

# HOW WE LIVE THROUGH PRODUCTS WE USE



**Design Research Seminar** 

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# **DECLARATION**

I declare that this written/documented submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited of from whom proper permission has not been taken when needed.

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# **APPROVAL SHEET**

The Design Research and Seminar report entitled "How we live through Products we use" by Parthkumar Chaudhari is approved in partial fulfillment of the requirement for Master of Design degree in Mobility and Vehicle Design.

Guide: Prof. (Dr.) Sugandh Malhotra

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Parthkumar Chaudhari

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# 1. Abstract

We surround ourselves with different products everyday. The choice of the product vary from person to person. This study focuses on documenting those products for different users of same age group do the analysis of the same and shows how these kind of documentation can be helpful in the field of design like designing for the future, concept design or for generating a user persona.

# 2. Introduction

The moment we wake up to the moment we go to sleep our life is divided in different phases. We can divide these phases into mainly two categories,

A professional life: Where we have to behave in a certain way, we have to use certain kind of products which are provided to us and life which helps us to meet our needs.

A Personal life: This is the phase in a day where it is more about a person's own choices and wishes. Here a person is free to use whatever product he or she wants to use, there is no boundary here. It may include maintaining hygiene, taking care of health, going to a gym, evening leisure time, learning a new hobby, playing with pets, reading books or may be going on a hike on a weekend.

In both phases we use various kind of products and these products tells a story about us when they come together. With the evolution of a mankind rate of evolution of products also changes. Even though the function of the product remains the same; form, aesthetic look, specification and its property vary. (For example, a main function of soap is to keep clean our body but the number of soap which are available in markets vary from shapes, smell, ingredients and price perspective.) Each person has their own philosophy of living life, culture, adaption of technology, aesthetic sense, hobbies, interest, inspiration, need, wants and value of beliefs guide a person to choice certain kind of products.

In the field of archeology, they study the human history, society and culture based on their objects, tools, artifacts, clothes and other artifacts. Which indicates how product gives the sense of someone's life. This Design research aims on creating an visual directory of different products so that it

can be helpful in future to study how mankind as well as different products are evolving . The Design Research Seminar topic "How we live through products we use" mainly revolve around a documentation of these products for particular users (age group 20 to 28, college going youngsters and recent graduates), observation of that documentation and to connect the dots between products and people.

# 3. Methodology

To carryout documentation of products, a diverse users were selected between age group of 20 to 28 years. All these users are college going youngsters with strong hobbies which they might pursue in a future as a main career. User group here includes arts students, design students, engineering students, photographer, fashion model etc.

The idea was to approach these people and ask them about product they use the most on daily bases. These products were grouped in different categories such as grooming, diet, makeup essentials, electronics items and gadgets, body accessories, stationary, books, hobby items, profession items, sport items, clothing and footwear. Since study was done with the people of Mumbai and Gujarat, certain quota was avoided such as food items since it remains almost the same in each case. If person was using certain food and beverage items which was not common in most the cases or items which was a part of their hobby, were included to show their lifestyle. Also, Users were asked to describe their day and weekends.

A list of the products were prepared along with its brand and then these products were photographed based on its category. These photos were further photo-shopped for better presentation. A documentation was done in a way that first page shows all the products a person was using. Next page contains written inventory of products, a synopsis of person's daily life what he or she likes the most, person's picture, name, age and profession(s). Before documenting products verbal consent was given regarding keep their identity secret. So picture of the user in the report are edited and names are changed.

Based on theses documentations an observational analysis was done and conclusion was made.

Aperson can come to conclusion about user's lifestyle, user's sex and age, their daily routine and profession and can critically comment about personality of the user by only observing documented products. This documentation is useful to connect the dots between various users of particular region and a trend can be mapped, how the environment, interest and hobby can affect the selection of the products. Sample image is provided in next page.\*

\*(For more users refer annexure and reference 1.1)

#### Row 1



Row 2



Row 3



# 4. Conclusion

"How we live through products we use" - Documenting different products of different users helps in finding person's lifestyle, culture they belong, hobby and interests. Products from today can be compared with products from tomorrow and can be helpful in predicting future scenario. These kind of documentation also comes handy in trend mapping, exploring modern culture of particular region and designing a products and service for certain group of people. When designing a new product, system or a service a designer often focus on solving a problem and for that he goes for user study, if a designer consider documenting all the products used by user can give a insights about user's overall life. Using that insights a designer can design a product which not only solve the problem but become a part of user's personality.

# **Annexure**

Row 1



Row 2



Row 3



Dabur red tooth paste | Oral B tooth brush | Head and shoulder shampoo | Nivea body lotion | Parachute hair oil | AXE signature deo | Clean and clear Face wash | Savlon hand wash | Nivea skin cream | Dabur honey | comb | HP Laptop | Wacom intuos graphic tablet | Moto G4 + | WD hard drive | House of marley earphones | MI power bank | JBL bluetooth speaker | MI band | Fastrack watch | Titan eye plus specs | Wallet | Card holder | Cap | Glass | Sula wine | Spoon and Fork | Steel water bottle | UNO hot wheel edition card | Hotwheels | Compass | **Buddha** statues

# **Row Two**

Nwtgeo Traveler magazine | Self improvement books | Travel Books | Design related books | Sketchbook | Travel journals | Stationary items | Arctic fox sling bag | Travel Pillow | Fastrack duffel bag

# **Row Three**

Quechua Cargo pant | Hopper | Flannel shirt | Graphic T shirt | Casual shoes | Trekking sandal

# Travel Meditation Books

Pratik loves collecting hot wheels and traveling whenever he finds a time from his college. He is pursuing for being full time travel blogger while studying graphics design. His day starts with travel magazine and reading other travel blog on his Moto G4+ which continuous with his college routine. He happily waits for weekends to come so that he can explore the he is living in and can update his travel blog. Being a brand conscious he always go for the best brands. He always keeps one bag ready which full with clothes, travel journal and other travel essential for the instant travel plans. He loves spending his evening meditating, reading a book while sipping a wine along with or listening to music. On long holidays he prefers going on a hike or on a camping.



Pratik | 23 | Mumbai Graphic Designer | Travel Blogger

Row 1



Row 2



Row 3



Sensodyne toothpaste and tooth brush | Tresseme hair conditioner | Ahaglow face wash | Dove soap | Body scrub | Tresseme shampoo | NYC Lipstick | Foundation | Lakme skin cream | Cotton pads | Kauai body deodorant | Vaseline body lotion | comb | Garnier make up removal | Lipstick | Fastrack watch | I phone 4 | I phone earphones |

# **Row Two**

Diary | Books | Stationary pouch | Shoulder bag | Breakfast and food items for food blogs | Tea box | Mug | wooden spoon

# **Row Three**

Jeans and T shirt | Night gown | Sport shoes | Sleepers

# Food Books

# Tea

"Being a literature student most of the time I am free except it is exam time" says Yamnah while preparing a strawberry dessert for his upcoming Food Blog. Yamnah is 20 year old literature student entering into the world of blogging. Her day starts early with morning jogging and healthy breakfast. She finds college boring but love to read poetry and philosophical books.

"I can't afford DSLR so I have invested in I phone – Good picture quality is must when you are into food blogging"

Once college is over she roams around in the city and tries out new road side food stall, new restaurant and buys food items for his upcoming food dish on her blog. Her day ends with drinking imported tea, and reading a good book while she curls up in her sleeping clothes.



Yamnah | 20 | Surat
Food Blogger |
Literature student

Row 1



Row 2



Row 3



Dove shampoo | Comb | Himalaya Neem face wash | Set wet hai gel | Sensodyne toothbrush | Colgate max fresh toothpaste | Vaseline | AXE deodarant | Cherry shoe polish | Colin | Parachute hair oil | Boro plus skin cream | Philips trimmer | Asus rog laptop | Huion graphics tablet | Logitech bluetooth mouse | Motoroal G turbo | Earphones

# **Row Two**

Sketching pencil | A5 size drawing book | paper cutter | BIC pens | Scotch tape | Bike Scale models | Weight | Laptop bag | Sling bag

# **Row Three**

Woodland belt | Nike wallet | Shirts | Casual pents | handkerchief | Bata formal shoes | Artengo casual shoes

# Bike is Love OCD

Abhinav is a mobility and vehicle design student who is extremely passionate about bike design. He is one of the rare person who truly believes in minimalism, he possess only what is needed to go through a day. With few clothes and to buy a product with minimum quantity is his motto. Since abhinav has OCD he wants everything to be neat and clean. "Even when I deal with papers I need them completely rectangle for that I always keep a cutter handy. Also, I want everything to be clean and neat." Said Abhinav, while cleaning his desk with Colin.

He does not like getting interrupted while he is working and prefers extremely calm environment. So he works overnight, sometimes six in the morning and sleep during day time when the rest of the world busy with hustle and bustle.



Abhinav | 25 | Mumbai Bike Designer

Row 1



Row 2





Sensodyne toothbrush | Park Avenue deo | Himalaya hand wash | Jasmin hair oil | Nivea man face wash | Colgate Plax | Dettol | Philips trimmer | Kobo e reader | Nokia phone | Fastrack fit band | Sony earphones | Massager | Asitis protine shake | Nuts | Mayo sauce

### **Row Two**

Rock climbing related books |
Fluid mechanics books | Markers |
Scissor | carabiners | finger tape |
Climbing shoes | Chalk bag |
stretching belt | Finger stratcher |
Support rope 1|Waist belt | Clipper | Wrist band | Liquid Chalk |
Binocular | Carabiners | Support rope | Thigh Belt | Clamping Rope |
Clampers | Quechua Tent

# **Row Three**

Rock climber wall mount | Quechua Sleeping bag | Wildcraft 80 | rucksack | Belt | Trek pent | Quechua Hiking shoes | Reebok Running shoes | Sandals

# Mountains Rock Climbing

Pranav is a person with passion for rock climbing. "when you are hanging on a cliff your muscle strength is the only thing that can saves you" said Pranav making his protine shake for after workout diet. Pranav's day starts with morning jogging of at least 10km and continuous with doing research in fluid mechanics till evening. In evening practice his rock climbing either in a rock climbers club or in his room itself or go for gym to strengthen his muscles. Pranav's day ends with reading books about rock climbing or cleaning and maintaining his rock climbing equipment. He goes for rock climbing atleast once in a month. "I wish I can do this every other day" said Pranav eating cashew and almonds.



Pranav | 26 | Mumbai Rock Climber

Row 1



Row 2





Listerine Plax | Himalaya face wash | Colgate toothpaste | Nivea under arms deo | Enchanteur talcum powder | Perfume | Loreal conditioner | Loreal shampoo | Nivea moisturizer | Lakme skin cream | Scrub 1 | Scrub 2 | Vaseline | Scrub 3 | Hair butterfly | Comb | Hair band | Lakme foundation | Revlon foundation | Lakme lipstick | Mascara | Whiskas cat food | Cat toys | Nikon coolpix P900 | Mi note 2 | Bushnell binocular

# **Row Two**

Acer laptop | Boat earphone | Study related books | Notepad | Violin | Titan watch | Purse

# **Row Three**

Kalinjji swimming suit | Jeans and Top | 60 L rucksack | Steal water bottle | Sandal | bata running shoe

# Cats Birds and Violin

Priva is student of microbiology with specialization in ecology and evolution. She is based in Surat. A cat lover. violin player and avid bird watcher, Priya's day start with morning walk in a park. It has two purposes to examine birds and to maintain health. Her day follows with reading and researching about Indian birds, playing with cats and swimming in evening. "I don't know how to handle DSLR so I have point and shoot camera for power zoom for my bird photography" said Priya while adjusting her violin's string. After swimming she practices her violin skills and watches Netflix. Her day ends with feeding her cats for the last time before going to bad. "I like reading books but not fictional, I am more into self-improvement books" she added.



Priya | 24 | Ahmedabad Microbiologist | Violinist

Row 1



















Row 2



















Row 3













Colgate tooth brush | Colgate toothpaste | Himalaya shampoo | Yardly London shaving cream | Rushikesh hairoil | Wooden comb | Shaving brush | Philips trimmer | Logitech keyboard | MI note 5 | Logitech bluetooth mouse | XP pen graphics tablet | MI power bank | WD portable hard disc

# **Row Two**

HP laptop | A5 size drawing book | Stationary items | Sharpner | Screw driver set | Car and truck models | Wildcraft wallet | MI band

# **Row Three**

Graphics T shirt | Jeans | Puma casual shoes | Woodland shoes | Bata Shoes | Sleeper

# **Always Online**

Shiva is a Mobility and vehicle designer from IDC. He belives in simplicity and minimalism. His day starts with reading current affair and news on his laptop. Till he sleeps he surround himself with gadgets. Even when it comes to sketching he prefers to sketch on his XP pen graphics tablet rather than on paper. He is always consuming information either on phone or laptop.



Shiva | 24 | Mumbai Mobility and Vehicle Designer

Row 1



Row 2





Colgate toothbrush | Zandoo bam | Colgate max fresh toothpaste | X-Men talcum powder | Tounge cleaner | Yardly london Pocket deo | Tongue cleaner | Nivea talcum powder | Dettol handwash | Dove soap | Parachute hair oil | Caladryl skin lotion | Good night mosquito repellent | Fa deodorant | Smirnoff Vodka | Philips trimmer | Warmex kettle | Torch | Apple macbook air

# **Row Two**

Jio wifi | Tenda wifi router | Weighing machine | Fastrack fit band |
Photography books | Sony Alpha
7 III mirrorless camera | Clamp for
Sunco action camera | Sony lens |
Flash adapter | Flash | Sunco action
camera | Water proof case for Sunco | Othe accessories for sunco

# **Row Three**

Panasonic AA battery charger | Gaia Mousli | Clamping water bottle | Andbon dehumidifier | Balaclava | Sunglasses | Yoga mate | Wind cheater by Quechua | Quechua trek pent | North face T shirt | Park avenue belt | Quechua 70 L bag pack | Quechua trekking shoes | Woodland trekking shoes

# Travel Photography Yoga

Hardik is 27 years old mumbai based fulltime photographer. He studied electrical engineering but did not found it interesting. Hardik is most of the time on freelance assignment or sometime self guided assignment. When he is at home his day starts with morning yoga and healthy breakfast. His day passes mostly editing pictures, reading books about photography or cleaning his camera equipments "This are expensive machines and you have to take care of them specially in Mumbai weather" Said Hardik putting his cameras back in dehumidifier. He believes in quality products. When on assignment he carries his 70 I rucksack filled with quick drying clothes, camera equipments and a 4k video recorder by Sunco. He treats himself with few shots of Vodka every other night after hectic day before going to sleep.



Hardik | 27 | Mumbai Photographer

Row 1



Row 2





Colgate tooth brush | Glizer tooth paste | Cwash face wash | Dove moisturizer | Loreal paris shampoo | Lifebuoy hand wash | Nivea skin cream | Acnet soap | Skipping rode Food

# Sandal

# **Row Two**

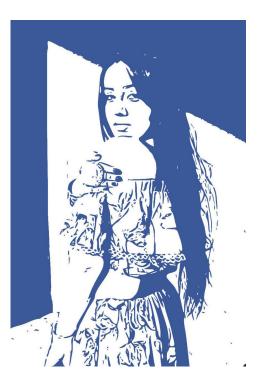
Dell laptop | Intex power bank | Iphone 6 | Jio wifi | Customized perfume | Make up kit

# **Row Three**

Makeup kit | Shoulder bag | Purse | Sling bang | Sunglasses | Spectacles | Titan and fastrack watch | Other iewelery | Clothes | Shoes | Heals |

# Diet Glamour **Fashion**

"If I don't wake up ealry my schedule for the day will be disturbed, Photographer asks to be at shooting place at certain time and I have to be there" said Shreya a freelance fashion model and theatre artist based in Surat. She starts her day early morning with skipping road, milk and lite breakfast. "I love perfumes and I want unique smell" so she uses customized perfume from local brand from Surat. Her day passes either modeling for different brands. In evening she goes for theater practice. Her day end with green tea and scheduling for other day or watching Netflix.



Shreya | 24 | Surat **Freelance Fashion Model | Theatre artist** 

Row 1



Row 2



Row 3



Colgate tooth brush and toothpaste | Head and shoulder shampoo pouch | Dettol hand sanitizer | Hand made soap | Colgate plax | Nail cutter | Comb | Fogg Deo | Wildstine Talc | Ponds Talc | Dettol hand wash | Ear-buds | | Alarm clock | Steal cup | water bottle | Wacom graphics tablet | Kindle

# **Row Two**

Dell laptop | JBL headphones | Seagate portable hard drive | Sony pen drive | Design Book | A5 Size drawing book | Water color | Pens | Paint brush | Titan watches | Spectacles

# **Row Three**

Gods bag | Woodland wallet | Leather and cloth belt | Graphics T shirt | Jeans | Trek pent | Casual Shoe | Power sport shoe by BATA

# Simple Ordinary

Ranjan is an Industrial designer student based in Mumbai. He lives pretty ordinary and simple life. His day starts ealry in the morning with some lite Body Exercise and breakfast followed by sketching practice and working on his project. Sometimes he love to paint specially to gift his friends and family. In evening he goes for the walk and read design books on his kindle.



Rajan | 24 | Mumbai Industrial Designer

Row 1



Row 2





Tooth brush | Closeup toothpaste | Adidas deo | Godrej air freshner | Cinthol soap | Savlon hand wash | Glucon D | Empty beer and soft drink can | Pringles potato chips | Philips trimmer | Prestige kettle | Sandisc memory card | Seagate portable hard drive | Game controller | MI note 2 | Lenovo laptop

# **Row Two**

Whitner | paint pallets | Bic pens | markers | Scotch tape | Sketch pen | Scissor | Touch marker | Paper cutter | Faber castle pencil color | Camlin acrylic colors | Water brush pen | Glue Gun | Soldering machine | Volt meter | Screwdriver set | Light Bulb | Automatic lock made by him

#### **Row Three**

Hacksaw ridge | Circuit | Feviquik |
Araldite | Bond tite | Soldering removal | Aluminum foil | Fevi bond
| LED lights in Tic Tac box | Battery
| Electric Tape | Rubix cube | Tennis
and badminton racquet by Artengo
| Wrist band | Swimming cap and
goggles | Artengo tennis ball and
shuttle | Jeans | T shirt | Hoodie |
Artengo half pent | Woodland wallet | Sonata sports watch | Number
lock | Kalinji sport shoes | Sparx
sandal | Artengo badminton shoes
| Sleepers

# Beer Electronics Badminton

"I love making new things and playing badminton and drinking beer as well as collecting beer and soft drink can" said Nirav. Nirav is 26 year old design engineer based in Mumbai. His day starts pretty late in the morning with grooming and drinking tea. He spent his day working on his project, learning programming and painting sometimes. His evening is pretty busy playing badminton and jogging. After dinner he spend his time playing Fifa or Counter strike till late night.



Nirav | 26 | Mumbai Design Engineer







Colgate Tooth brush and toothpaste | Jovees skin cleaner | Eva deo | Banjara's face scrub | Unloc skin tonic | Kuku oil conditioner | Lotus sun cream | Tea tree face oil | Nivea underarm body perfume | Panteen conditioner | Godrei face mask | Herbal skin cleaner | Khadi face wash | Vaseline body moisturizer | Vaadi dark circle removal | Blunt mascara | Nail polish | Ele18 lipstick | Hair butterfly | Foundation cream | Hair straightener | bajaj iron | Transcend hard drive | Mi power bank | I Phone 4s | I pod | Wacom graphics tablet | Lenovo laptop

#### **Row Two**

Electric kettle | Orange | Nestle Milk powder | Knorr soup | Chamomile Tea | Nuts | Mug | Drawing pens, pencils and marker | Faber castle pencil color | Camlin soft pastel | Gouache acrylic colors | Brevillier's charcoal pencil | Camlin watercolor | Craft paper | Scissor | Drawing books and personal diary | paper cutter | Stapler | Sticking tape |

Water brush pen | Paint brush | Double sided tape | Scotch tape | Sticky notes | Design books

# **Row Three**

Collection of books | Design Books | Soft toys | Sling bag | Sling bag 2 | Sling bag 3 | Shoulder bag | Titan watch | Belt | Sun glass | Spectacles | purse | Graphics tshirt | Jeans | Wool beanie | Scarf | Kurta | Footwear

# Books, Books Books and Craft

Mansi is avid book reader, a crafts woman and a blogger. Introvert by nature she generally spends her day in her room doing crafts and reading books and writing about his blogs on life. She is vary conscious about her skin and her curly hair so she has lots of products related to it. She like illustrating her life experience and drinking chamomile tea. Her bag always contain a book and a water bottle whenever she goes out. In a situation where she cant open her books she goes for audio books on her ipod. She is potter had and her day ends with watching Netflix with her soft toys.



Mansi | 26 | Mumbai Artist and Blogger

Row 1



Row 2





Colgate Tooth brush | Dantkanti Toothpaste | Pantene hair shampoo | Nycil talcum powder | Patanjali Balm | Handband | Vicks Vaporub | Nivea anti sweat gel | Patanjali Facewash | Pond's face wash | Adidas perfume | Johnson's Earbuds | Parachute Hairoil | Philips Trimmer | Pigeon Electric Kettle | Gorila Pod

# **Row Two**

MSI gaming laptop | Motorola Headphone | MI Smartphone | MI health band | Sharpener | Scale-model of motorbike | Alarm clock | Diary | Markers | Color Pencil | LN Key tool box | Scissor | WD 40 Rust Removal | Pliers

# **Row Three**

Electronics Items | Books | Skybag's Laptop bag | Wallet | Spectacles | Hand Gloves | Clothes | Footwear from Bata, Fila, Reebok

# Nerd

Raghav is an engineer from Baroda, Gujarat. You can always find a small tool kit in his bag. "Since childhood I used to love messing up with mechanism, assemble and disassemble my toys etc." Being an Automobile Engineer he is very much into Bicycles and Motorbikes. His days start with early morning run followed by grooming and working on his graduation project. In evening he can be found reading self help books, maintaining his cycle or roaming around in a city on his bicycle.



Raghav | 24 | Baroda Automobile Engineer

Row 1



Row 2





Colgate Tooth brush | Closeup Toothpaste | Nivea man body wash | L'oreal paris conditioner | Sunsilk shampoo | Pantene hair serum | Lotus face wash | WS talcum powder | Boddy scrub | L'oreal hair gel | Gatsby hair gel | Parachute hair oil | Park avenue body spray | Philips trimmer | Wacom graphics tablet | Kindle ebook reader | MI Phone

# **Row Two**

Lenovo Laptop | WD Harddrives | Mouse | Electronics items | sennheiser earphones | Pendrive | Stationary | Cards | Monopoly | Books | Abalone

# **Row Three**

Artengo Tennis and Badminton racket | Swimming cap and glass | Marathon medals | Collectibles | Lenovo laptop bag | Sonata sport watch | Wallet | Clothes | Shin Guard | Football shoes | Bata footwear

# Sports Electronics Tech savvy

Viral is an Electronics Engineer who is very much into sports and love illustrations. Viral starts his day pretty early with reading Gita. He is interested in different mythology. His day moves ahead by working on engineering projects. He spent his evening playing different sports like badminton, football, swimming tennis or preparing for marathon. "Along with sports, I love playing indoor games like cards, monopoly etc. Abalone is one of my favorite" he said while making his move on Abalone. He ends his day either by reading books or doing illustrations.



Viral | 25 | Mumbai Athlete | Illustrator | Electronics Engineer