



ENGINEERING EMOTIONAL DESIGN

Fact Sheet

Project Information

ENGAGE

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FP6-IST

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Start date

End date

11 November 2004

EU contribution
€ 599 954

Coordinated by
**INSTITUTO DE BIOMECANICA
DE VALENCIA**
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Objective

Today the bottleneck in introducing new successful products quickly to the market has moved from factory floor manufacturing to the product specification, design and evaluation process, although of course world-class manufacturing remains essential. 'Quality' has moved beyond functionality and usability to satisfying people's subjective and emotional lifestyle needs. This can only be achieved by breakthrough knowledge-based changes in the conception of products to maintain and increase EU competitiveness under the high pressure of other manufacturing countries. Emerging methods are competing with each other and industry in general does not know which to use in what circumstances. Whilst some of these methods might be excellent, they do not integrate well with established engineering life cycle processes. Of course, companies do have their methods of innovation, but for example in the fast moving consumer goods industry, 80% of new introductions are said to make no impact and fail. Researchers from many disciplines (consumer sciences, psychology, ergonomics, industrial design, engineering) as well as industries are responding to this need for better reliability from their own view points but integration is needed, a holistic approach combining vertically (disciplines) and horizontally.

holistic approach combining vertically (disciplines) and horizontally (products/services) approaches is urgently needed. It is the ambition of this CA to promote the use of Affective Engineering for industry and open the EU industry towards a knowledge based economy in the area of satisfying people's subjective and emotional lifestyle needs. Thus this CA has three main objectives: Objective 1. Creating a new knowledge community. Objective 2. Achieve best use of current knowledge through broader awareness and confidence within industry of methodologies, novel tools and work environments that facilitate collaboration and creativity through holistic approaches to products and services Objective 3. Identify needs and coordinate future research.

Programme(s)

Topic(s)

Funding Scheme

CA - Coordination action

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