



Title : Product-Behavior Targetting (PROBET)

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Products are designed to achieve specific purposes. In this paper, it will be illustrated how products can be designed to elicit specific emotions that can result in desired behaviors. It is known from literature that some emotions are stronger than others. This is because people endeavor to experience rather than avoid them. One such emotion is fun that can be used to direct people to specific behaviors. The fun theory website documented a number of products that have been designed to elicit fun while doing specific desired actions. One product featured in the website is the piano stairs which was able to make people use the stairs instead of the adjacent escalator.

Another emotion that people endeavor to feel is altruism, which is related to the need of a person to make a difference in the world. At present, the need to protect the environment is a common sentiment considering the devastation brought about by environmental degradation and climate change. People engage in environment protection behavior do so in order to feel good.

Existing design frameworks have not integrated emotion in the process of designing products to elicit particular emotions that can direct behavior especially in protecting the environment. Product Behavior Targetting (PROBET) is a new method being proposed to address this. The methodology begins with the identification of a target emotion that is strong enough to change behavior. The designer identifies how an environment-friendly product can be fashioned in order to elicit a specific emotion to direct behavior.

Several case studies are presented on how PROBET may be used such as design of switches, buses, and bicycles.