

# AN EVALUATION CASE STUDY OF SUN HAT DESIGN FOR COLLEGE STUDENTS BASED ON KANSEI ENGINEERING

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## ABSTRACT

This Paper puts forward a complete design thought based on the principle of Kansei Engineering, in the context of college students' demand for transformation and by combining with summer sun hat products and adopting questionnaire method. According to description of college students on sensory evaluation factor composition of sun hat and sensory evaluation characteristics of specific products; on the one hand, this Paper has analyzed relation between comprehensive sensory factors of sun hat and sensory mentality of college students; on the other hand, it tries to increase interestingness of design by characteristics of thermochromic materials for presenting different colors under different temperatures. According to experiment result, thermochromic material is applied to design process of sun hat and has obvious visual expressive force on color and surface texture effect, etc. and can endow texture with thermochromic characteristics. Research of this Paper aims at exploring a kind of new design thought for cloth design and development.

**Keywords:** *kansei engineering, demand of college students, sun hat, thermo chromic materials*

## 1. INTRODUCTION

Currently, the clothing market is in great demand of sun hats. There is no more innovation on design, which requires to change in the process of product design. The innovation of clothing

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