Design Talking

Supporting a common language of design

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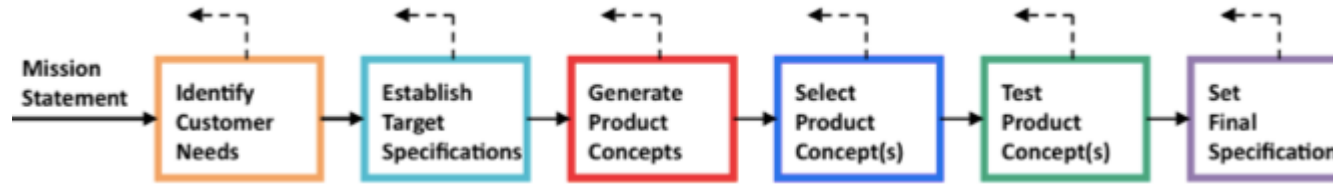
a project by
DESIGN**EXCHANGE**

The goal of theDesignExchange is to support the design and design research community in exploring, developing, learning and discussing people-centered design.

Boehm, 1988

Ulrich & Eppinger, 2005

82 design processes

RESEARCH ANALYSIS/ SYNTHESIS IDEATION BUILDING COMMUNICATION

Ontology Development

- Collected 300+ methods
- Grouped methods by activity
- Developed categories for each
  - Reviewed literature
  - Identified differentiating factors
- Refined categories
  - Expert review
  - Industry workshops

RESEARCH

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Research (124 methods)

User Setting	Natural, artificial, setting independent, pre-setting
User Role	Collaborator, expert, observed, self-reporting, mindset-dependent, not applicable
Approach	Intrusive, non-intrusive
Research Location	Present, absent, remote, varies through method
Unit of Collection	Individual attitudes, collective attitudes, behaviours, projected behaviours, attitudes and behaviours, participants
Data Type	Quantitative, qualitative, mixed methods, any
Purpose	Bound the research, draw on previous work, recruit participants, explorative, co-design, evaluate desirability, evaluate business viability, evaluate implementation
Time Perspective	Future, Present/past, not applicable

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Analysis (73 methods)

Purpose	Identify current beliefs, bring in new data, search for nuggets, shift perspectives, judge relevancy, scope for ideation
Reflection Time	Short-term, long-term, either
Inputs	Observations/images, text/quotes, themes, concepts, insights, quantitative data
Outputs	Charts, themes, timelines/trends, imperatives, network diagrams, flowcharts, rankings, hierarchies, perspective shifts, Venn diagrams, matrices
Time Perspective	Past trends, present situation, future possibilities
Structure	Unstructured, simple, highly structured
Audience	Internal team only, prep necessary, client appropriate

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Ideate (41 methods)

Activity Type	Conversational, Brainstorming, Games, Creative Writing
Purpose	Prepare mindset, diverge, build on ideas, converge
Scope of Project	Feature level, product level, system level
Participants	Individual, core team, relevant stakeholders, users (co-design)
Group Size	Individual, small, medium, large, the crowd
Complexity	Simple, Average, Complex
Time Needed	Quick meeting, normal meeting, half day, full day, multi-day, on-going

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Building (39 methods)

Stage of prototype	Mock-up, operational, production
Fidelity	High, medium, low
Offering Type	Product, service, either
Produces	Digital offering, physical offering, either
Format	Abstract, virtual, tangible
Aspect	Role/context, appearance, implementation, behaviour
Scope	Vertical slice, horizontal slice, full scope
Purpose	Experiment, validate, explore, persuade, demonstrate

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Communicate (32 methods)

Audience	Core team, core team + immediate collaborators, full team, users, mass
Medium	Conversation, document, experience, presentation
Purpose	Inform, resolve conflict, facilitate discussion, inspire, plan, build empathy
Format	Tangible, virtual, either, mixed
Level of Persuasion	No persuasion, low, medium, high
Level of Tact	Little, some, a lot

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Next Steps

- Integrate ontology into thedesignexchange.org

- Collect additional feedback & refine

- Compile synonyms and method variations

- Identify skills for each method/category

- Recommendation system

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