made to last. I liked the interactive display and the overall graphics.

How did you feel about the interactive elements of the exhibition? Were there any particular stations that you found more or less engaging?

8 risposte

I found the interactive elements engaging, especially the one that provided historical context through the Ipad, while the augmented reality didn't really work for me.

As I said Augmented Reality did not satisfy me as much as I thought it would, perhaps because I had previously used the visor. I found the interaction with the ipad and the video with your mother very well done, It made me think to my mother a little bit, whom I haven't seen for a while.

Be able to interact with ipad and AR made me to feel more immersed and interested to know more about the product displayed, I would suggest to add something that allows you to experience the product and its materials

I like the way you gave all the different info, I really liked the posters (I thought were original from that period). The AR did not convince me much, it’s ok but nothing special, maybe if you make it in an other way can enhance the experience

I liked the idea to have multiple things to interact with. Made me feel more involved in the experience. The Ipad was fun to use. The augmented reality worked and was fun to place the 3D model around me even if was a bit difficult to understand how it worked at the beginning, overall was less engaging that the ipad and the video.
Would be in my opinion nice to interact phisycally with the product or a replica to have a better feeling of it (just an idea)

I found the interactive elements engaging, especially the one that provided historical context through the user interface. From augmented reality I was expecting more honestly, I think that the device experience makes it less effective and powerfull

augmented reality didn't convince me, wasn't working good and It didn't not really add something more to the exhibition. I also don't like to use my phone while visiting a museum. Usually I expect, during these visits, to keep it in my pocket

I was expecting more from the experience with the augmented reality, cool feature but if it doesn't really add something special to the exhibition could be removed (because there are already a lot of things)

If you could share or contribute something back to the exhibition based on your experience, what would it be?

8 risposte

I think it would be interesting to provide feedback through a survey or guestbook to help improve future exhibitions or to know people thoughts

Maybe I could contribute by participating in a follow-up discussion or workshop related to the exhibition's theme by showing a product which I am fond of

Add some reflections at the end of it could be interesting, maybe just by scanning a QR code. Like connect what you have seen to your personal background/story/emotions, something like that

Maybe sharing my thoughts through an anonymous feedback form would allow you to collect data on what worked well and what didn't and also by telling you the next product to display

this short but nice experience gave me different thoughts that I would like to share or discuss about with someone. Maybe you could ask people to share their reflections about the exhibition topics on Miro and collect them

I would like to add a thought or a reflection and at the same time read the ones left before me

maybe telling a personal story behind a product or share toughts about what is for us design

collecting some reflection or thoughts about what people found interesting about the product could be interesting. Maybe some new aspects will come up

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Google Moduli

Appendix 8



7133

IDE Master Graduation Project

Project team, procedural checks and Personal Project Brief

In this document the agreements made between student and supervisory team about the student's IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project's setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student's registration and study progress
- IDE's Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name	Vercesi
Initials	GV
Given name	Guido
Student number	5856930

IDE master(s) IPD ✔ DfI ☐ SPD ☐

2nd non-IDE master

Individual programme *(date of approval)*

Medisign ☐

HPM ☐

SUPERVISORY TEAM

Fill in he required information of supervisory team members. If applicable, company mentor is added as 2nd mentor

Chair	Ianus Keller	dept./section	DCC
mentor	Willemijn Elkhuizen	dept./section	MF
2nd mentor			
client:			
city:		country:	
optional comments			

! Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.

! Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.

! 2nd mentor only applies when a client is involved.

APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in **by the Chair** of the supervisory team

Sign for approval (Chair)



Name dr. ir. A.I Keller Date 11 March 2022 Signature

CHECK ON STUDY PROGRESS

To be filled in **by SSC E&SA** (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the chair.
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total _____ EC

Of which, taking conditional requirements into account, can be part of the exam programme _____ EC

★	**YES**	all 1st year master courses passed
	NO	missing 1st year courses

Comments:

Sign for approval (SSC E&SA)

Name K. Veldman Date 12-4-2024 Signature

APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE's Board of Examiners

Does the composition of the Supervisory Team comply with regulations?

YES	V	Supervisory Team approved
NO		Supervisory Team not approved

Comments:

Based on study progress, students is …

V	**ALLOWED** to start the graduation project
	NOT allowed to start the graduation project

Comments:

Sign for approval (BoEx)

Name Monique von Morgen Date 30/4/2024 Signature

Personal Project Brief – IDE Master Graduation Project

Name student Guido Vercesi **Student number** ////////

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title Enriching design students understanding of the design domain, and tracing design inspirations.

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

The context for this project is the Industrial Design Engineering faculty of TU Delft. The aim of the project is to introduce and educate students in the first year of the bachelor degree in industrial design engineering to design using artefacts from the Tu Delft heritage collection. This project is linked to the first year bachelor degree course 'Understanding Design'.

At present, this introduction to design domain to the students is carried out through a permanent exhibition of the IDE heritage collection artefacts in showcases around the faculty building and by a temporary one inside the revolving doors at the faculty entrance. While seminars and discussion sessions on different aspects of design are conducted through the 'Understanding Design' course. This is the first contact the students have when they start their first year at this faculty.

The design challenge is how the heritage of the past can be used in a relevant way to design new products but also systems and services of the future. How could it be a source of inspiration for new students but also designers in general? What could a student understand, learn and what inspiration could he or she draw from the heritage collection?

The stakeholders involved in the project are future first-year students of the bachelor degree programme, coaches, course coordinators, anyone entering the industrial design engineering faculty (visitors) and IDE people.

Willemijn Elkhuizen (IPD) and Ianus Keller (DfI) provided the assignment for this graduation project. No external clients are involved and it is a project for the TU Delft's Industrial Design Engineering community.

Also this graduation project is carried out as part of the Comenius Fellowship

➔ *space available for images / figures on next page*

introduction (continued): space for images

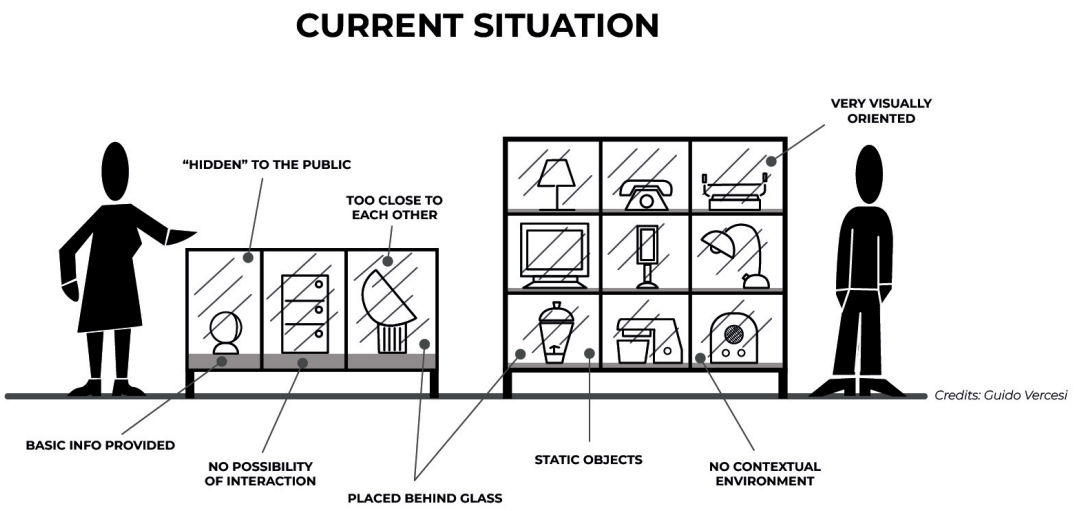

image / figure 1 The image above represents the current situation when one comes across the heritage collection

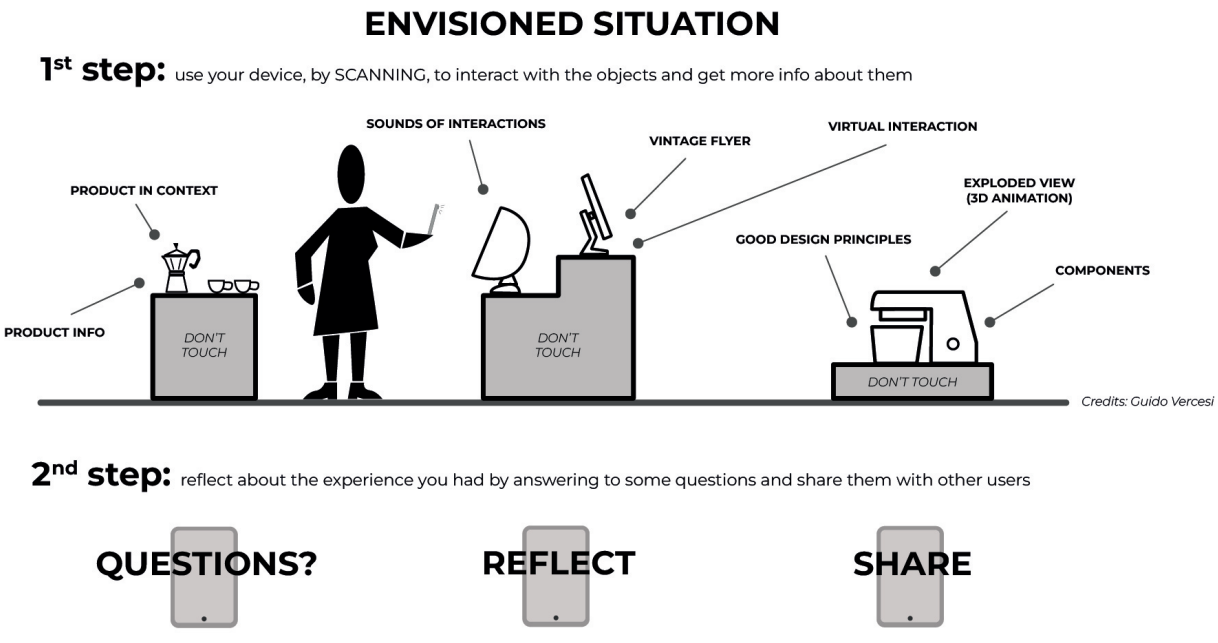

image / figure 2 The image above represents my vision of how products might be displayed in the future.

Personal Project Brief – IDE Master Graduation Project

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.
(max 200 words)

Students and the entire IDE community are hardly aware of the numerous artifacts within the heritage collection and their value and potential to be inspirational for new projects. At the moment the interaction you have with the objects of the heritage collection is minimal and is mostly visual. Now the learning process is currently kicked off with encountering historical design artifacts, on display, at the entrance of the IDE building. Then reflections, and development of ideas take place in the classroom. This is positive because it makes the approach to design based on observation and reflection and on awareness of the values of industrial design through the artefacts of the heritage collection. But on the other hand discussions on inspirations, and other associations, are currently not documented, and thereby lost for subsequent years to learn from.
While the current context is rather static.The objects shown from the design heritage collection are kept inside the display cases and are scattered throughout the university. They are very visually oriented. For these reasons there is no real interaction with them and they are often not even noticed by those who move within the faculty. The use of digital technologies could make this process more dynamic and fun by allowing you to interact with these products and understand them thoroughly.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

I envision using digital technology as augmented reality (AR) to enhance education on design, through the IDE heritage collection by producing a demonstration prototype. The demonstrator aims to give awareness about a product from Tu Delft's Heritage Collection by tracing its origins in order to introduce first-year IDE students to

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

In order to do this, literature research will be conducted on topics relating to augmented reality and its potential in education through education theories and frameworks as Experiential Learning, Cognitive Load Theory and Situated Learning. This will be done through using Academic Databases and Search Engines. In particular, I will base part of my research on the Experiential Learning Theory (ELT) by David Kolb (1984) which I believe can be closely related to the theme of the project. So this project could improve students' design abilities. Will be part of the process to study and understand how to incorporate digital tools in didactics to verify if AR can increase student engagement and motivation by making learning more interactive and immersive. This is done with the aim of testing whether the heritage of the past can be used in a relevant way to design products, systems and services of the future. To keep track of the results of the research and to test my work collaborative digital tools will be used (Mirò, Figma) and more practically through photos and videos necessary to analyse how interaction with the products on display currently takes place. Moments of interaction and consultation with students (end users) will be part of the design process, in order to develop the prototype and to make its storytelling effective.It will be my interest, in the meantime, to learn how to use the necessary tools and softwares.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a ***kick-off meeting***, ***mid-term evaluation meeting***, ***green light meeting*** *and* ***graduation ceremony****. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).*

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting	7 Mar 2024
Mid-term evaluation	15 May 2024
Green light meeting	19 Jul 2024
Graduation ceremony	30 Aug 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	
For how many project weeks	20
Number of project days per week	5

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.
(200 words max)

My main ambition is to complete a project in which my supervisors and I are both satisfied with the result. I think this project has potential, especially for me who has always designed physical products and never anything like this. Being able to approach augmented reality with a project like this is an added value because it allows me to use all my skills and knowledge as a product designer but using a technology that is new to me. In addition, having students and people in general who have never approached design as an end customer is a strong motivation to make this project worthwhile and effective. With this project I hope to fully immerse myself in the world of product storytelling and how to make tangible and practical things perceived as effectively as possible through augmented reality.
With this project I also aim to provide a way to get inspired when designing a new product by referencing an old one.

Learning ambitions:
- acquiring knowledge in augmented reality (tools, softwares)
- broadening my skills with modelling/rendering softwares
- acquiring knowledge on how to show and teach product history, features and references to similar products in the most effective way through interactions
- create a model that can be used as a reference for future exhibitions and/or museums
- make my idea feasible

Graduation Planning

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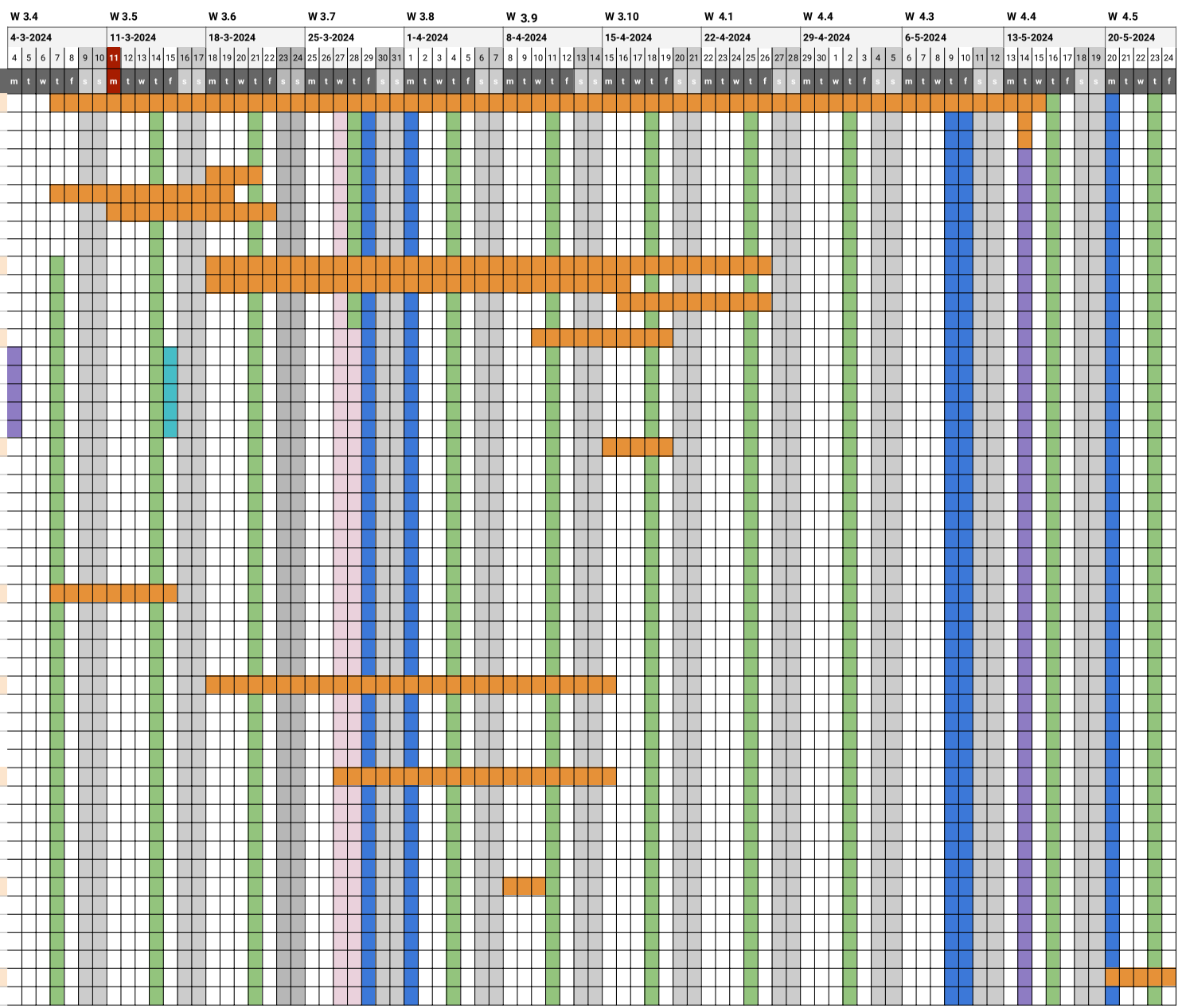
TU Delft Quarter 3				**Project Start:**		**7-3-2024**
Guido Vercesi				Display Week:		1
Trips	Breaks		Presentation Days	Meetings		Check-in/Meeting
TASK	**ASSIGNED**		**PROGRESS**	**START**	**DAYS**	**END**
Research				**7-3-2024**	**40**	**15-5-2024**
Midterm Report		0%		14-5-2024	1	14-5-2024
Midterm Presentation		0%		14-5-2024	1	14-5-2024
		0%				
Defining Scope		0%		18-3-2024	3	21-3-2024
Literature Research		0%		7-3-2024	12	19-3-2024
Technology Explorations		0%		11-3-2024	7	22-3-2024
		0%				
		0%				
Conceptualization				**18-3-2024**	**30**	**26-4-2024**
Concept Brainstorming		0%		18-3-2024	30	16-4-2024
Prototyping Explorations (Multisensory)		0%		16-4-2024	11	26-4-2024
		0%				
Prototyping I				**10-4-2024**	**8**	**19-4-2024**
Testing Prototyping Methods		0%			18	
Feasability of prototype		0%				
Building prototype		0%			15	
Prototypes V2 Plan		0%			8	
		0%				
Testing I				**15-4-2024**	**5**	**19-4-2024**
Defining Testing Plan		0%			8	
Developing Testing Material		0%			6	
Finding User Testers		0%			5	
Conducting Preliminary Test		0%			5	
Refining Testing		0%			11	
Tangible prototype		0%			6	
Testing Debrief + Analysis		0%			4	
Problem Definition				**7-3-2024**	**6**	**15-3-2024**
Basic understanding of current design		0%			14	
Set Scope		0%			1	
Define Problem Brief		0%			1	
Program of Criteria		0%			5	
Ideation				**18-3-2024**	**21**	**15-4-2024**
Preliminary Brainstorming		0%			9	
Develop Ideas		0%			9	
AR technology		0%			7	
How to do it		0%			7	
Refine Concepts				**27-3-2024**	**15**	**15-4-2024**
Concepts		0%			4	
Storyboard		0%			5	
AR Storyboard		0%			5	
Function Diagram		0%			5	
Evaluate Concepts		0%			1	
Chosen Concept Development				**8-4-2024**	**3**	**10-4-2024**
Concepts working principles		0%			2	
Function Testing and analysis		0%			2	
		0%				
Update Meetings		0%			1	
Prototyping II				**20-5-2024**		**10-6-2024**
Validation of prototype I		0%			3	



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Graduation Planning

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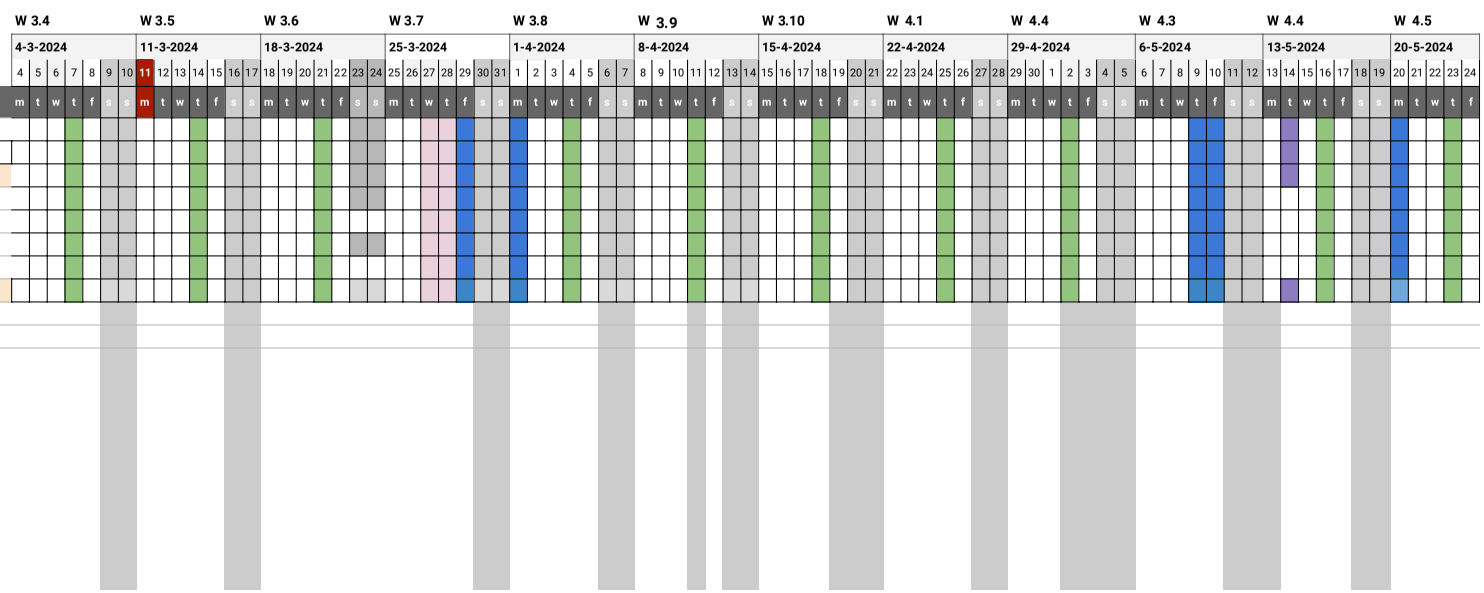
TU Delft Quarter 3				Project Start:	7-3-2024
Guido Vercesi				Display Week:	1
Trips	Breaks		Presentation Days	Meetings	Check-in/Meeting

TASK	ASSIGNED	PROGRESS	START	DAYS	END
Building AR Prototypes		0%		20	
User Testing		0%		7	
Testing II			5-6-2024		10-6-2024
Midterm Presentation		0%		12	
Midterm Documents		0%		3	
Adjustment of Graduation		0%		3	
Update Reportation		0%		5	
Validation			10-6-2024		20-6-2024
Simulated Environment		0%		0	
User Testing		0%		0	



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Graduation Planning

TU Delft Quarter 4				**Project Start:**		15-5-2024
Guido Vercesi				Display Week:		1
Trips	Breaks		Presentation Days	Meetings		Check-in/Meeting
TASK	**ASSIGNED**		**PROGRESS**	**START**	**DAYS**	**END**
Research				**7-3-2024**	**40**	**14-5-2024**
Midterm Report		0%		14-5-2023	1	14-5-2023
Midterm Presentation		0%		14-5-2023	1	14-5-2023
		0%				
Literature Research		0%		7-3-2024	12	19-3-2024
Technology Explorations		0%		11-3-2024	7	22-3-2024
Defining Scope		0%		18-3-2024	3	21-3-2024
		0%				
		0%			0	
Conceptualization				**18-3-2024**	**30**	**26-4-2024**
Concept Brainstorming		0%		18-3-2024	30	16-4-2024
Prototyping Explorations		0%		16-4-2024	11	26-4-2024
		0%				
		0%				
Testing Final Prototype				**6-6-2024**	**19**	**30-6-2024**
Defining Testing Plan		0%			6	
Developing Testing Material		0%			5	
Finding User Testers		0%			8	
Conducting Preliminary Test		0%			5	
Refining Testing		0%			4	
Conduct Test		0%			9	
Testing Debrief + Analysis		0%			8	
Problem Definition				**7-3-2024**	**8**	**15-3-2024**
Basic understanding of current desig		0		7-3-2024	9	15-3-2024
Set Scope		0%		16-3-2024	1	16-3-2024
Define Problem Brief		0		17-3-2024	1	17-3-2024
Program of Criteria		70%		18-3-2024	5	22-3-2024
Ideation				**18-3-2024**	**21**	**15-4-2024**
Preliminary Brainstorming		100%		12-3-2023	9	20-3-2023
Develop 10+ Ideas		70%		21-3-2023	4	24-3-2023
Refine Concepts				**27-3-2024**	**15**	**15-4-2024**
Concepts		0%		28-3-2023	4	31-3-2023
Storyboard		0%		27-3-2023	5	31-3-2023
AR Storyboard		0%		27-3-2023	5	31-3-2023
Function Diagram		0%		27-3-2023	5	31-3-2023
Evaluate Concepts		0%		3-4-2023	1	3-4-2023
Prototyping III				**21-6-2024**		**10-7-2024**
Testing Prototyping Methods		0%			4	
Building Prototyping Plan		0%			6	
Technical Drawings		0%			1	
Building Prototype		0%			15	
		0%			7	
Testing III				**30-6-2024**		**21-7-2024**
Refining Testing		0%				
Conduct FInal Test		0%				
Testing Debrief + Analysis		0%				
Extra Stuff				**10-7-2024**	**11**	**24-7-2024**
Updating Report		0%			5	
Final planning		0%			5	
Reportation				**17-7-2024**		**30-8-2024**
Final Reportation		0%		30-8-2024	1	30-8-2024
Presentation		0%		30-8-2024	1	30-8-2024

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Graduation Planning

TU Delft Quarter 4				**Project Start:**		**15-5-2024**
Guido Vercesi				Display Week:		1
Trips	Breaks		Presentation Days	Meetings		Check-in/Meeting
TASK	**ASSIGNED**		**PROGRESS**	**START**	**DAYS**	**END**
Alpha Prototypes		0%			14	
Prototype Design Documents		0%			10	
Video Editing		0%			12	
		0%				
		0%				
		0%				
		0%				
		0%				

| W 4.6 | | | | | | | | | | | | | | W 4.7 | | | | | | | | | | | | | | W 4.8 | | | | | | | | | | | | | | W 4.9 | | | | | | | | | | | | | | W 4.10 | | | | | | | | | | | | | | W 5.1 | | | | | | | | | | | | | | W 5.2 | | | | | | | | | | | | | | W 5.3 | | | | | | | | | | | | | | W 5.4 | | | | | | | | | | | | | | W 5.5 | | | | | | | | | | | | | | W 5.6 | | | | | | | | | | | | | | W 5.7 | | | | | | | | | | | | |
|---|---|---|---|---|---|---

Appendix 9

Some of the answers (most interesting to me) from the form related to the prototype evaluation

What is your overall first impression on the overall experience?

- *I really felt how sn object can become like a close friend to the user*
- *I really like this way of exposing design products. When I went at the Design museum in Bruxelles some months ago, there were just design products exposed with a small label where it was written the name of the product, the year and the designer. For someone who does not know anything about design would for sure think that the exhibition is boring and that design is just about products and that is all. Instead, this kind of exposition is completely different. Everyone can understand every single detail about the product and in a playful way. I believe that this way of exposing a design product could be used not only in a museum to get people familiar to design, but also to students to familiarise better with the product to redesign.*
- *It looks very elegant and reflects the pure industrial design*
- *Information are well organized and makes sense in the general sense of showing a product. I'd like to see how would look like for several different products. Maybe it could be very confusing to places many of these compartments. Or maybe an interesting adventures in a labyrinth*
- *I really like it. I could really get to experience the product. From an Industrial designer perspective I would have liked to know more about the design process of user testing or different prototypes.*
- *I feel interested in what I've seen, I'd like to see more.*
- *The flow of information was clear and engaging. I enjoyed how the exhibit guided me step by step through the product's features and history, making it easy to understand. I'd be curious to see how this style would handle a larger, more complex series of items it might become an intriguing, maze-like experience.*
- *I like it, lots of interesting info*
- *Was educational, I learnt some new interesting things in a nice way*
- *Lekker, nice exhibition. Lots of details and interesting info*
- *The presentation was immersive and gave me a whole new perspective on how design interacts with daily life. It made the object feel more relatable, almost like a personal story unfolding with each detail.*

  This exhibition format is refreshing! Unlike the typical museum setup where objects are displayed with minimal context, this approach dives deep into the design process. It really helps someone unfamiliar with design grasp the complexity behind the product, and makes it more engaging for all types of audiences, whether they're students or professionals.

Do you view the artefact (Braun KM3) differently now, if so in what way?

- *Yes i believe now i developed an attachment to the product and i will look similar products searching for the same features of the braun, hopefully a product that can enact such noce memories*
- *It is still a processor food, but now I understand much more its functionalities and I see the real value, which is based on the long lifespan and in the modularity*
- *I know more about materials and history of the product*
- *Yes, I view it differently now. Understanding its history and the intentional design choices gives it a more iconic status in my mind. it's not just a food processor anymore, it's a piece of design history that represents innovation and quality.*
- *Yes. I know more about it and how it came to be. Makes me more curious about other products.*
- *Yes, way different, it look more important to me buy also closer. Like as someone I know*
- *More as an icon and something to learn from as the modularity characteristc*
- *Yes, I have nice general overview*
- *Yes, I can talk about it now. Now, I see it as a model for smart, sustainable design*
- *Definitely. Before, I saw it simply as a practical tool, but now I recognize the thoughtfulness behind its design and materials. It has a story, and that makes it feel much more personal and iconic.*

My overall favorite moment was when..

- *I watched the video of the "exploded model" of the product*
- *I really like when I interacted with the IPad, it could explain me all the background and gave me the possibility to inspect the product from different point of view. Another thing that I liked a lot was the section dedicated to the technical detail, it would be good for students.*
- *When I could interact with the materials and the display*
- *The fact is an object that shaped the current generation of design within a country and of a product category*
- *The last part where I could see what the product meant.*
- *Interacting with the interface, watching the videos and also grab the materials*
- *I liked the final video and interacting with the ipad*
- *The first and third area. I like to read about the materials and touch them with the product*
- *Watching the youtube video about the modularity. I really like the way this product works*
- *Interacting in different ways. Really liked the ipad interface*

Do you have any suggestion to improve it? (would be greatly appreciated, but it is not mandatory)

- *It would have been nice to show which food you can cook with it, like a list of images*
- *As I already told you, you should explain better that there are three different power mode (concerning the sounds)*
- *Maybe make it a bit more catchy for the eyes, like a big information panel or lights*
- *I would love to touch the product to have a sensory taste of what the product feel. Often times, iconic products are not possible to touch but maybe since it is a meant to be touch and, could touch be more involved?*
- *Only from the exhibition. UI of the iPad take out the arrows so it's not as daunting to read. For the materials if would have been nice to have them more expo like. Have the material photos and lift them to read underneath it.*
- *Replicate maybe the contex of use*
- *I would like to see it in the main hall with more light. Also more screens with some other videos?*
- *I would like to see other products displayed*
- *Would be nice to try it, like making a mikshake or blend something if possibile. Maybe also one more video about it*
- *I think adding some context of use, like showing the product in a kitchen setting or alongside a meal preparation scene, would make it feel more engaging*
- *It might be interesting to include an additional video that dives deeper into the design process, or even footage of the KM3 being used in different scenarios. This would offer a fuller picture of its functionality.*

What are your thoughts on this part of the experience? (Product Meaning)

- *It's interesting how people evaluate different objects based on personalities and stories*
- *Looking at the last part makes me think about the modern product design. It does not last so much anymore. And also that people had much more respect for their objects, instead now everything is taken for granted and people change objects as panties*
- *I like that is a personal thought about the author of the exhibition*
- *Generally great! It gave me a wholesome feeling, like the product represents more than just functionality—it carries a sense of home and care, like a familiar companion in the kitchen.*
- *I think it really adds to the experience and lets you connect deeper with the product. Makes you think what products also weight on your life.*
- *I felt immerge in the plot and I like the message conveyd. We don't really think about products as part of our life and so our memories. It's a nice prospective*
- *Interesting. I liked the video is well edited. It sharing a feeling*
- *I felt a bit nostalgic and I liked to contribute to the exhibition*
- *It's inspiring. It adds a nostalgic touch to the product experience*
- *I experienced a mix of curiosity and joy. The product's meaning felt relatable, and the video brought it to life in a way that made me think about design's role in shaping everyday experiences.*

How did the information presented in this area influence your perception of the product?

- *They made it more personal*
- *It didn't describe just the object , but tell us a story*
- *The information was clearly divided by themes so it was easy to understand*
- *visually speaking not overwhelming. Structure well organzied*
- *Same answer as the first question in this section. Made me feel closer to the product and see it past just a physical object.*
- *I see it as really good product which has a lot to say and teach, not just in term of design but also history and values.*
- *I feel it more important and iconic, something to take care of because is unique especially for the people in the video*
- *I have a more complete underwranding of it*
- *Nostalgia*
- *It gave me a greater sense of the product's importance, not just as a piece of design but also in terms of its cultural and historical value. It felt iconic, something worth preserving and learning from.*

In what ways, if any, did this area help you consider the personal significance or meaning a product can have in someone's life?

- *It was useful to see a video of people cooking and how the product impacted in their lives*
- *Through the description of the history that has this product in guido's family*
- *Yes, it did*
- *I think personal significance on a scale from 1 to 10. I'd say a 7.*
- *I always knew that products weigh on peoples life. But having it shown in my face settled it deeper in me.*
- *Giving a prospective that somehow everyone has*
- *Showing me a prospective to see a product. I did't think about it before in this way*
- *In a way that make you to consider a product differently*
- *Yes for sure. If you get attached to something you will take more care of it and also it gives you more "pleasure" when you use it*
- *Seeing the video of people using the product in their daily lives really helped illustrate how it can become more than just a tool it becomes part of their routine and something they care about.*
- *Learning about the product's history within Guido's family made me reflect on how objects can carry personal memories and emotional value across generations.*
- *The area gave me a new perspective, making me realize that when people develop an attachment to a product, they take better care of it, and the experience of using it becomes more meaningful and enjoyable.*

Do you think that making these kinds of associations can be inspirational and make design activity more aware of this emotional aspect?

- *Yes definitely!*
- *Not always, every product tell a story that is not always emotional*
- *Yes, definitely! These kinds of associations can inspire designers to create products that connect on a deeper emotional level with users.*
- *I believe it can be helpful, but not all products evoke emotions. Some tell a more functional story, which isn't always tied to feelings.*
- *Yes I think it would help design practitioner of designing meaningful products.*
- *Yes. It makes people think and unconsciously make associations. It also makes the expo stick more and in a way, it creates conversation*
- *Yes, by making the art of design more emotionally related*
- *I think makes designers more aware on design meaningful products which last not only in daily life but also in time.*
- *Yes, design with this in mind I think makes everything better*
- *Yes, nowadays to me design look too far from human emotions*
- *Absolutely. It makes design more thoughtful and lasting, encouraging practitioners to consider how a product can not only be functional but also carry emotional weight over time, becoming part of someone's life story.*