



Article

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

A.L. Baqir Sahib Zaki<sup>1\*</sup>, Nawal Muhsin Ali<sup>2</sup>

1. at the Iraqi Ministry of Education, Baghdad Directorate of Education, First Risafa, Iraq.

2. College of Fine Arts, Department of Industrial Design, Basrah, Iraq

\*Correspondence: [bakerhasen@gmail.com](mailto:bakerhasen@gmail.com)

**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 Her 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

**Citation:** A.L. Baqir Sahib Zaki, Nawal Muhsin Ali The Utilitarian Paradigm and Its Reflection on Designing the Modern Industrial Product Central Asian Journal of Arts and Design 2024, 5(3), 55-57

Received: 8<sup>th</sup> April 2024

Revised: 8<sup>th</sup> May 2024

Accepted: 15<sup>th</sup> May 2024

Published: 22<sup>th</sup> May 2024



**Copyright:** © 2024 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

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.

#### REFERENCES

- [1.] M. H. Asaad, "Functional Enhancement and its Reflection on Industrial Product Systems," *Al-Academy Journal*, University of Baghdad, no. 108, pp. 247-260, Jun. 2023.
- [2.] D. I. Bayu, "Resilience System National in The Perspective of Utilitarianism," *International Asia of Law and Money Laundering*, vol. 1, no. 1, pp. 69-78, Mar. 2022.
- [3.] S. F.-A. Burhan, "Appropriate Risk Response Planning of Build Operate Transfer Contracts for the Transportation Projects in Iraq," *Civil and Environmental Engineering-Scienco*, vol. 18, no. 2, pp. 430-437, Dec. 2022.
- [4.] H. Chung, "When Utilitarianism Dominates Justice as Fairness: An Economic Defence of Utilitarianism from the Original Position," *Economics and Philosophy*, Cambridge University Press, vol. 39, pp. 308-333, Aug. 2022.
- [5.] D. Das, "Utilitarianism and Longing for Happiness," *Palarch's Journal of Archaeology of Egypt/Egyptology*, vol. 17, no. 6, pp. 13246-13251, 2020.
- [6.] J. A. Everett, "Switching Tracks? Towards a Multi-Dimensional Model of Utilitarian Psychology," *Trends in Cognitive Sciences*, vol. 23, no. 2, pp. 124-134, 2020.
- [7.] S. H.-T. Flayyih, "Impact of the Electronic Internal Auditing Based on IT Governance to Reduce Auditing Risk," *Corporate Governance and Organizational Behavior Review*, Sapienza University of Rome, vol. 7, no. 1, pp. 94-100, Feb. 2023.
- [8.] I. A. Houssem Jerbi, "Hamilton-Jacobi Inequality Adaptive Robust Learning Tracking Controller of Wearable Robotic Knee System," *MDPI*, vol. 11, no. 1351, pp. 1-32, Mar. 2023.
- [9.] J. K. Jabbar, "Interaction and Functional Structural Transformation of Product Design," *Al-Academy Journal*, University of Baghdad, no. 105, pp. 81-104, Sep. 2022.

- [10.] N. M. Khalaf, "Style and the Jump in Industrial Product Design - A Comparative Research," *Al-Academy Journal*, University of Baghdad, pp. 203-220, Jan. 2017.
- [11.] T. S. Kuhn, *The Structure of Scientific Revolutions*, S. Jalal, Trans., Kuwait: The National Council for Culture, Arts and Letters, 1992.
- [12.] I. S. Kyriazis, "Trusted Artificial Intelligence in Industrial," USA: Now Publishers, 2021.
- [13.] J. S. Mill, *On Liberty*, A. A. Aziz, Trans., Egypt: Arab Press Agency, 2021.
- [14.] A. A. Mohammed, "Assessing the Success of the Perceived Usefulness for Knowledge Management Systems: A Case Research of Iraqi Higher Education," *International Journal of Knowledge Management*, vol. 18, no. 1, pp. 1-24, Jan. 2022.
- [15.] H. Muhammad, "Kinetic Diversity and its Effectiveness in the Formal Variables of Industrial Product Design," *Al-Academy Journal*, University of Baghdad, no. 107, pp. 147-160, Mar. 2023.
- [16.] H. R. Rawa Kakarash, "Manifestations of Jeremy Bentham's Legal Utilitarianism: A Critical Research," *The Scientific Journal of Cihan University*, vol. 7, no. 1, pp. 163-174, Jun. 2023.
- [17.] N. M. Saleh, "Design Thought in the Industrial Product Between Constructivism and Deconstructivism," *Journal of the College of Basic Education*, pp. 477-506, 2018.
- [18.] A. A.-B. Salem, "Utilitarianism in Modern and Contemporary Philosophical Thought: Exposition and Criticism," *College of Islamic and Arab Studies for Boys*, pp. 3811-3912, Dec. 2018.
- [19.] P. Schofield, "Jeremy Bentham on Freedom of the Press, Public Opinion, and Good Government," *Scandinavica: An International Journal of Scandinavian Studies*, pp. 39-57, Dec. 2019.