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| Design Evaluation Based on Human Psychological and Behavioral Characteristics | |  |
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Research Topics

- Experimental psychological study of human psychological and behavioral characteristics
- Psychological evaluation of information design
- Psychological evaluation of architectural and space design

Research Seeds

My research interest is to clarify human psychological and behavioral characteristics using psychology and ergonomic methods and to consider such human characteristics scientifically to conduct design evaluations and to study effective design.

[Information design and gaze] Information such as new flashes is sometimes aired on television through an L-shaped screen layout. This layout reduces the size of the main display area and provides information in the margins of the screen. This study examined the viewer's subjective evaluation and eye gaze when regarding this screen layout to assess appropriate screen designs for information display from the viewpoint of the television viewer [1,2].

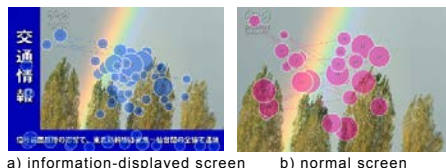


Fig. 1: Typical example of eye fixations. Viewing videos on information-displayed screens (a) rather than on normal screens (b) decreased the frequency of longer fixation durations [2].

[Spatial design and Kansei engineering] This study specifically addressed how a view from a room's window affects evaluations of the room's interior atmosphere [3]. The CG of the indoor space with different views from the window was evaluated using the semantic differential method to discuss the importance of window planning in the creation of a room's atmosphere.



Fig. 2: Spaces with different views of the window. Difference in the window's view changed the evaluations of the room's interior atmosphere [3].

- [1]Ishi et al. (2015) Analyses of Eye Fixation on the L-shaped Screen Layout in TV Programs, Bulletin of Sendai College of Technology, Natori Campus. 51,11-17
 [2]Ishi et al. (2016) Effects of L-shaped Flash News Ticker on Watching Video, Transactions of Japan Society of Kansei Engineering. 15(7), 687-691
 [3]Ishi et al. (2017) Effects of the Window View on Evaluations of a Room's Interior Atmosphere, Transactions of Japan Society of Kansei Engineering. 16(5) 473-477

Related Topics

- Kansei evaluation
- Gaze measurement