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**MODEL OF FACTORS INFLUENCING
THE PROCESS OF TACTILE PRODUCT DESIGN**

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***Research Methodology.*** *The paper identifies the factors of the process of designing a tactile book. To determine the priority of the factors, we have used the method of system analysis* — *the method of analysis of hierarchies. In order to determine the numerical value of design factors for a previously held result, the method of pairwise comparisons developed by the American scientist Thomas Saatchi has been used.*

***Results.*** *The singled out list of factors, which influence the design of tactile products, has been presented as a multilevel hierarchical model, which determines the priority of the action and establishes the reliability of the degree of influence of design factors. Further, as a result of optimization of the priority model of the influence of the factors, the numerical values of the weight of factors has been established.*

***Novelty.*** *The scientific novelty of the article is as follows: a multi-level model of factors has been developed by the method of hierarchy analysis, which influence the design of tactile products, which determines the priority of the influence of factors; the multilevel model has been optimized by the method of pairwise comparisons, which made it possible to determine the numerical values of the weight factors of the products for the blind.*

***Practical Significance.*** *The obtained indicators of the process of designing tactile products will allow to provide a reasonable choice of parameters of the technological process of creating tactile products for the blind according to the expected indicators, which will allow to determine the method of tactile dot application in the right way, the geometric dimensions of tactile dots, the choice of material, the presence of protective coating.*