

1**Benefits of service level prototyping [Texto impreso] / Johan Blomkvist**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 560-564

This paper discusses the impact of service design by zooming in on the case of service prototyping. It is suggested that prototyping services is different from prototyping in other disciplines and shows how by discussing prototyping on different levels. On the service level of prototyping, a technique called 'service walkthrough' can be a way to understand whole service experiences. The service walkthrough was used in three cases. On an abstract level, what the service walkthrough adds is a technique for service design that allows exploration of the relationship between touchpoints such as composition, continuity, and consistency. In the cases studied, the walkthroughs increased empathy for different roles in the services while generating insights about e.g. technical requirements, transitions between touchpoints, and expectations at various moments of the service. The paper ends with a discussion about the relationship between touchpoints and the potential scope of the service walkthrough technique.

The design journal. -- 2016 (July), v.19, n.4, p. 545-564

1. Case studies 2. Design techniques 3. Prototypes 4. Service design 5. Service walkthrough

2**Categorization of Hong Kong modern males with regard to predictors of menswear design preferences in terms of physical and socio-psychological dimensions [Texto impreso] /Travis W. Li, Joe S. Au, Raymond W.Au**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 686-689

Proportional grading, which offers the closest fit by producing various sizes, is commonly used in sizing systems for mass production today. However, wearers' socio-psychological concerns are not taken into account during the development of the system, which may churn out ineffective fits. This study provides knowledge of menswear evaluation by taking into account men's physical and socio-psychological dimensions. This study successfully categorizes modern males according to their preferences of menswear, concerning the predictors of menswear design preferences in physical (i.e. Body Mass Index [BMI]) and psychological dimensions (i.e. menswear functions and menswear involvement). Subjects were divided into three clusters: (1) Fashion & Masculine; (2) Low-Function Value; and (3) Camouflage and Comfort; in which they were identified as having different clothing preferences as they had unique characteristics in clothing functions and levels of fashion involvement. The results suggested that modern men treat fashion in a multidimensional way that might be even more complicated than women. Not just for practical function and performance, they also dress to promote their identity, style and image based on their own concerns.

The design journal. -- 2016 (July), v.19, n.4, p. 667-689

1. Design preferences 2. Males in Hong Kong 3. Men's clothing design 4. Modern menswear 5. Psychology in clothing

3**Enhancing the design process with drama-related methods [Texto impreso] / Glyn Lawson ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 620-622

This paper presents a critical review of several applications of drama-related methods of design, discussing their benefits and limitations and providing comment on practical aspects of their implementation. Drama-related methods can shed light on the contexts in which a new product will be used, helping to clarify any potential issues

users may have with the design. These methods can improve communication and facilitate more fruitful collaboration between the various stakeholders. Improvisation can be used to improve the effectiveness and reliability of brainstorming sessions. However, the level of acting skill required of the participants needs consideration, and must be appropriate to the purpose of the evaluation. Also, drama methods generally add resources to the design process, and there is a lack of validation studies of tangible improvements to the designed product. We provide recommendations for design-drama approaches with the potential to benefit different stages of a product's development.

The design journal. -- 2016 (July), v.19, n.4, p. 605-623
1. Acting 2. Design 3. Drama

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Ergonomic analysis and design of the console panel of a bus rapid transit system in a developing country [Texto impreso] / Prabir Mukhopadhyay ... [et al.]

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 581-582

In the light of a number of complaints from the drivers of a Bus Rapid Transit System (BRTS) in the city of Ahmedabad in India, this study investigated how the design of the control panel of the bus could influence the operational efficiency of the drivers, and aimed to collect evidence to provide the basis for the development of new concepts for revised designs by the manufacturers. The research found that there were four different types of problems: visibility of the control panel, comprehensibility of the different symbols used on the panel, placement and compatibility of different controls and displays. Two concept prototypes of the control panel were developed and tested on the drivers for their feedback on a score scale which indicated that the two prototypes were significantly better ($p < 0.001$) compared to the original control panel design but there was no significant difference between the two prototypes.

The design journal. -- 2016 (July), v.19, n.4, p. 565-583
1. Console 2. Control 3. Display

5

Evolving paths [Texto impreso] : undergraduate design education through graduate and generative research with a particular focus on sustainability / Cagla Dogan, Senem Tuthan, Yekta Bakirlioglu

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 602-604

Design considerations that take into account the diverse issues of sustainability have become a central source of inspiration for third-year design students in the Department of Industrial Design at Middle East Technical University. These considerations include the development of products that can evolve in line with local needs, product maintenance, repair and upgrade, and the effective use of resources and have been integrated into various design projects relating to diverse product sectors (e.g. small household appliances, bathroom tiles and accessories). While engaged in these projects, the graduate students focused on and developed a generative design research method and an innovative idea generation tool that helped the design students better understand and incorporate these considerations into the idea generation phase of the design process. This paper presents suggestions for and insights into the means of bringing together undergraduate education and graduate research by providing examples from design education cases.

The design journal. -- 2016 (July), v.19, n.4, p. 585-604
1. Generative design research 2. Graduate research 3. Idea generation phase 4. Sustainability considerations 5. Undergraduate industrial design education

6

How to advertise radical product designs [Texto impreso] / Jeffrey Durgée, Dmitri Markovitch, Dongling Huang

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 659-662

New product designs can be radical in terms of new technology or new external form. Forms that are too radical, however, are often rejected by consumers because they represent new meanings to target buyers. We suggest that including designers' beliefs, feelings, or intentions in advertising for products characterized by radical designs may help audiences contextualize and understand the new meanings embodied in the novel designs. This, in turn, can make such products more appealing to the average consumer. This paper presents an experimental study of viewer attitudes towards four radical new product designs when they are accompanied by designer philosophies. For all designs, the designer philosophies had positive impacts on viewer attitudes.

The design journal. -- 2016 (July), v.19, n.4, p. 647-666

1. Advertising 2. New products 3. Radical designs

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Reversing the design-marketing hierarchy [Texto impreso] : mapping new roles and responsibilities in 'designer-led' new product development / Fiona Maciver

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 642-645

This article seeks to discern and chart recent flux in the territory of practice of the design profession. Whereas in the past the voice of marketing was paramount in the new product development (NPD) process, today the designer's role is evolving. New approaches to business, manufacture, and consumption are propagating an ascendancy of design and the design profession. The extended role, remit, and responsibilities of designers are here examined. Using a qualitative case study methodology in the context of NPD, the research uncovers a distinct shift towards 'designer-led' NPD. The transition is manifest in three key areas: (1) design involvement spanning the NPD cycle; (2) an increased breadth and complexity of design problems; (3) new value in managing the people dimension of the process. These changes are expanding the dimensions of the designer's remit. In this paper the notion of 'designer-led' NPD is identified, defined, and described. A model is developed to assist designers navigating the paradoxes of this new era. Finally, methods to enable design professionals to reconcile conflicting design-business demands are suggested.

The design journal. -- 2016 (July), v.19, n.4, p. 625-646

1. Design management 2. Design profession 3. Designer leadership 4. Design-marketing interface 5. New product development
