

The analysis of "people oriented" in the merchandise display design

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Abstract. The modern commercial display design is a design form which integrates display space, exhibition environment, and visual elements. The purpose is to design space environment and visual image to meet the requirements of goods display which can create environment of information exchange and transmission for a commodity and its consumer, can stimulate consumer acceptance of goods, can stimulate consumers' desire to buy, and achieve commodity trading finally. In the whole process, the space environment design, visual design, and other design elements of display design should be "people-oriented" principle, and pay attention to the consumer the physiological factors and psychological factors. We apply these factors in display design in details, implement humanization of display design.

The understanding of modern merchandise display design

In the process of sales, goods can not be separated from the display space and space atmosphere which include the overall layout of environmental space, color relations of space, commodity placement mode and location, lighting effects, digital media advertising and so on. These factors constitute the integrity and solid of modern commercial design. Through the display design, commodity information is effectively and accurately conveyed to the audience, so that the audience can obtain and understand the information accurately, and produce memory of commodity, and initiate purchase desire. The whole process is realized by the display design which builds a bridge of information between a business communication, commodities, and consumers. In the process of building, designers use artistic means and creative design thinking, and use space modeling, graphics, text, color, light, sound, and other design elements to show commodity information, for making the commodity display effect get more visual sense of beauty and good image, and impacting consumers' choice.

The thinking of "people-oriented" in commodity display design

The "people-oriented" design of modern design advocates many elements in design should consider the "human centered" principle. Its purpose is to meet the people's physiological and psychological needs and make the publics get better service from design. For commodity display design, the "people-oriented" is throughout the whole design. In any style and content of modern commercial exhibition design, because the recipient of the main participants, the information receivers and the service object are all people, display design needs to consider the physiological and mental feeling of human in the exhibition space environment elements, props design elements, color design and layout design elements, for getting a good display effect.

The thinking on the human body physiological scale in the commodity display design

The attention of the human body's physiological scale in the commodity display design is mainly reflected in the following aspects:

The first aspect is the body height factor. The height of the space environment can not give people a sense of oppression. The height of installation of the logo, lighting and other facilities can not be a security risk. Because the crowd in the children's clothing display space is more complex and the body height span larger, children's clothing store display environment design will need to pay more attention to the height of the human body, the height, shape of showcase, the height of chairs in rest area and so on.

The second aspect is the size of various parts of body factors. Fig. 1 and Fig. 2 show that Chinese male and females' body size which include: the arm length, sitting height, body width, the back curvature and so on. There is not only a display area, but also a rest area and experience in Modern commercial display design. In the active regions design, we give full consideration to the human dimensions and design the showcase size and shape the, the public facilities in rest district, aisle width and routes carefully, so that consumers can get more comprehensive care and comfort. This is an important manifestation of "people-oriented" in commodity display design.

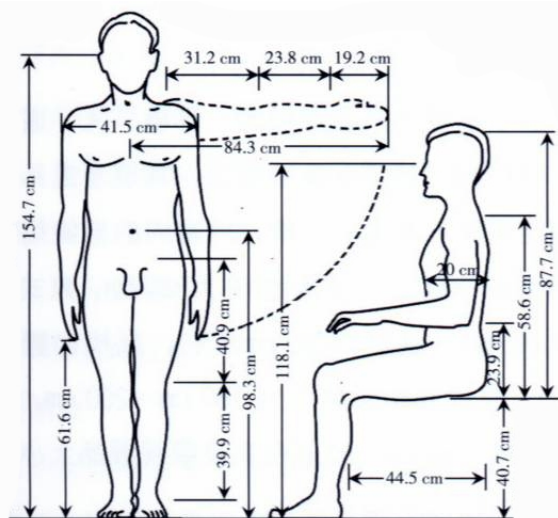


Fig.1 Chinese males' body size

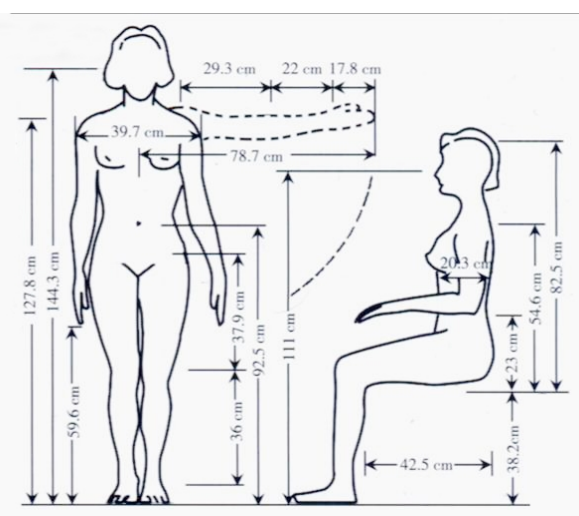


Fig.2 Chinese females' body size

The third aspect is the human visual factors. Vision is an important way for people to capture and perceived information. In commodity display design, vision is first sensory contacted with goods. The analysis and application of human visual factors not only has important influence on commodity display effect, but also reflects the important aspects of the humanistic care. First, the factor is the eye level. Due to the different body height, the range of eye level generally is 112cm--172cm. This area may be a gold region of commodity display, and get more opportunities to watch. The eye level impacts the commodity's vertical display height and location relationship. Second, the factor is the visual field. Because people can use looking down, head up, looking up and different perspective to see things, the visual area may expand. The best visual area of eye vertical is below the eye level about 10 degrees. The good visual area of eye vertical is above the eye level 10 degrees or below the eye level 30 degrees. The maximum visual area is above the eye level 60 degrees or below 70 degrees. Our vision in the horizontal direction also has visual field. The best visual area is in the angle of 10 degrees from the eye center. This area is the most recognizable. The maximum visual area is in the range of 120 degrees from the eye center. If we turn our head, the maximum visual range can be extended to about 220 degrees. Making full use of these visual scales in the display design and putting the important information and content in the most conducive location of observation are very meaningful for display design. Thirdly, we should pay attention to avoid visual illusion, visual sense of vertigo. The commodity display can not be separated from the light elements and the color elements, but these elements not to produce visual discomfort, dizziness and can not affect to show commercial real shape, color, texture which may cause consumers have an error judgment.

From the physical scale to design position, height, shape of facilities, to provide comfortable, safe space environment for people, to provide favorable environment for the modern commodity display is the essential requirements of humanization of display design. In the display design, it also needs to

consider the barrier free design, to provide more humane care for the disabled or the elderly. Fig.3 shows that the basic dimensions of the disabled channel design which is useful for display design.

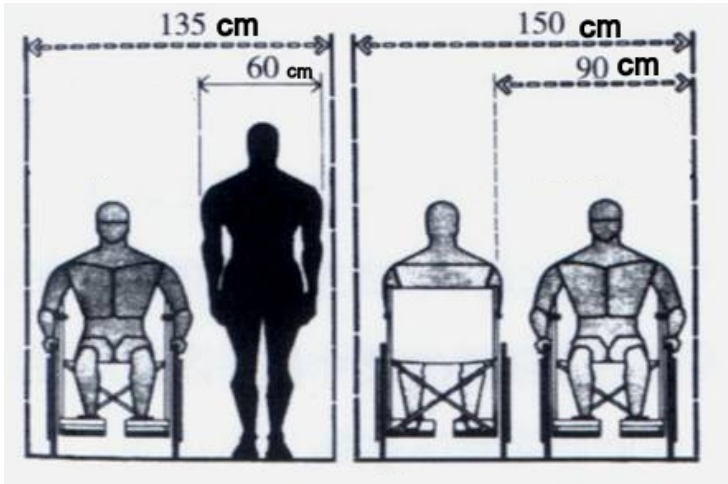


Fig.3 the basic dimensions of the disabled channel design

The thinking on the human psychological feeling in the commodity display design

Modern commercial display design not only needs to show the material properties of the commodity to the audience, but also needs to reflect and convey commodity grades, taste, and other spiritual attributes. Through these modes, the audiences recognize the quality of the commodity and accept the location of the commodity and the style more easily, and have the emotion sympathetic chord with commodity. Therefore, the display design should meet the needs of the audiences' physiological comfort and the psychological factors from the aesthetic, emotional.

Understanding of the characteristics of the consumer market and meeting this group's psychology and preferences which is an important aspect to narrow the psychological distance between consumers and commodity. Consumer preferences and psychological factors include the following factors: color preferences, personality characteristics, consumption characteristics, hobbies and so on. All these factors are deeply influenced by age and gender. From the point of view of gender, male and female character and mental characteristics are different. The male are masculine, simple and dignified, but the female are soft, delicate, fashion. These factors make directly the merchandise display design for the male and female different in commodity display design taste, color, decoration design. From the point of view of age, the psychological characteristics and preferences of children, young people and middle-aged people are completely different. There are also a preferences and aesthetic differences between Young and middle-aged women. The main characteristics of the former are youth, beautiful, fashionable, slim, lively , so that the commodity display design environment is bright, relaxed, concise, dynamic . The main characteristics of the latter are rich and honor, so that the commodity display design is steady, generous and magnificent.

In addition to age and gender factors, the different economic ability, consumption concepts and cultural background can lead to the different psychology. Today, the material conditions are rich, so consumers' commodity consumption is consumers' "self identity" consumption in a certain extent. Therefore, modern commodity display design needs to reflect and cater to consumer identity, status and value concept, which not only convey commodity information, show the needs of brand value, but also demonstrate humanized design. The "superior quality and competitive price" for mass consumption stores and the "brand value" monopoly shop have a significant difference in the layout of the space environment, tone and style. The former display space has characteristics of a large flow of people, goods placed more intensive, but the latter has characteristics of a high-end, exquisite, meticulous service.

Using the analysis of the psychological needs of consumers in display design and conveying a more detailed emotional factors, is the higher requirements for the modern commercial display design.

Conclusion

The modern commercial display design should pay attention to the physiological and psychological factors ,and meet the basic physiological scale and psychological needs from customers, all that will make the space environment planning, basic facilities design, color and the use of lighting in modern commercial display design can reflect " people oriented " principle, to achieve the role of bridge.

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