

The Application Of Multi-functional Design In Accessories

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The aim of the research is to study the **functionality** of wearable accessories, and eventually **optimize the user experience** of wearing accessories by solving **daily problems** with **design-inputs**. Design solutions would be generated afterwards with relevant design approaches based on the research findings.

METHODOLOGY

- LITERATURE REVIEW
- ONLINE RESEARCHES
- QUESTIONNAIRE
- INTERVIEW

Both **QUALITATIVE RESEARCH** and **QUANTITATIVE RESEARCH** methods would be utilized to generate insights into user preference, underlying problems and opinions towards current accessories market helping to identify product opportunity gap.

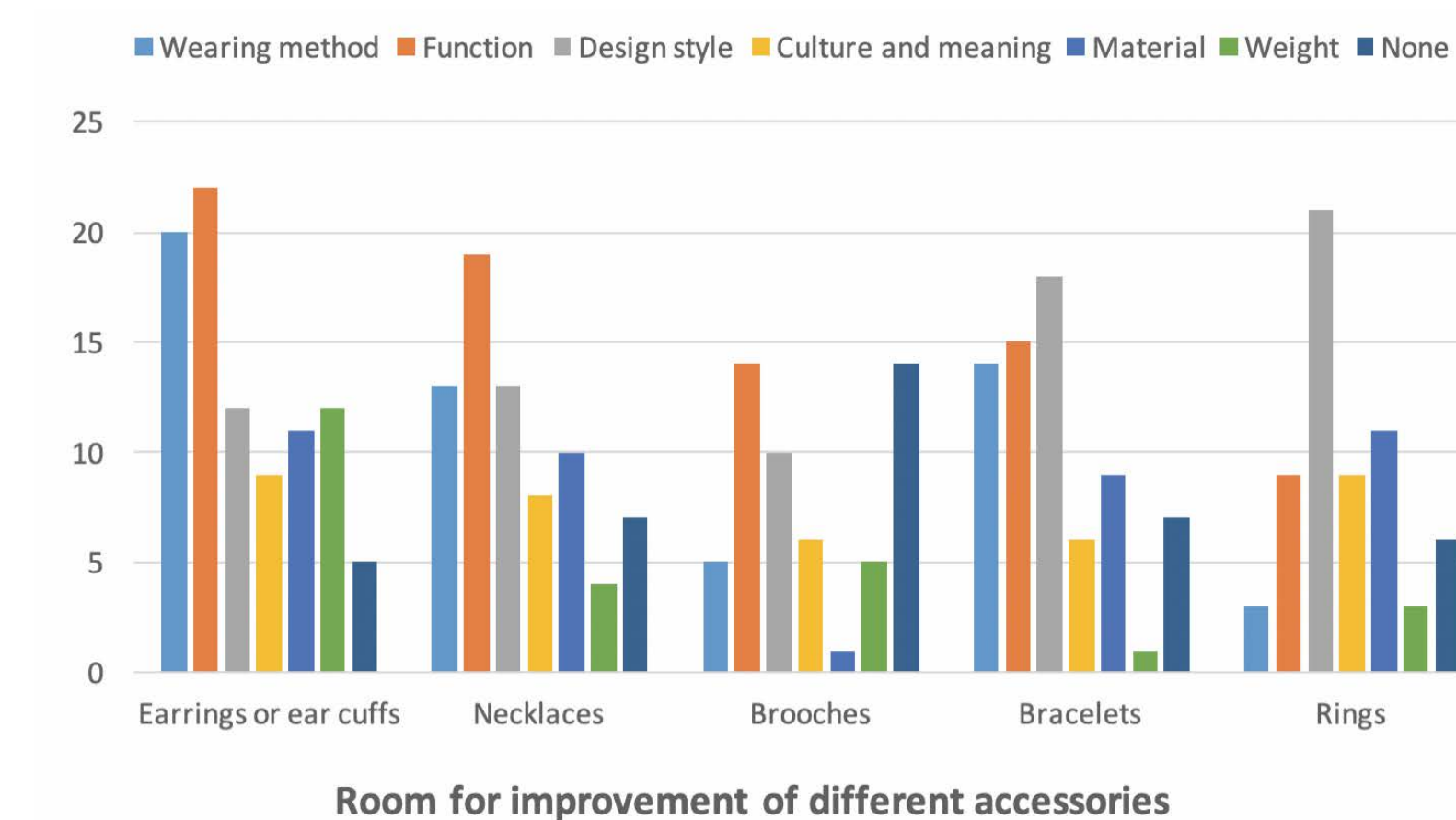
- ① User habits of wearing accessories
- ② Design preference and impression towards accessory design
- ③ User experience wearing accessories
- ④ Design values exploration
- ⑤ Expectations on wearing multi-functional accessories

BACKGROUND

- **FUNCTIONALITY OF WEARABLE ACCESSORY**
An accessory is categorized as a product in fashion stores which can be added to something else in order to make it more **useful, versatile, or attractive**. The basic forms of accessories vary between cultures but are often extremely long-lived, containing many design possibilities for **personal adornment**. With the development of human society, accessories have now become common decorative items. However, it was more practical and functional in the past. Items like brooches, which originated as purely **functional items** to tidy up our clothes, were evolved into decorative items as their functional requirement has been diminished in the present society.

- **RAISING TREND OF MULTI-FUNCTIONAL DESIGN**
Users of the current product market are now considerably approving the **value of add-on functionality**. Also as shown in the market, accessory contains a variety of design **potentials and possibilities** as an existence of a product, thus creating a huge growing market for multi-functional designs. As a result, extra product value can be added to an ordinary one-function-accessory with a multi-functional design. The demand for **multi-purpose** accessories means designers can help solve any daily problems for better user experience. With add-on functions, accessories are improving their practicality and product value.

- **NEW DESIGN DIRECTIONS**
Responding to the changes in the preferences of users, the **user experience** of wearing an accessory can be enhanced to fulfil the **user demand** in the current market and to attract more potential users. Through the research findings, customers needs for **multi-functional products** and the preferences of accessory design for improving user experience of wearing accessory would be identified. The research would be advantageous to support future enhancement in the **industry of accessory design**, especially a market for multi-purposed accessory design. Also, with the data collected through different research methods, the possibilities of utilising multi-functional design on accessories can be found. This would be favourable to provide guidelines for developing relevant design solutions **to improve user experience** in the future.



FINDINGS & CONCLUSION

OUTER AND INNER DESIGN: BOTH IMPORTANT

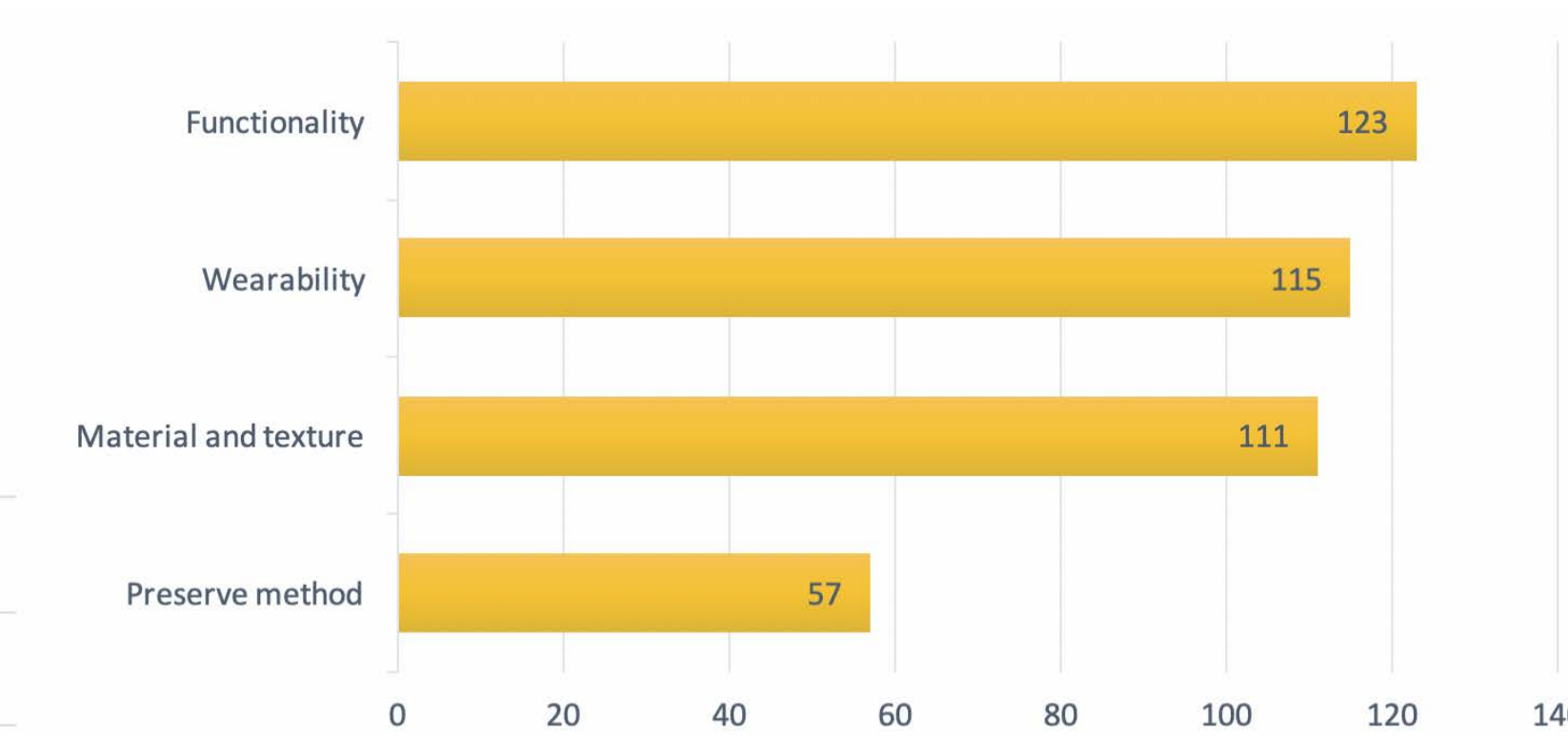
- Personal image = the biggest concern
- Provide different ostensible personalities
- Appearance, design style, functions
- Simple and low profile design style for daily wearing
- Anticipation for practicality
- User needs, preferences and usage differs by different living conditions or environments
- Importance of wearability, such as wearing methods and materials

PRODUCT OPPORTUNITY GAP OF CURRENT ACCESSORY MARKET

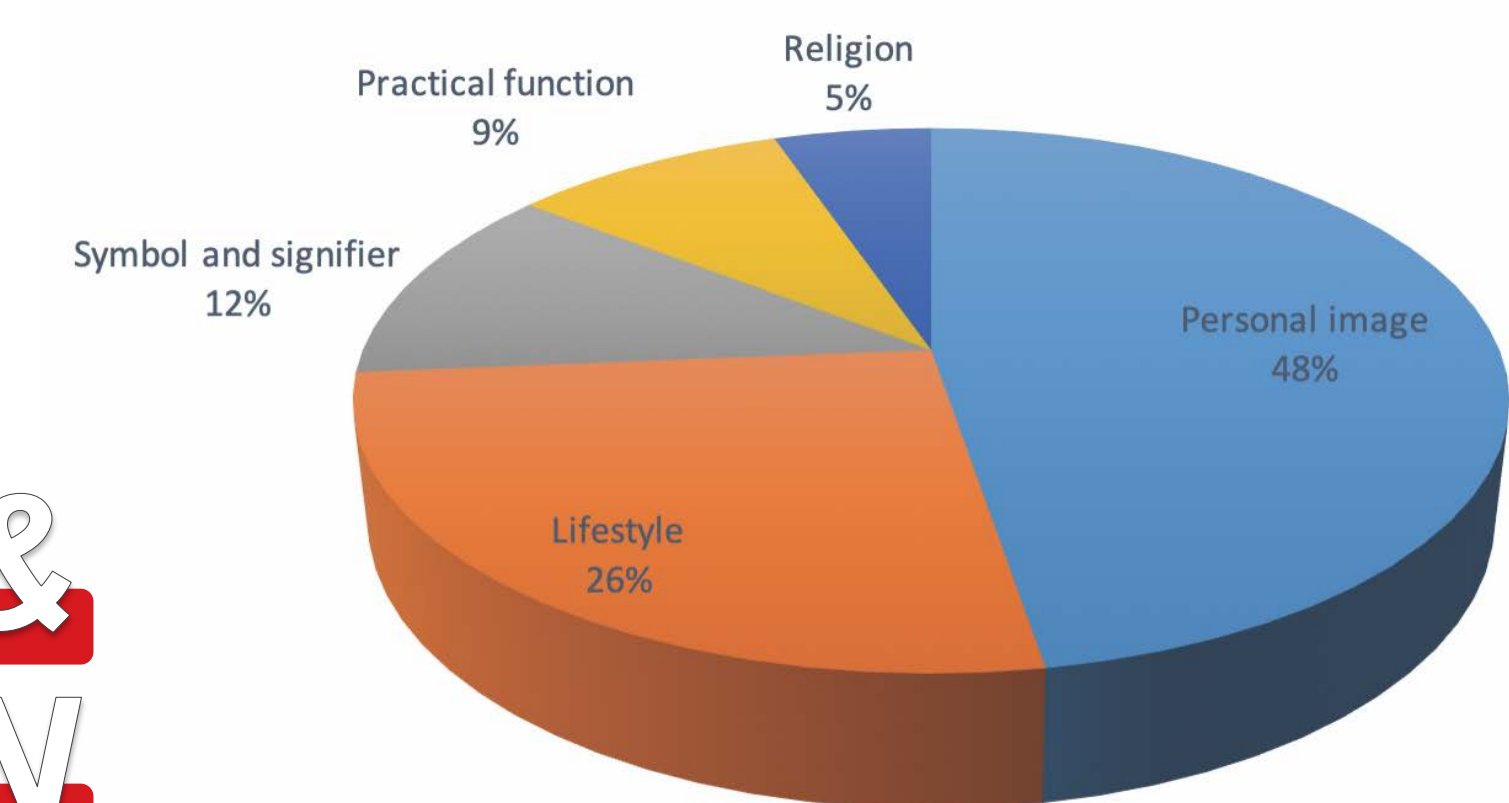
- Wearing discomfort
- Inappropriate materials and weight
- Oxidation, fading and easy to drop off
- Improving pain points > Enhance user experience > Fulfil POG

APPLICATION OF EMOTIONAL DESIGN TO MULTI-FUNCTIONAL ACCESSORIES

- Emotional design element > connect users and accessory to memorable and enduring experiences
- Visceral > behavioural > reflective
- Extension of a sense of personalized ownership placing more value in user experiences
- Creation of emotion-memory link building emotional attachments with accessories



The considerations of user experience in accessories design



The reasons of wearing accessories

The research aims to identify the **relationship between functionality and wearable accessories**, including **development and market trends**, as well as **user habits, preferences, considerations, usage issues and perceptions in wearing experience**. According to the research findings, an **emotional design** has a relatively large influence on an accessory design which envelopes the **entire user experience**. Apart from the function of decorations, practical functions are also demanded from users.

The research findings help guide **innovative and user-oriented** solutions to improve the current user experience of wearing accessories in the domain of **multi-functional design** and emotional design, in which **functionality and appearance** are regarded as major values and design concerns.