

Channel Bar and Program Palette

Designing Intuitive User Interface for Digital TV

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Abstract

This paper reports design results from a study into the usability problems of multi-channel digital TV focusing on EPG (Electronic Program Guide) and interaction device.

To find out the design requirements, we conducted a task analysis on using digital TV in a multi-channel situation and made a research on television viewing experience of SkyPerfecTV subscribers in Japan. Upon research, we derived several design requirements: (1) Personalized environment for viewing digital TV, (2) Unobtrusive EPG, (3) Integrated support tools for channel navigation and program search, (4) Reduction of information overload, and (5) Speedy and accurate control. As a result of the research, it was concluded that we need to design an efficient browsing tool for large-scale EPG information and interaction device which could make complicated operations a more intuitive manipulation.

Based on these design requirements, we suggested a new interaction style personal TV that can provide personalized EPG services with personal control. Furthermore, "channel bar" and "program palette" were designed for intuitive manipulation. From the results of implementation based on virtual broadcasting stations, we verified that the suggested user interface was easier to use than those of traditional digital set-top boxes.

Keywords

Digital TV, EPG, Interaction device, Multi-channel situation

Product design in brand recognition

Evaluating design equity (II)

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Abstract

Recently, intangible assets such as brand equity have received a lot of attention. More recently, design has been recognized as a business tool. Although researchers and practitioners' intuition and their anecdotes suggest the linkage between design and brand equity, there is no clear and concrete understanding of such relationship.

Accordingly, based on the concept of design equity, this work explores how design plays additional roles for the consumer beyond its functional and aesthetic aspects, in creating and nurturing brand equity.

In this order, two package design style-components were obtained for the parent "brand A" using a multivariate technique. The samples that were analyzed with such a purpose were then subjected to evaluation, the result of which provided brand recognition scores for each sample. Correlation between product attributes and brand recognition scores was observed based on a logistic regression analysis.

Based on these findings, product attribute factors that forecast the level of recognition of the brand through the product were deduced. The study helped to understand how the package's design influenced the recognition of the underlying brand.

Keywords

consumer psychology, non-linear multivariate analysis, brand and design equity