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### Research on Kansei Engineering and its Application in Massage Chair Design

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**Abstract** Kansei Engineering is a technical methodology to translate consumer's Kansei into product design elements. The target of this technology is to provide designers and manufacturers with a technique to master the emotional and spiritual needs of consumers and then manifest them in product design to enhance competitive edge. In light of this situation and on the basis of finishing a lot of English literature reading about this technology, the author conducted systematical study about Kansei Engineering in this thesis with the aim to enhance understanding of it for domestic designers and accelerate spread of it. Basing on the study about the situations of China's domestic design industry, the author analyzed several points that China's design industry should learn from Japan and Kansei Engineering technology, and proposed a simplified Kansei Engineering Model which is easier to execute and suitable for domestic design industry. In conclusion, this paper gives an introduction to the theory of Kansei Engineering system, and explores the relationship between consumer's desire and massage chair design factor with the SD (Semantic Differential) method, providing effective reference for the massage chair design.

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## Research on Kansei Engineering and Its Application in Massage Chair Design

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**Abstract.** Kansei Engineering is a technical methodology to translate consumer's Kansei into product design elements. The target of this technology is to provide designers and manufacturers with a technique to master the emotional and spiritual needs of consumers and then manifest them in product design to enhance competitive edge. In light of this situation and on the basis of finishing a lot of English literature reading about this technology, the author conducted systematical study about Kansei Engineering in this thesis with the aim to enhance understanding of it for domestic designers and accelerate spread of it. Basing on the study about the situations of China's domestic design industry, the author analyzed several points that China's design industry should learn from Japan and Kansei Engineering technology, and proposed a simplified Kansei Engineering Model which is easier to execute and suitable for domestic design industry. In conclusion, this paper gives an introduction to the theory of Kansei Engineering system, and explores the relationship between consumer's desire and massage chair design factor with the SD (Semantic Differential) method, providing effective reference for the massage chair design.

### Introduction

The rhythm of modern life becomes quicker and the working pressure also becomes bigger. The massage armchair could relax the body in short time. It has massive demands in market. The basic principle of massage armchair is that the motor controls the massage head and the airbags. So the structure and function is basically the same.

In today's highly competitive marketplace, the product design strategy is changed from a product-out concept to a market-in concept. Thus, a product cannot be only designed to meet the needs of its performance, much attention should also be paid to the consumer's mental image for the product. It would greatly affect customer's final decision of whether they would purchase the product or not. There are a lot of massage armchair brands domestic and overseas, for example, Rong Kang, Haozhonghao, Sanyo, Matsushita, Kaishile and so on.

Most of the massage armchairs are made of leather, including the deep color leather, the tinted leather and the colored leather. The form of Massage chairs may divide into "the hand - foundation integration" and "the hand - foundation separation" according to the connection mode; In the form languages there are straight line form, curve form, geometric figure, organic graph, anomalous shape and so on. In the material quality there are the plastic, the log, the leather, the metal and different material matching combination.

### Method

We collected 80 pictures of massage armchairs, eliminated the similar massage armchairs and finally selected 15 as samples. In this study we focused on the arms of these chairs. A database of the Kansei words which express customers' emotion regarding products is also important. The contents of the database include the adjectives and the evaluation or measurement of customers' emotional desire for each adjective and design factor.

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