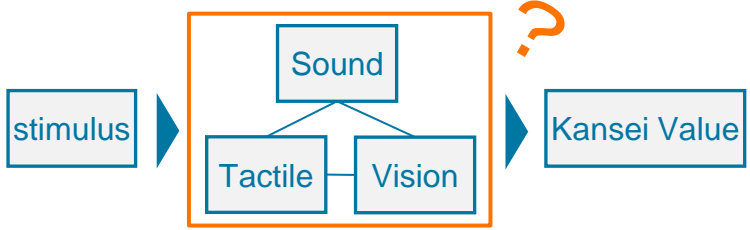


Research Background

Switches are mounted on a variety of products
 ➡ Need **kansei Values** such as luxury

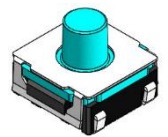


- Issue**
- Perception, cognition, and emotion-based understanding
 - Influence of feel and sound on overall operating feel

Research Purpose

Building a Sensory Hierarchy Model of Switch Operation

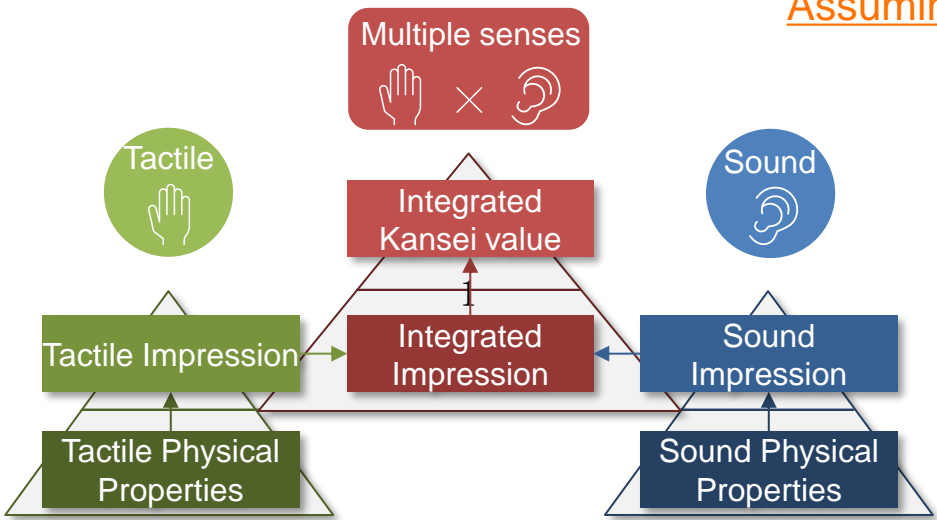
subject of research : Push Switch
 sense object : **Tactile** and **Sound**



- Intrinsic understanding of switch operation feel
- Clarification of feel and sound to create sensory value

Research

Assuming a sensitivity hierarchy model and understanding the impact across hierarchies



- Influence of Tactile and Sound impressions
Understanding of Physical Properties
- Influence on the impression of the combined senses
Understanding the contribution of Tactile and Sound impressions
- Examination of impression (**conformity**) created by the composite senses
- Understanding the integrated impression that influence the integrated Kansei value