

***THE PROCESS OF INTERIOR DESIGN AND THE USE OF HUMAN
FACTORS IN PRACTICE, ACCORDING THE POINT OF VIEW OF
PROFESSIONALS AND USERS***

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1. Context

Designing is an artificial and complex action. The project requires creative action, accumulation of information, knowledge and some experience. It faces complicated challenges, such as accurately defining the real problems of users and planning possible solutions, considering levels of needs to be met. The project is not exclusive to professionals in the field of bi-dimensional creations, it is usually practiced in the most varied fields of knowledge, mainly by architects, designers and engineers. In this article a cut is made to deal with aspects of the design process related to the interior design activity in the residential segment. It is an activity with considerable recognition in society, but it still goes through a process of affirmation, even considering the high number of professionals working in the market.

In Brazil and in some places of the world (with some variations), the practice of interior design is invariably practiced by architects, designers and interior designers. On the other hand, there is an increasing number of professionals working in this market with training in interior design and even industrial design. It is also known that due to economic growth and interest in correctly planned environments, the demand for this activity is increasing by users who usually seek comfort, functionality and good aesthetics in the environments.

2. Method

The survey strategies used in the research were elaborated through careful methodological research, conducted through interviews, questionnaire elaboration, pre-test and application of the definitive questionnaire to professionals and users. This section details the steps of the application of the survey, the (technical) instruments used, the criteria for participation in the inquiry and the manner of application of each technique. All respondents signed the data collection consent form, PUC-Rio standard. Three distinct steps were established during the research development:

Stage I - preliminaries of the survey (unstructured interview): for the unstructured interview, an open, broad question was taken, and the professional was left free to verbalize the desired information. The following question was raised with the professionals selected for the interview: *What is your starting point for developing an interior design project?* Subsequently, the interview was conducted through pre-established topics.

Step II - interview with the professionals: the objective of this stage was to know and interpret the design process practiced by these professionals with the users (clients). In this sense, according to descriptive research, we are interested in discovering and observing phenomena, describing them, classifying them and interpreting them.

Step III - survey with the users: this step dealt with the inquiry with 32 users who hired the services of professionals and implemented their projects.

3. Results

The survey revealed that most professionals said they practiced (in some way) the three basic steps of a design process, either through organized systematic steps or almost in an "intuitive" way. According to the data collected in the research, there are indications that the activity, in general, usually crosses the stages of *understanding the problem, generating alternatives and defining the alternative chosen* (common steps in the project activities). It may be considered with these results that professionals are aware of the steps employed and understand (in some way) the sequential methodological process.

The users pointed out *positive aspects* identified from the relationship of these with their respective professionals during the planning and execution of the proposed project, among which the following stand out: professionalism, creativity, knowledge, flexibility, understanding. The *negative aspects* reported by the users were: *"There was no interest in knowing if you were satisfied with the renovation, in the end it's gone! "*; *"Informal, without planning"*; *"Difficulty in understanding customers' way of being"*; And *"Execution time and some faults regarding points of light"*.

4. Conclusions

It was verified that the skill and experience of the professional are essential to detect the real needs of the clients, regardless of the method used, as well as verified that the technical attributes of the activity, together with the professional experience and some personal skills contribute significantly to a *"feeling accurate"* and the use of better strategies, in order to propose solutions that meet the real needs of the clients.

Regarding the knowledge and use of ergonomics and usability, it is believed that, although the data point to high indexes of knowledge and use of these, it is worth considering some facts: it is known that the academic formation in architecture little adopts this discipline between the chairs offered in the graduation And not all interior design courses at the technologist level have ergonomics within the framework of compulsory subjects - and when they have the overall workload it

is minimal. Only professionals with design training (regardless of the qualification) regularly attend the subject ergonomics with acceptable working hours. Thus, although the data show a high knowledge in the subject, it is important to relativize the results.

The research revealed a high professional level on the part of the professionals interviewed, with room for improvement. It was verified that it is necessary to implement new techniques and tools that complement the *modus faciendi* of the professionals and the knowledge of ergonomics that (when applied correctly) can contribute positively and significantly in this context.

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