

## QUALITY IN INDUSTRIAL DESIGN

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**Abstract:** *The article presents the influence of quality in sensory design and also the importance of sensory analysis to improve the quality of industrial products. Pleasure associated with consumption is evaluated based on spontaneity and immediate gratification. Sensory satisfactions are in advantage from the intellectual ones. Consumer is becoming more demanding in this area in order to share an application at any time. Purchase act: product must be in line with consumer aspirations, surprise or ensure him that it pleased him throughout the cycle of use.*

**Keywords:** *design, sensory design, marketing sensorial, quality control*

### 1. INTRODUCTION

The design of an industrial product, both on shapes and material, contributes significantly to the communication of feelings. Inclusion of these new priorities remains the responsibility of the entire company: marketing, design, engineering, production, quality.

One objective of sensory evaluation is to obtain information regarding how consumers perceive products. A second objective is to measure consumers: likes, dislikes and preferences. In our days, the company must be able to anticipate the consumers need [1] and the quality of the industrial product must tends to meet customer expectations [2] because the perceived quality has an important role in the cognitive and affective evaluation process [3].

Today we see an evolution of consumer behavior. Nowadays, the latterø present unpredictable behavior. Become mature, he explores the ability to analyze manufacturers to decode messages. He leaves a stereotype behavior in favor of coordinated actions, designed, especially adapted in context adapted to the objectives which he has set or expectations regarding the use. Consumers never cease to change their relationships with the product.

### 2. INDUSTRIAL PRODUCTS

økpfwuvtkcñ"rtqfwevö"that is an invention of human life cannot mist and he cannot make exception to the rule. Industrial production has grown from a mass production model, designed primarily to meet the needs of a growing number of consumers and where a product performance and capacities are predominant to perform its function on a more competitive market.

This market is currently characterized by a higher segmentation and an increased need to customize industrial products [4]. These observations illustrate an evolution of the concept of industrial product during design period, that is representative of industrial and commercial making activity and the sensorial one, where c"tgcñ"eqpvtqñ"qh"vjg"ugpugu"ku"fgñq{gf"kp"øgzrgtkgpvcñö" marketing approach based on competitive advantage associated with judicious use of an experience and sensorial information.

Better specified, comfort or industrial product quality is an important concern to producers. Traditionally, product specification is the result of methodologies with knowledge and experience in mechanics, physical, marketing, quality and style.

In a competitive growing environment, a challenge for constructor is to better respond to consumer expectations and demands controlling the atmosphere also offers industrial product. Sensory atmosphere of an industrial product can be defined as a set of sound, tactile, visual, olfactory and thermal stimulations.

Treatments beyond style, perception of atmosphere is the result of integration of conscious and unconscious sensory perceptions evolving in time depending on the situations of use.

To characterize the atmosphere, an approach is to give attention to its constituent components, approaching on one hand the question of use situations and on the other hand by industrial sensory dimensions. For instance, use statements referencing specific where situations that make the game sound or dynamic requirements significant for the user.

### 3. THE QUALITY CONTROL

Quality control is an essential function in which each company has to ensure customer satisfaction. To achieve this, different controls are in place to ensure product quality in various stages of manufacture. In most cases, these controls are made beginning with dimensional product measurements (sizes, weight etc), and rarely sensory measurements (visual, olfactory etc). Subjective swcnkv{"pqy"tgngicvqf"vq"ugeqpf"rñceg"chvgt"etkvgtkc"öWug"qh"rtqfwevö"ewttgpn{"qeerwkgu" c"egpvtcñ"tqng"hqt"vjg" customer.





