



Article

# The Utilitarian Paradigm and Its Reflection on Designing the Modern Industrial Product

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**Abstract:** This study explores the influence of the utilitarian paradigm on the design of modern industrial products. The research addresses the reflection of utilitarian principles in product design, focusing on industrial products created between 2020 and 2022 that adhere to these principles. The descriptive method was utilized to analyze a sample of products that won the International Association for Universal Design (IAUD) award, representing those beneficial to all users. The analysis aimed to identify the core principles of the utilitarian paradigm and their application in modern industrial design. Results confirm that these principles significantly impact the design process, ensuring products are practical and user-friendly. This research contributes to the understanding of how utilitarian design enhances product functionality and user satisfaction, offering insights for future industrial design practices.

**Keywords:** Paradigm, Utilitarianism, Design, Industrial, Product.

## 1. Introduction

Philosophy formed an intellectual structure that had an effect on human life, particularly in the field of Industrial design. It had an existence based on the theses that were agreed upon them by their owners, which they prepared as recognized references that formed their own "paradigm" that they could refer to when starting on their applied fields. The utilitarian philosophy had an intellectual orientation that created its own paradigm. Its applied effect was reflected in many fields, particularly Industrial product design. Therefore, the research problem was based on the following question:

What is the effect of the utilitarian paradigm on designing the modern Industrial products?

## 2. Materials and Methods

Researchers depended on the analytical method because it is the most suitable research method to reach to the results of this study and try to describe and find solutions to the research problem of this study.

## 3. Results and Discussion

It was found that the utility presented to all users was provided to adults and the elders, and was not presented in a suitable manner to children. The utility was consistent with males and females. The diverse utility was consistent with the physical abilities of

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the users, but it did not match the diversity of the cognitive abilities and cultural diversity of the users, and there was no diversity in the functional and uses. The risks of provided utility were avoided, especially the availability of safety from mechanical and electrical risks, where physical and sensory health safety was not available, despite the availability of mental and psychological safety. The risks resulting from lack of quality performance and durability were avoided. Risks of use were not avoided and maintenance was not provided adequately. It includes avoiding risks to the environment as a result of performance and use, as the efficiency of energy use is suitable, but the management of the resulting waste is not.

#### 4. Conclusion

The utilitarian paradigm has significantly influenced modern industrial product design by emphasizing the creation of products that offer broad utility and meet the diverse needs of users across age, gender, and physical and cognitive abilities. This approach necessitates designing products that are adaptable in terms of dimensions and usage, ensuring they are user-friendly and accessible to everyone, including children, adults, and the elderly. The emphasis on utility also extends to the cultural and sensory inclusivity of products, allowing users to interact with products through various senses and in their preferred languages. Safety standards, both physical and psychological, are critical, ensuring products are not only functional but also safe and reliable. Additionally, the focus on sustainability and energy efficiency reflects the utilitarian principle of maximizing benefits while minimizing harm to the environment. This comprehensive approach to product design highlights the necessity of continuous research into new materials, technologies, and design methodologies that further enhance product utility, safety, and sustainability, ensuring that future industrial products continue to meet the evolving needs of a diverse user base. Future research should explore innovative ways to integrate advanced technologies such as artificial intelligence and the Internet of Things (IoT) to further enhance the adaptability and efficiency of industrial products, ensuring their utility remains aligned with the principles of the utilitarian paradigm.

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