

## Design of a Mobile Phone for the Visually Challenged to Evoke an Emotional Response



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**Keywords:** Emotional Product, Emotional Content of Design, Tactile Texture

**Abstract:**

Kitchen appliances today's mobile phones represent a rich and powerful computing platform, given their sensing, processing and communication capabilities. The phones are also part of the everyday life of billions of people. Mobile phone technology has become increasingly widespread in our modern world, but only a few manufacturers are concentrating on designing mobile phone for visually impaired. This report will convey and investigate the knowledge regarding the emotional design of the mobile phone for visually challenged, how emotions are related to the products, communication of emotion; understanding user influence and application in the design process.

In the generation of concept the data of user needs were collected through various research methods such as literature review and ethnography research. Data analysis was done through PDS. On the basis of analysis 3 concepts were generated through the methods of mind mapping and brainstorming. One of the best concept was selected using weighted ranking methods and final concept selected is detailed on the basis of consumer feedback. A 1:1 prototype of a mobile phone for the blind was built in rapid prototype machining and user feedback was obtained results was positive and the user was satisfied with the design.



**Various concepts of mobile phone**



**Final concept**



**Final mock-up model**