

What are solutions?
IDEATION
What is the problem?
ANALYSIS
Explanation and examples
GENERAL

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BEFORE-THE-EYE

If technologies address our cognition, this can be termed before-the-eye interaction. Products then transport signs that informs our decision making faculty. The experience of conscious use of technology largely falls in this quadrant. The eye symbolizes this mode, but other senses can act as information receivers too.

Three exemplary effects before-the-eye are: guidance, persuasion, and image.

The mechanisms collected in this quadrants are drawn from the intersection of psychology and design. They can be applied in the design of products and this is actually been done. Think of design for usability, branding, and social design.

BEFORE -THE-EYE



Product Impact Tool

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www.productimpacttool.org

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4th. fold

2nd. fold

ANALYSE

What guidance does the product provide the user?
What guidance dis missing that the product should provide?
How could the guidance provided by the product be perceived by the user in a different way or be misunderstood?

To what extent do the does the product persuade the user to do something?

What is the image of the product?
Who would buy the product?
What is the (desired) image of the target group?
How does the product appeal to the target group?

CATEGORIZE ASSIGNMENT

Take your most interesting ideas and place them in the quadrant where they fit the best

Can you provide proper guidance through symbols, signs, or text?
 How can you integrate the desired guidance in the product logically?
 Could you also provide the guidance through another one of the senses (touch, smell or sound)?



The appearance of car door handles coincides with their way of handling. Walking strips for the blind make clear that other senses can collect information too.

GUIDANCE

Products give users suggestions about possible use. A well-known concept that helps understanding impacts on behavior through cognitive suggestion is affordance. Affordances are the use action possibilities that users recognize when they perceive products. The concept of affordance helps to analyze how buttons, grips, displays, meters, ribs, etcetera are cognitively associated with possible actions.

EXAGGERATE ASSIGNMENT

Take one idea and exaggerate it within the same quadrant

How can you make the desired behaviour more attractive to the user?
 Is it possible to implement a gaming element to encourage desired behaviour?
 Can you evoke a feeling of guilt when the user shows undesired behaviour?



The little sad face tries to persuade you to slow down. After transforming the stairs in a Swedish metro station, 66% more of the people chose the stairs.

PERSUASION

Persuasion is another type of influence through cognitive interaction. Compared to guidance, persuasion can be characterized as a stronger type of influence on behavior. In this case the user guiding effect goes beyond supporting existing, conscious goals: it reminds people of values or intends to teach new ones. Persuasion focuses on effects that work cognitively, by addressing user's decision making processes.

MOVE ASSIGNMENT

Adjust an idea in such a way that it will render the most effect in a different quadrant

Which style characteristics that fit the target group can you use in your product?
 Can you encourage or discourage certain behaviour by implementing a certain image in your product?



In Trinidad in the 1980's people Diesel jeans proclaimed: "We don't were often known and referred to sell a product, we sell a style of life" by their cars.

IMAGE

Products can contribute to fashioning people as they identify themselves with and through technologies. People choose products that fit their image, and thereby those products help to shape and express the identity, the self of people. This exemplary mediation effect can best be categorized in the cognitive interaction quadrant. By using technology people express themselves.