

1

Design research units and small to medium enterprises (SMEs) [Texto impreso] : an approach for advancing technology and competitive strength in Australia / Roderick Walden ... [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. 262-264

This paper makes the case that small to medium enterprises (SMEs) in the manufacturing sector have the potential to benefit from connections with design research units operating within universities. It points out some of the challenges associated with research and development for SMEs, and argues design research units can allow SMEs to better meet these challenges. Additive Manufacturing is used as an exemplary emerging technology that makes explicit the new possibilities and instability of the contemporary manufacturing landscape. A case study is used to articulate the potentials and limitations of industry and university partnerships in design. In conclusion, two alternative models are analysed in order to highlight different ends to which the practitioner-based research can be put.

The design journal. -- 2018 (March), v.21, n.2, p. 247-265

1. Australian SMEs 2. Advanced manufacturing 3. Industrial design 4. University–industry collaboration

2

Designing for value [Texto impreso] : insights from the emotional appraisal approach to understanding user value / Eun Yu

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. 204-207

Value is increasingly understood as the entity that is proposed by companies and determined by users. Then, how can design facilitate the user-led value determination process? The overall value creation mechanism includes two elements: co-creating service experiences and evaluating service experiences. While designers have actively studied the former by applying human-centred design research to understanding unique and contextual user experiences, they lack insights into the latter. This study takes an emotional appraisal approach to understand users' value determination process of a library service and illustrates how the approach can contribute to designing for user value. Based on the insights, a model for systematic user-centric design approaches to better support the overall value creation process is proposed.

The design journal. -- 2018 (March), v.21, n.2, p. 185-207

1. Appraisal theory 2. Design for value 3. Service design 4. Service experience 5. Value creation

3

Developing a new method for the architectural design process [Texto impreso] : an experimental study using found-object art in the design studio / Mehdi KhakZand, Saeid Babaei

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. 221-224

By the late twentieth century, the use of digital media for the design process had become epidemic amongst the designer communities. This paper aims to explore the place of human creativity. In this way, the present study is an attempt to develop a new medium as a tool for the architectural design process by using Found-Object Art. To identify the opportunities of this medium, an experimental study was carried out in some notable universities in Iran. Findings demonstrate that the metaphor as a meaning-making tool for idea generation and Found-Object Art as a physical tool can provide a creative tool to present the idea in a real form. Findings in the study show that the students tried to think in a different way about the objects surrounding them which had previously been ignored. Through analysis of the design projects, it can be said that this medium is a motivating factor for innovative design.

The design journal. -- 2018 (March), v.21, n.2, p. 209-225

1. Architecture design 2. Found-Object Art (FOA) 3. Junk 4. Medium 5. Metaphor 6. Tool

4

Human-centred organization design [Texto impreso] / Rodrigo Magalhães

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. 242-245

The key aim of this article is to give a contribution to a design-oriented definition of organization design, with the human-centred approach to design (HCD) serving as the epistemological tool. Highlighting organizational identity as a facilitator or inhibitor of organization design change, the paper shares HCD's focus on meaning with Verganti's theory of design-driven innovation. An explanatory model is put forward detailing the steps in the process of linking the top-down changes from strategy or product innovation initiatives, as well as bottom-up changes emerging from organizational practices and relationships, with organizational design change. Organizational identity is defined as a superordinate conveyer and transformer of meaning and purpose, assuming different roles in the creation and dissemination of meaning, internally, as well as to and from the organization and the external environment. The paper ends with a number of recommendations about the need to focus on the management of identity.

The design journal. -- 2018 (March), v.21, n.2, p. 227-246

1. Design change 2. Design management 3. Human-centred design 4. Organization design 5. Organization identity

5

Servicizing solutions for manufacturing firms [Texto impreso]: categorizing service ideas from product-service integrated examples/ Hokyong Ryu ... [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. 298-302

The present study developed four servicing solutions building upon the systematic literature review including 80 product-service integrated examples from 2003 to 2015. Using both open and closed card-sorting methods with experts and novices respectively, the four categorized servicing solutions were empirically verified. These include: (1) add a function with servicing solutions, (2) offset a product's weakness using servicing solutions, (3) propose new user experience (UX) solutions, and (4) mix products-services on the other firm's strengths (i.e. inter-firms cooperation). Our servicing ideas may allow firms to practically mitigate the complexity for servicing solution developments and co-create the ideas with designers and multiple stakeholders.

The design journal. -- 2018 (March), v.21, n.2, p. 267-302

1. Card sorting 2. Cluster analysis 3. Product designer 4. Product-service integration 5. Servicizing
