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Beyond aesthetics, empathy first [Texto impreso] : revealing the predictive power of emotions and design dimensions in non-expert design vocabulary / Milagros Zingoni

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. 367-370

Empathy is an important trait for society in general and in the design fields. However, there is a scarce amount of literature on empirical research that examines empathy development in design education. This paper presents a case study of a Service Learning Project (SLP) that exposes students to the development of empathy by proxy in a Research I university in the south-west United States. It describes a teaching exercise that enables students to develop an empathic response through a four-week SLP within a studio course. Thirty-seven sophomore interior design students, two life specialists from the local hospital, one faculty and a liaison between the latter participated in this study over the course of two years. A mixed method strategy was used to collect data from students during two sophomore studios. The study found how faculty promoted student empathy through 'Design, Make, Gift a Dream' (DMGD) Project.

The design journal. -- 2019 (May), v.22, n.3, p. 351-370

1. Design 2. Design education 3. Empathy

2

The customer-dominated innovation process [Texto impreso] : involving customers as designers and decision-makers in developing new product / Wei Liu, James Moultrie, Songhe Ye

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. 320-324

This paper aims to explore the mechanism of involving customers as designers and decision-makers in developing new product. This study describes results from in-depth case studies with three companies: Tokyoflash, Threadless, and LEGO. These firms are pioneers in enabling customers to engage in product design and development as both designers and decision-makers. This study is based on detailed in-depth interviews with senior managers within these firms, as well as interviews with participating customer-designers. A new Customer-Dominated Innovation Process is described, which highlights the critical role played by customer-designers and customer communities and challenges the role played by senior managers in traditional phase-review processes. In addition, the methods and key factors needed to enable this engagement are discussed. This new phenomenon challenges standard models of product development in which internal resources retain authority and expertise.

The design journal. -- 2019 (May), v.22, n.3, p. 299-324

1. Customer-designer 2. Customer-dominated 3. Innovation process 4. New product development

3

Service Startups and Creative Communities [Texto impreso] : two sides of the same coin? / Spyros Bofylatos, Ida Telalbasic

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. 252-255

Service Startups and Creative Communities can be seen as two sides of the same coin. They are both organizations that adopt service dominant logic to create innovative services. These service models are a double-edged sword as they can facilitate the transition towards sustainability or they can support an unjust, neoliberal 'gig economy' that commodifies work and further elongates social inequalities. Understanding the similarities and differences of these organizations reveals a wider issue: the conflict of values between eco-modernist and radical approaches to sustainability. Reviewing the two antithetical positions of this spectrum would allow designers to

make informed design choices. Finally, such a review provides a philosophical springboard for further debates in the field of design.

The design journal. -- 2019 (May), v.22, n.3, p. 239-256

1. Creative communities 2. Design for Sustainability 3. Service design 4. Service startups 5. Social innovation

4

A shift in the research design approach [Texto impreso] : reporting on the complexities of the application of Human Centred Design and the co-design process in a Library setting / Danelle Heenop, Allan Munro, Katarazyne Chmela-Jones

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. 295-296

This paper reports on a practice-based study, re-evaluating the brand and wayfinding design of the Sasolburg Public Library (SPL) through the integration of Human-Centred Design (HCD) thinking, Participatory Action Research (PAR) and the HCD IDEO toolkit. Findings suggest that although HCD is valuable within the realm of research, the integration of HCD processes in practice inhibited the successful finalization of a design outcome, within a library setting. Considering this, tensions are confirmed between the design in practice and the democracy embedded within HCD. By recognizing identified tensions, suggestions are made to better accommodate the divergent roles of the designer and community participant – allowing each to remain a specialist within their designated fields. The findings of this study contribute to the HCD process and its integration within design practice.

The design journal. -- 2019 (May), v.22, n.3, p. 277-297

1. Human centred design 2. Library 3. Problem solving processes 4. Service startups 5. Tensions 6. Wayfinding

5

The unknown position of intuition in design activity [Texto impreso] / Gültekin Çizgen, Türkan Ulusu Uraz

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. 272-276

Although the concept of intuition is quite popular within design research today, it still needs to be thoroughly investigated. The paper in this sense aims to discuss the concept of intuition and examine how designerly activities resonate with the well-known theories on intuition. Inspired by Sinclair's 'integrated framework of intuition', this study aims to conceptualize a framework, then identify intuitive functions as direct matching, associative matching, incremental synthesis and radical synthesis. Those theoretical assumptions are then tested with an exploratory study by tracing the design behaviours of novice and expert designers. By doing this, the paper seeks to reveal 'design moves' that go hand in hand with the cognitive features of intuition. In a broader perspective, this study aims to contribute to the theory of intuition and thus provide an alternative perspective to the 'unprincipled' behaviours of the designer.

The design journal. -- 2019 (May), v.22, n.3, p. 257-276

1. Design activity 2. Design cognition 3. Designerly behaviour 4. Intuition 5. Non-conscious processes 6. Tacit knowledge

6

What makes good design? [Texto impreso] : revealing the predictive power of emotions and design dimensions in non-expert design vocabulary/ Chaehan So

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References: p. 344-349

This paper investigates how non-experts perceive digital design, and which psychological dimensions are underlying this perception of design. It thus constructs a measurement instrument to analyse user response to online displayed design and to predict design preference. Study 1 let non-experts rank the usefulness of 115 adjectives for describing good design in an online survey (n = 305). This item pool was condensed to 12 design descriptive and five emotion items. Exploratory factor analysis revealed the four underlying psychological dimensions Novelty, Energy, Simplicity and Tool. Study 2 (n = 1955) tested Study 2's model in three real-world design projects. Emotions clearly outperformed the best design descriptive dimensions (Novelty and Tool) in predicting users' design preference (Net Promoter Score) with $\beta = .82$. Study 3 (n = 1955) confirmed Study 2's results by several machine learning algorithms (neural networks, gradient boosting machines, random forests) with cross-validation. This measurement instrument benefits designers to implement a participatory design thinking process with users.

The design journal. -- 2019 (May), v.22, n.3, p. 325-349

1. Design psychology 2. Design thinking 3. Machine learning 4. Participatory design 5. User-centred design
