

## Development of Visual Element Design Guidelines for Consumer Products Based on User Characteristics

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**Abstract :** This study aims to build a design guideline for the effective visual display used for consumer products considering user characteristics; gender and age. Although a number of basic experiments identified the limits of human visual perception, the findings remain fragmented and many times in an unfriendly form. This study compiled a design cases along with tables aggregated from the experimental result of visual perception; brightness/contrast, useful field of view, color sensitivity. Visual design elements commonly used for consumer product, were selected and appropriate guidelines were developed based on the experimental result. Since the provided data with case example suggests a feasible design space, it will save time for a product designer to find appropriate design alternatives.

**Keywords :** design guideline, consumer product, visual design element, visual perception, emotional design

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