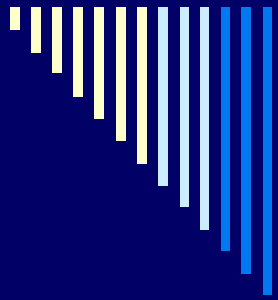
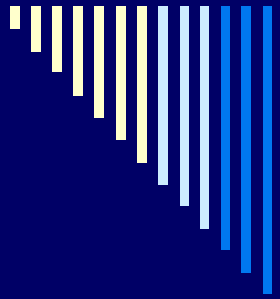


HEURISTICS
IN
RESEARCH

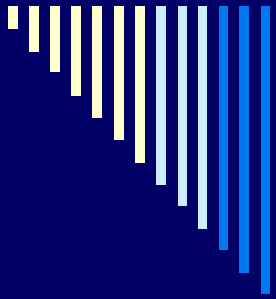
- N S VISWANATH



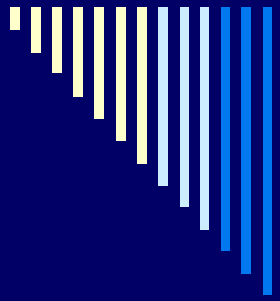
1. Following of Simplex Rules based on Experience.



2. Decision based on perception and levels of experience.



3. Development of Simple Rules which forms a construct.



4. Five senses are used at once or all depending upon the product type:

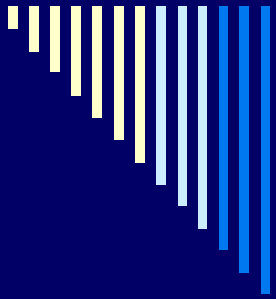
a. Seeing;

b. Hearing;

c. Smelling;

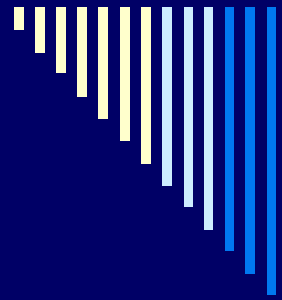
d. Testing and

e. Feeling



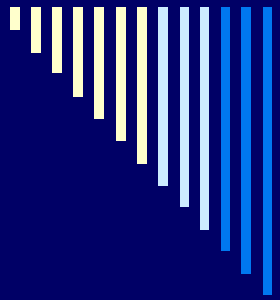
5. There is another element :

BRAND/CREDIBILITY/GOODWILL/TEJAS.

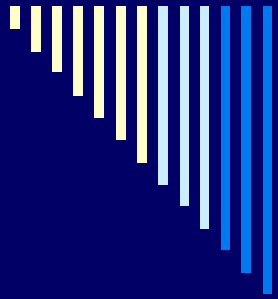


6. Food Products:

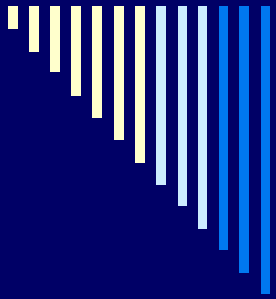
- ❖ MTR
- ❖ Maiya's
- ❖ AMUL
- ❖ Nandini
- ❖ McDonalds
- ❖ KFC
- ❖ Boost
- ❖ Cadbury's
- ❖ Tata Tea
- ❖ Tata Salt.....



**7. We hear, record, think about, try and repeat
try and make it a life style.**



**8. i,e, we are more from passive consumption to
active participation.**

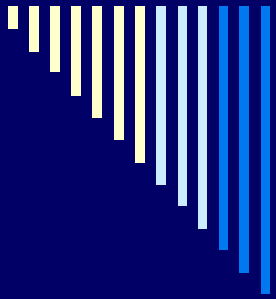


9. Person centric approach:

a. Producer – Person – Consumer

b. Participant – Person – User

c. Customer – Person – Community



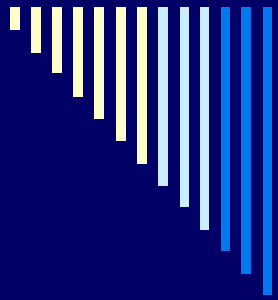
10. Non Food Products:

- ❖ Sony
- ❖ Intel
- ❖ Godrej
- ❖ Bata



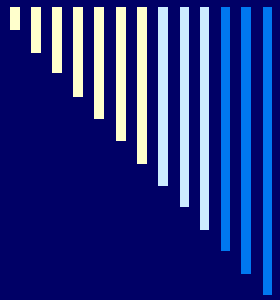
11. Service Products:

- ❖ Indian Railways
 - ❖ Indian Postal Service
 - ❖ IndiGo
 - ❖ Jet Airways
 - ❖ Consultancy
 - ❖ Surgeon
 - ❖ Tutorials
 - ❖ Catering
-



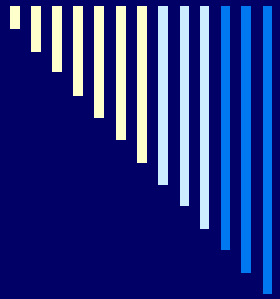
12. How to design on experience?

- Before
- During
- After



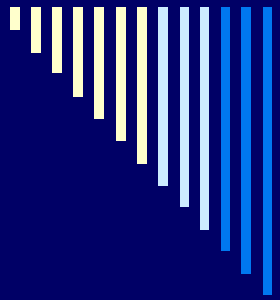
13. Before

- experience accumulation**
- thought consolidation**



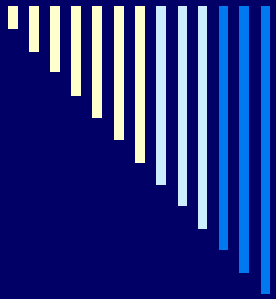
14. During

- **Trying period**
- **accumulated thoughts are experienced**



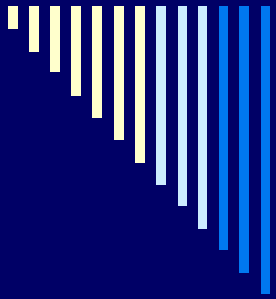
15. After

- Repeat buying**
- Sharing**
- Life Style**



16. Brand Surround is developed as a construct.

**Sensual experiences are recorded, codified
and designed.**

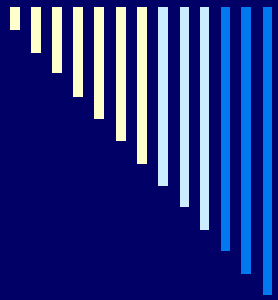


17. Levels of Feeling are experienced

Bad to Good

Worse to Excellent

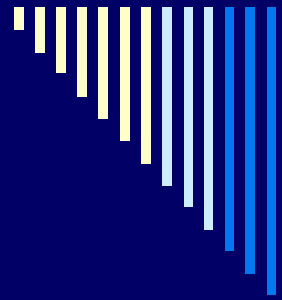
0 to 10 / 100



18. Multi dimensional approach is used

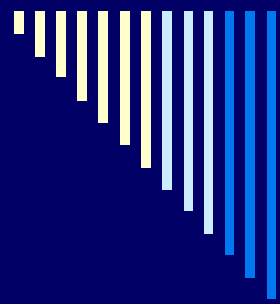
Feel – Sense – Think – Relate – Act –

Internalize



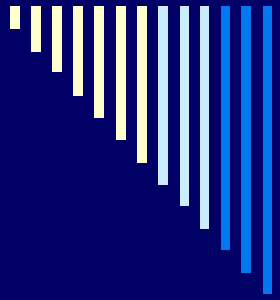
19. Examine 'Touch Points' of Emotions

- a. Finite / limited brand and company –
Product related**
- b. Multiple Touch Points – In divisional
transaction and / or interaction on
several areas of business and brands.**
- c. Social Touch Points or Infinite touch
points – across verticals and space.**



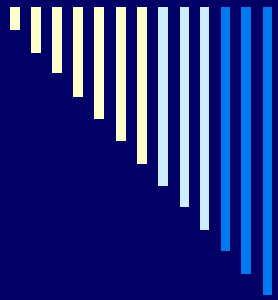
20. The Thumb Rule:

- a. **Visibility**
- b. **Product and Reality**
- c. **User control & Freedom to use**
- d. **Consistency**
- e. **Standard Norms of performance**
- f. **Prevention of user errors**
 - **Poka Yoke**
- g. **Facilitate recognition**
- h. **Flexibility / Adaptability**
- i. **User level efficiency**
- j. **Aesthetics**
- k. **Help to diagnose and recover**



21. Ensure sequence at three points:

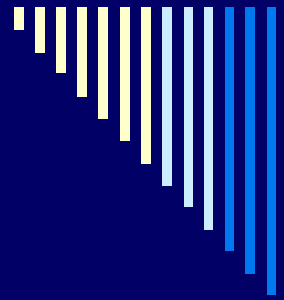
- Before
 - During
 - After
-



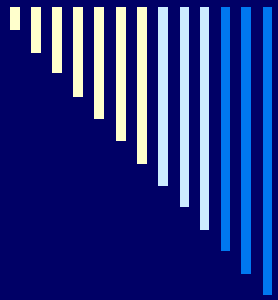
22. Capture words and phrases in Flow

Diagrams

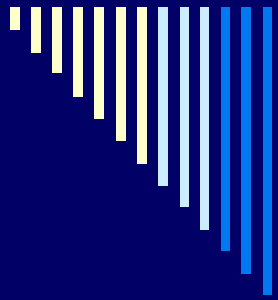




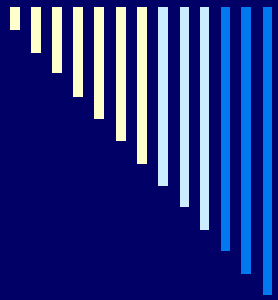
23. Make holistic Heuristics



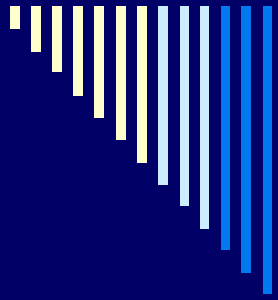
24. Test or validate by converting into equations



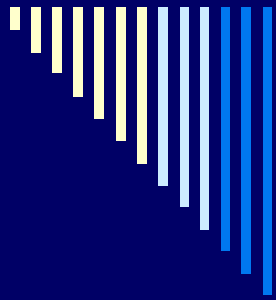
**25. Make Assessment by identifying parameters
of assessment.**



26. Conclude through Heuristics.

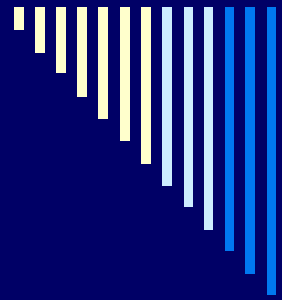


**27. An example literary criticism of Nakutanti-
Bendre by V.K.Gokak.**



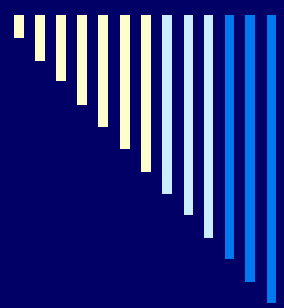
Base

- Material world to
- Meta physical world
- LINKAGE-INTRAPERSONAL &
INTERPERSONAL



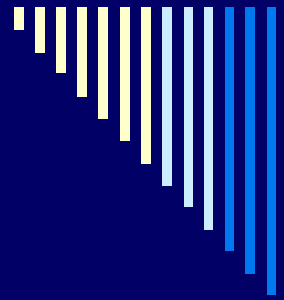
Dimensions of Literature/Heuristics

1. Theme
2. Form-Metre & Structure
3. Language & Style
4. Thought-Structure
5. Imagery & Symbolism
6. Lyrical Moods
7. Quality of Poetry
8. Hoilstics



Will the heuristics match a model in writing?

- Excellence must match with variables/attributes of a good writing
- Originality
- Uniqueness
- Impact
- Profoundness
- Creativity
- What else?



**Any further
interpretations???**

Any thing to add???



*Thank
You*

XX