

TaSH

UNLOCK THE SENSORY PLEASURE THAT
STORED IN PEOPLE'S FINGERTIPS

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Explore the functionality & aesthetics of brush bristles
inspired by factory manufactory process;
Gamepad design for enhancing gaming tactile experience

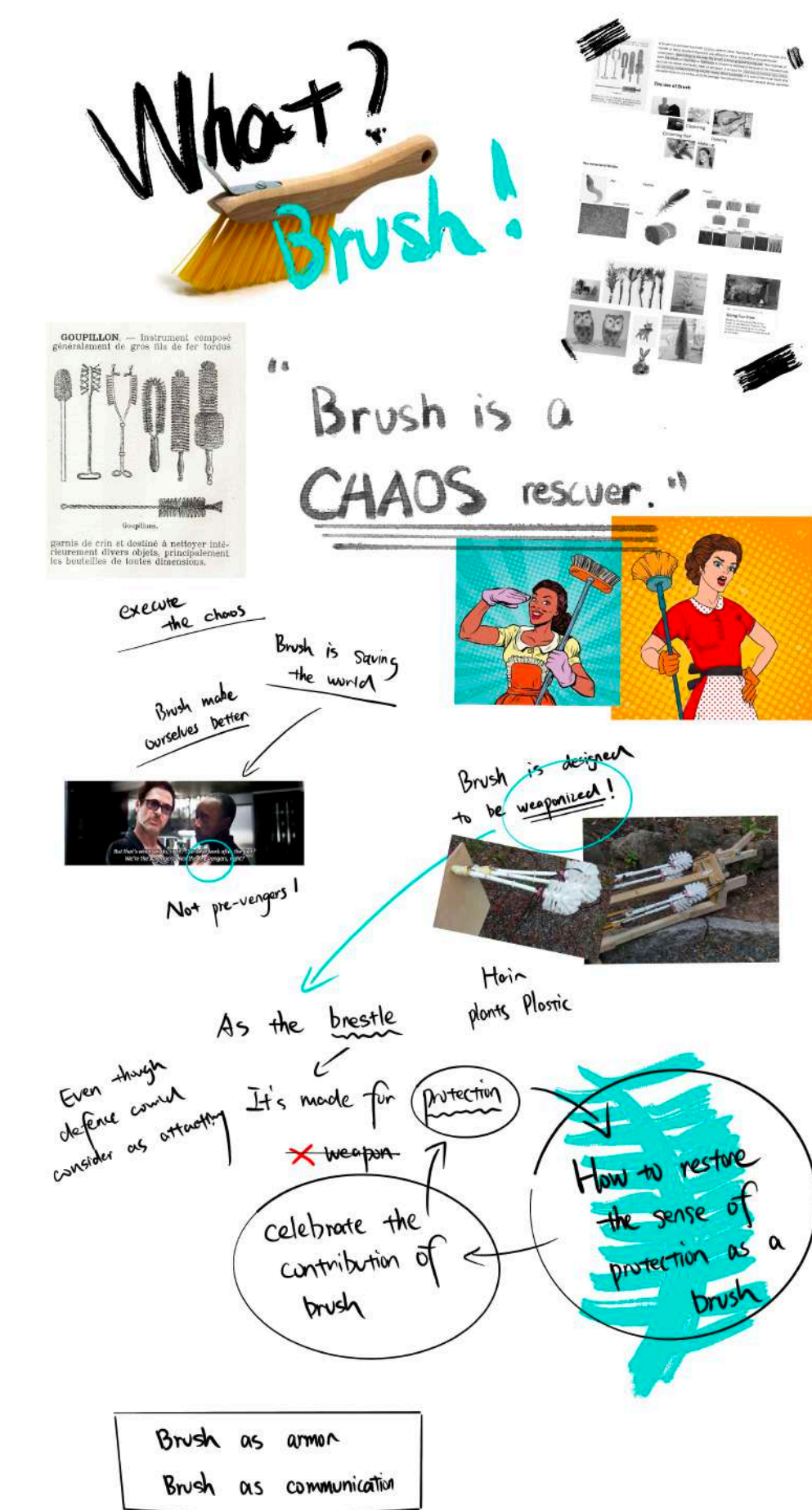
FACTORY VISIT

Observation of the manufacturing process generates insights for design. During the factory visit, the current CEO of Braun Brush, Lance Cheney gave us a tour to explore the manufacturing process of different kinds of brushes.



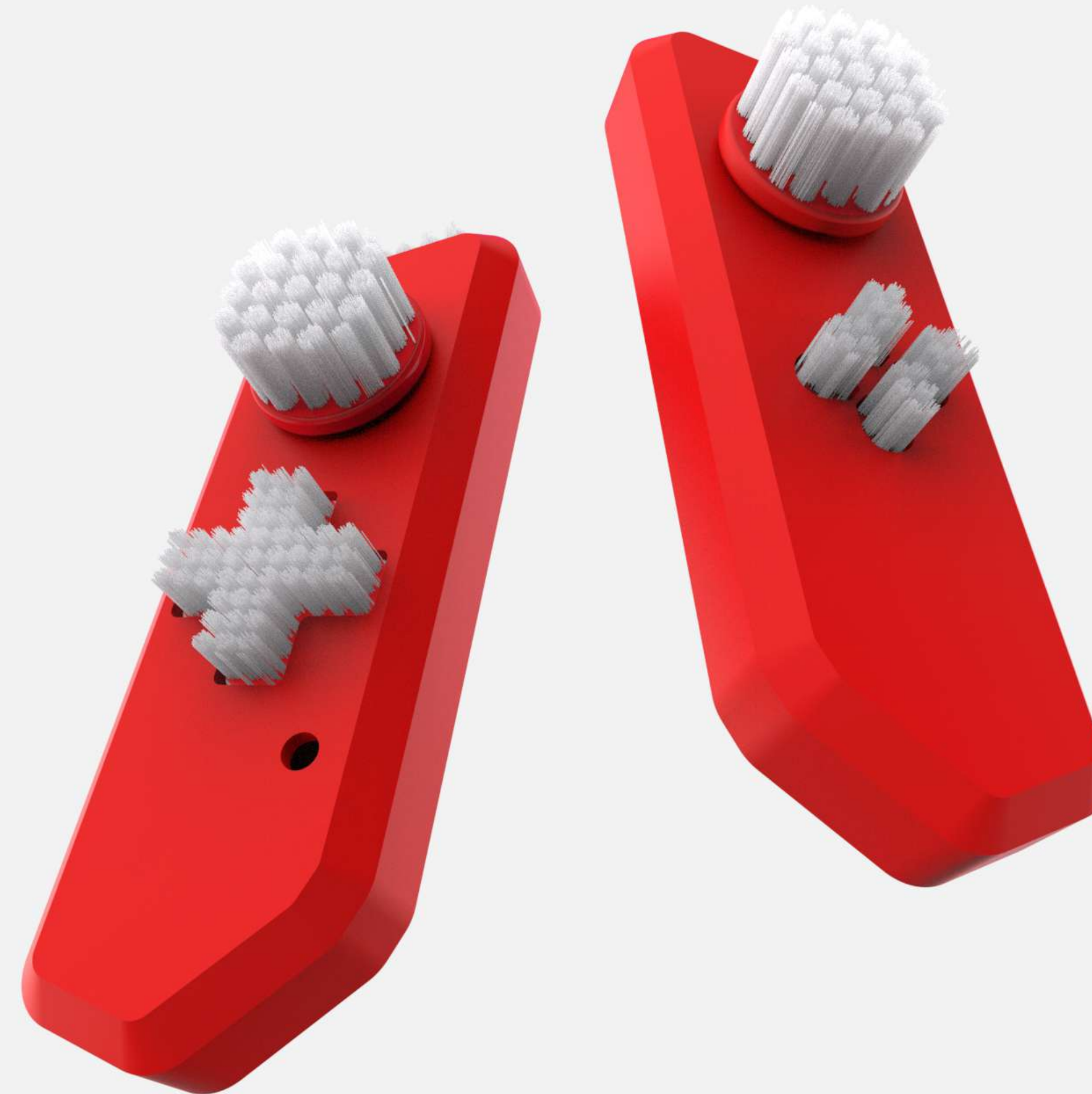
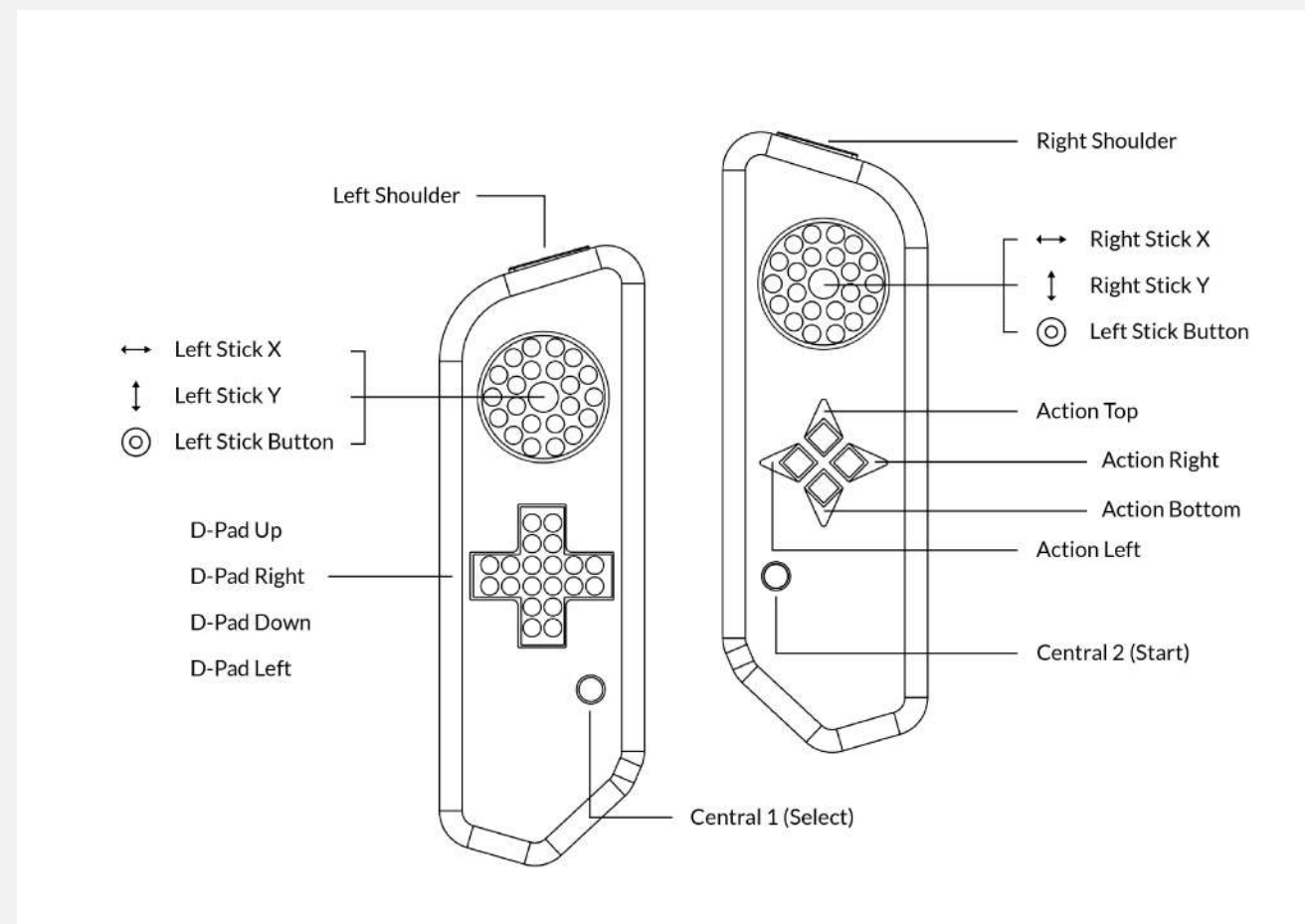
VISUAL RESEARCH

To celebrate the aesthetic and functionality of the brush, several ideation experiments were conducted aiming to explore the implementation of brushes and bristles in other contexts. Based on the ideation methodology, SCAMPER, several questions were listed to lead the experiment.



DIGITAL PROTOTYPE

Focusing on the feeling of touch, TaSH controller design aims to create a unique sensory experience both physically and emotionally. Using brush bristles as input buttons expands the tactile experience for the gamer, improves focus and enhances gaming pleasure.





PHYSICAL PROTOTYPE

This design is shaped by 3D printing technology with ABS plastics and held together with snap-fit assembly. It's composed of plastic case, 360 degree joystick, analog stick, control chip, brush input button, bluetooth and wireless charging chip. The model featured with a smooth finish and made with hand-bound nylon bristles.



EXHIBITION

This project have participated in

Royal College of Art Work-in-Progress Show 2022
London, UK

Imperial College London Spring Show 2022
London, UK

USER COMMENT

The initial looks-like prototype has been tested with 30 users. All participants have described a positive feedback of the product functionality.

"It's soft and comfortable. I think it's ideal for my game. Would love to play it with a real game."

"I love the texture and the tickle of the brush bristles bringing."

