ERGONOMIC CHARACTERISTICS OF FEMININE FOOTWEAR MATERIALS FOR A USED DECISION AND BEHAVIOR

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1 Context

At the beginning of time, after the contact of the man with the materials, these exerted Strong influences in the configuration of periods in the society and in questions related to new solutions, to the detrimento of a social and technological evolution. Manzini (1993) states that material in the configuration of a product.

The designers are responsible from the selection of materials to the finalization of the product, by creating a message, from the use of a raw material and its characteristics. Users, as recipientes of this message, understand products in the face of various factors that surround them, such as culture and preferences. From the perspective of users, according to Sanders (2002), apud. Santa Rosa (2013), we can access people's experiences and use as a source of inspiration and ideas for the Project in question.

Doordan (2003, p. 38) states that "material selection significantly influences the form, function, and perception of a product." The author also points out that new materials give rise to new problems.

Thus, the study analyzes women's shoe materials at the conative emotional level (which is related to the motivacional question of the material in the decision process, such as choice, use, purchase, adhesion, etc) being used and referenced in the research from the fifth stage of Permatus (Perception of Materials by Users) as a modelo f evaluation of materials by users, developed by DIAS (2009).

2 Method

The methodological/evaluative procedures were performed from the fifth step of the Permatus model (Dias, 2009). The model was chosen because of its innovative character and its easy application, adapting the study needs in relation to the region, location and intended segment.

In the experiment, a mixed search technique was used: the application of na individual questionnaire and the Focus Group, where 6 target users participated, accompanied by two leaders and six auxiliaries. The role os the researcher was to plan the procedures that would occur: site scheduling, users / participants and assistants, organization of the environment and presentation of the study at the beginning of the test. The counselor was responsible for conducting the testing procedures. The assistants recorded the spontaneous speeches during the users's interaction with the products, as well as the áudio and photo record. The experimente was carried out in the Administrative Block of the Agreste Academic Center of UFPE in Caruaru, obeying the following requirements:

- Adequate space for the presentation of six shoes on a table in order to provide space for movement during the interaction (use) of the presentation of any printed material required for the test.
- Allow concentration, that is, without visual or audible noise.

The treatment and analysis of the data were performed with qualitative resources (observation, vídeo, photograpgy, áudio, questionnaire and focus group) and quatitative data (data related to questions answered by scale). Excel 2016 software was udes to generate graphs, tables and figures, aiding in the interpretation of the data and favoring the efectiveness of the results.

3 Results

In the conative analysis, the objective was to understand the motivations and preferences of the participants regarding materials and products from ergonomic characteristics. During the conative analysis, the semantic profile of the materials was evaluated.

The semantic analysis showed importante considerations about how the users's knowledge about a given material is expressed, from several froms of interaction: visual, tactile, haptic, among others. It should be noted that, in general, the users made attributions that relate the material to the pratical function of the product, as well as make decisions based on aesthetic, symbolic and cultural aspects, in addition to the experience they had with the evaluated material, where they described situations related to ergonomic factors, and therefore, act directly on behavior and decision making.

The study also sought to understand what would be the ideal footwears/material in the opinion of users, where they could describe their response in running text. Therefore, the results were grouped and presented according to the order of each user:

- Leather with comfortable and sturdy sole;
- Some material with comfort, safety, good finish and beauty;
- Be beautiful and comfortable;
- With soft elements, with comfortable insole and the minimum of jump so that the foot is flat;

- Perfectly finished, differentiated design but comfort;
- Ergonomic, interesting and good usability.

It is notorious that the kay point among the responses was “comfort”. This characteristic, in turn, can be linked to the good finish, strength, safety and ergonomics, in general, wich were also aspects cited by the participants. As well as differentiated design, because it is directly related to the aspects: beauty, beautiful, soft, interesting and differentiated elements.

4 Conclusions

As a result of the conative phase of users’ perception of the different attributes of the shoes, among them ergonomic ones, it was verified that the preferred materials are those that, besides being distinguished in aspects of innovation and aesthetic as color and form, should present characteristics which reflect directly on the comfort of the footwear, providing well being. Therefore, it is concluded that several factors lead the user to make a purchase decision on a product. Buta t that moment, it prevails that which enchants it in its practical function, and in its unfolding, that goes from the shoe, walk and feel.

It is understood that Ergodesign as a field of action, can cntribute directly, effectively, while still respecting the needs of industry and users as actors who are involved in the processo f manufacturing artifacts that will return to their homes. It concerns the construction of products that are presente in our day-to-day life, such as footwears that are essential in today’s society.

5 References

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