



Industrial Design Seminar and Competition (INDISCO) is an Industrial Engineering Design Competition among colleges in South East Asia and surrounding which is held annually and fully by Students Association of Industrial Engineering Diponegoro University.

This year, Experience Design has been chosen as the theme of INDISCO 9, specifically about experience design for functional household product. We challenge you to design an innovative household product which is meaningful, memorable, aesthetics, as well as functional.

April 23<sup>rd</sup> - June 11<sup>th</sup>  
Early Bird Registration and  
Proposal Submission

October 27<sup>th</sup> - 29<sup>th</sup>  
Final Day

June 12<sup>th</sup> - August 8<sup>th</sup>  
Normal Registration and  
Proposal Submission

September 1<sup>st</sup> - 24<sup>th</sup>  
Prototype Animation Video  
Uploading on Youtube

August 9<sup>th</sup> - 29<sup>th</sup>  
File Selection

August 31<sup>st</sup>  
Top 20 Announcement

September 1<sup>st</sup> - 25<sup>th</sup>  
Re - Registration

## Timeline

**Prepare Yourself for INDISCO 9 on 2017!**



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**Indisco 9**  
Experience Design for Household  
INDUSTRIAL DESIGN SEMINAR AND COMPETITION

*Guide  
Book*



INDISCO is an Industrial Design Competition among colleges in South East Asia and surrounding which is held annually and hosted by Himpunan Mahasiswa Teknik Industri (HMTI), a Students Association of Department of Industrial Engineering, Diponegoro University, Indonesia. INDISCO has been successfully held for eight times since 2009, and this year INDISCO 9 will be held on October with "Experience Design for Functional Household Products" as the theme. The competition is created not only to partially apply the core competences of Industrial Engineering knowledge, but also to boost the ability of students to design household products that apply the principles of experience design so the products can be able to be competitive, unique, and able to create memorable moments for the users. It also serves as a place where people from various parts of South East Asia and its surrounding can interact and share their ideas as well as their knowledges.

## *Theme*

First impression does matter, but a long lasting experience is the meaningful one.

"Experience Design is a practice of product, service, and process design focusing on the quality of the experience that the users get and sometimes shows that there is a transition from increasing the functionality to giving solutions that is more relevant culturally" (Aarts & Marzano, 2013).

The word experience is defined as an episode, a chunk of time that one went through —with sights and sounds, feelings and thoughts, motives and actions, all closely knitted together, stored in memory, labeled, revealed, and communicated to others.

"An experience is a story, emerging from the dialogue of a person with her or his world through action" (Hassenzahl, 2010).

Experience Design (XD) considers how products, services, and solutions play a role in delivering value over time. It gives additional value of products by focusing on the relations between the products and the users.

XD can be achieved through two phases. The first phase is to transform a positive and meaningful experience into a pattern. Combined with needs, The pattern allows the experience to be transferred into a new context. Hassenzahl et al. (2010) stated that there are a set of needs suitable for creating an experience design:

Needs	Description
Autonomy	Feeling that you are the cause of your own actions rather than feeling that external forces or pressure are the cause of your action.
Competence	Feeling that you are very capable and effective in your actions rather than feeling incompetent or ineffective.
Relatedness	Feeling that you have regular intimate contact with people who care about you rather than feeling lonely and uncared for.
Popularity	Feeling that you are liked, respected and have influence over others rather than feeling like a person whose advice or opinion nobody is interested in.
Stimulation	Feeling that you get plenty of enjoyment and pleasure rather than feeling bored and understimulated by life.
Security	Feeling safe and in control of your life rather than feeling uncertain and threatened by your circumstances.

The second phase is to deliver the desired experience through the products. Designing an artifact can be summed up as creating a material representation able to constrain context and shape action, emotion, and cognition in line with the envisioned experience. Thinking of experiences and needs before the material allows to broaden the design space, that is, to innovate, but always in accordance with human practices, experience and, thus, happiness.

Functional household products are various products that support daily household activities and designed to be practical and useful. Nowadays some products are still not practical and not easy to be used. An innovation to make an activity be so much easier and practical is badly needed nowadays. By applying XD into a functional household products, everyday life can be meaningful, fun, and easy instead of being boring, knotty and tiring.