



# **THE DESIGN PROCESS**

**Estudio 2 . Departamento de Diseño**

Annelie Franke . Universidad de los Andes 2013



**"Design is about getting the right idea,  
and getting the idea right."**

Marty Neumeier



## THE DESIGN PROCESS

1. **define** - the creative brief
2. **research** - understand the problem
3. **ideate** - the concept & creative techniques
4. **prototype** - visualizing ideas
5. **choose** - selection of powerful ideas
6. **implement** - executing the concept / idea
7. **learn** - feedback & discussion



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## **1. define** the creative brief ... define the outline of your project

Decide what **issue** you are trying to resolve.

Agree on who the **audience** is.

**Prioritize** this project in terms of urgency.

**Determine** what will make this project successful.

Establish a glossary of **terms**.



. what is a brief?

A creative brief contains an **outline of the clients requirements**. This includes all the information a creative needs concerning the **clients brand, product or service**, the **target market**, the **pitch deadline**, the media to be used in the ideas, and any award the client wishes to offer the author of the **winning idea**.



## . components of the creative brief

- a. **the specific problem that needs to be solved** - direct mail, website, corporate identity
- b. **a brief overview of the organization** - what do they do
- c. **a list of business and design objectives** - what do they want to accomplish
- d. **the target audience and demographic information** - gender, age, education, income levels, hobbies, preferences, type of visual imagery
- e. **the unique attributes of the product or service the company offers** - perceptions of the customers, why the customer would choose this product
- f. **the competition** - competing companies, products or services
- g. **general parameters** - budget, deadlines, deliverables
- h. **creative approach** - visual problems and the steps the designer will take to solve it

 . three type of briefs

**1 Closed Brief** – the client knows exactly what they want, they understand the problem or opportunity, they know the solution and they know how they want the designer to get there.

**2 Open Brief** – here the client does not understand the problem or opportunity, how the solution is to be achieved and what roles the designer will perform.

**3 Ideal Brief** – this is where the client can explain the problem or opportunity can outline the limitation but gives the designer the opportunities to find solutions.

The last type of brief encourages exploration and creative solutions. Solutions, which the first brief would direct you to and the second may never allow you to reach.



## . chair design - an example

### **The Briefs**

Brief 1 - Design a chair in the style of Charles Rennie Mackintosh

Brief 2 - Design an object to support the body

Brief 3 - Design an object to sit on and relax

### **The Outcomes**

**1** Typical chair in the style of Charles Rennie Mackintosh

**2** A chair, a bed or even a surgical bandage

**3** Chair, beanbag or even a garden swing

What the last brief seeks to do is give the designer a chance **to explore what the chair is for** and also the **experience** it gives to the user.



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## 2. research understand the problem

Review the **history** of the issue; remember any existing **obstacles**.

Collect **examples** of other attempts to solve the same issue.

Note the **project supporters**, investors, and critics.

Talk to your **end-users**, that brings you the most fruitful ideas for later design.

Take into account **thought leaders' opinions**.

 . how do we research?

 . steps of design research

**1. The Research Question**

*Research questions are answerable in a finite amount of time and yield specific, actionable answers.*

*good: "What do senior citizens find frustrating about taking their prescribed drugs?"*

*bad: "What's an interesting new way to deliver online medical records?"*

**2. Determine the Method**

*This is likely the hardest part because every method presents a potential drawback.*

 . design research methods

★ **AEIOU** - *template for observational research - eLab*

★ **POEMS Framework** - *helps researchers tag video observations of user interactions by giving them lists of words in five categories - Kumar and Whitney, 2003*

★ **Experience Analysis**

★ **IDEO Cards**









## . IDEO cards

It is a **design research tool** for its staff and clients, to be used by researchers, designers, and engineers to evaluate and select the empathic research methods that best inform specific design initiatives. Inspired by playing cards, the cards are classified as four suits—**Ask, Watch, Learn, Try**—that define the types of activities involved in using each method.

# IDEO Method Cards

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## **Learn:**

Analyze the information you've collected to identify patterns and insights.

## **Look:**

Observe people to discover what they do rather than what they say they do.

## **Ask:**

Enlist people's participation to elicit information relevant to your project.

## **Try:**

Create simulations to help empathize with people and to evaluate proposed designs.



Learn **Look** Ask Try

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### A Day in the Life

**HOW:** Catalog the activities and contexts that users experience throughout an entire day.

**WHY:** This is a useful way to reveal unanticipated issues inherent in the routines and circumstances people experience daily.

IDEO asked potential wearers of a drug-delivery patch to document their daily behaviors including those that might affect the function of the patch - getting wet, snagging on clothing, etc.

IDEO [www.ideo.com](http://www.ideo.com)



 . steps of design research

**3. Write and Test the “Questions”**

*Make sure you test these “questions,” even in a quick and dirty way with co-workers.*

**4. Recruit Respondents**

*Your research question tell you whom you need to recruit.*

**5. Prepare the “Stimulus”**

*Testing prototypes, concepts or strategies. Make sure that what you’re testing reflects what you really want to know.*

*Example: A picture of a new office chair may not do you any good if what you really want to know is how comfortable the chair actually is.*

**6. Set Up The Research Space**

*Ethnographic research requires you to select the natural environment of your subjects. If you’re interviewing, decide what kind of place might be conducive to good answers.*

 . steps of design research

**7. Set Up the Interviews**

*Keep your records straight!*

**8. Determine the Data Collection Method**

*Seperate taking pictures from questioning. This frees up the interviewer to really engage with the participate, establish rapport, and probe for opportunistic findings.*

**9. Collect the Data**

*Remember to take notes throughout. These "field notes" are sometimes the most valuable you can have.*

**10. Answer Your Question**

*Remember your research question? You now know exactly what to do when you're looking through your photos, or your notes, transcripts or whatever.*



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### **3. ideate** the concept ... the necessary foundation of any good design

Identify the **needs** and **motivations** of your end-users.

Generate **as many ideas as possible** to serve these identified needs.

Log your **brainstorming** session.

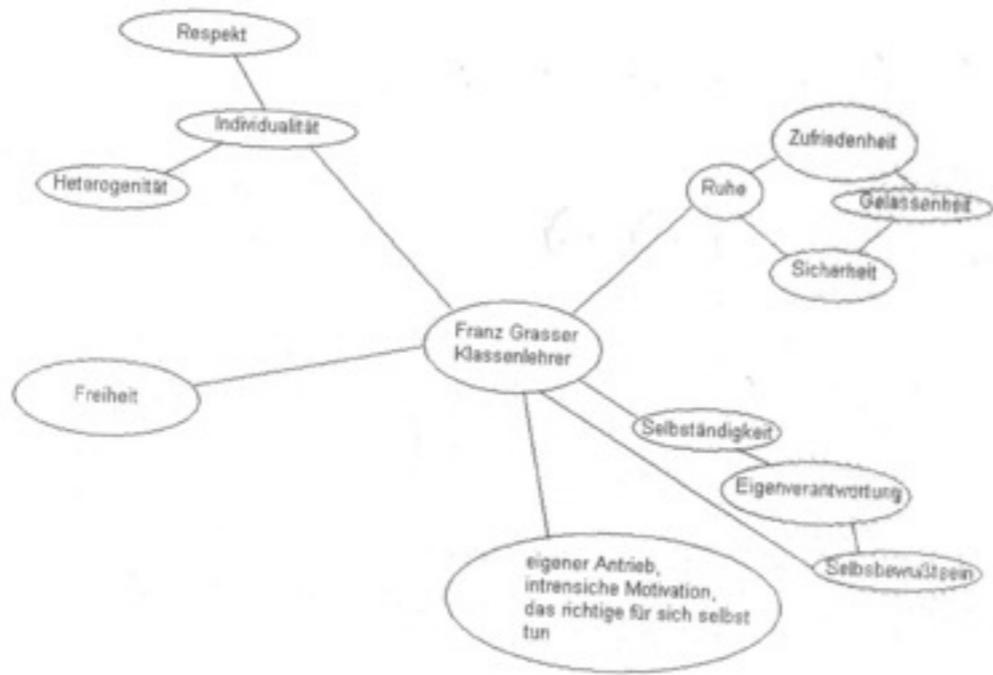
**Do not judge** or debate ideas.

During brainstorming, have one conversation at a time - **concentrate!**

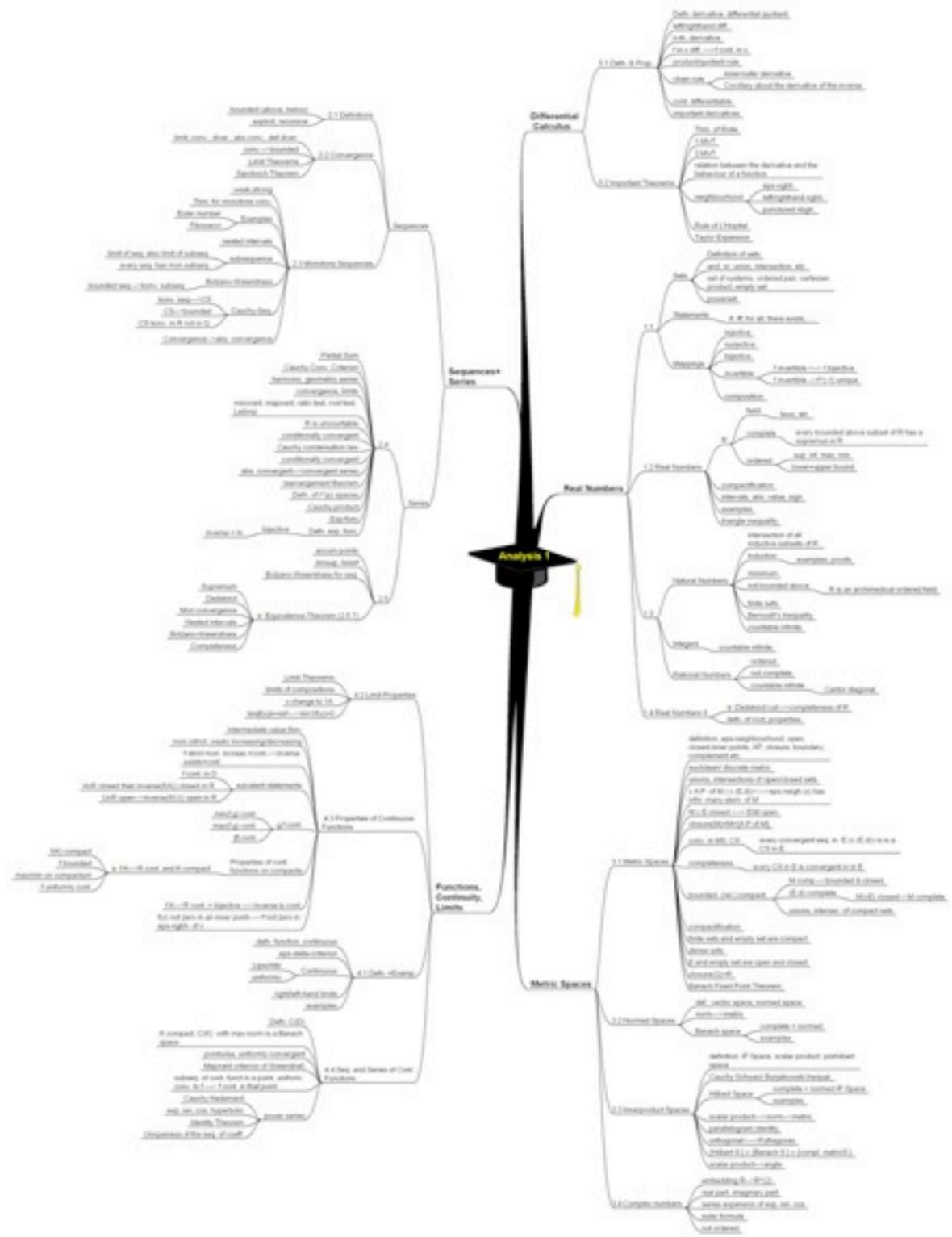
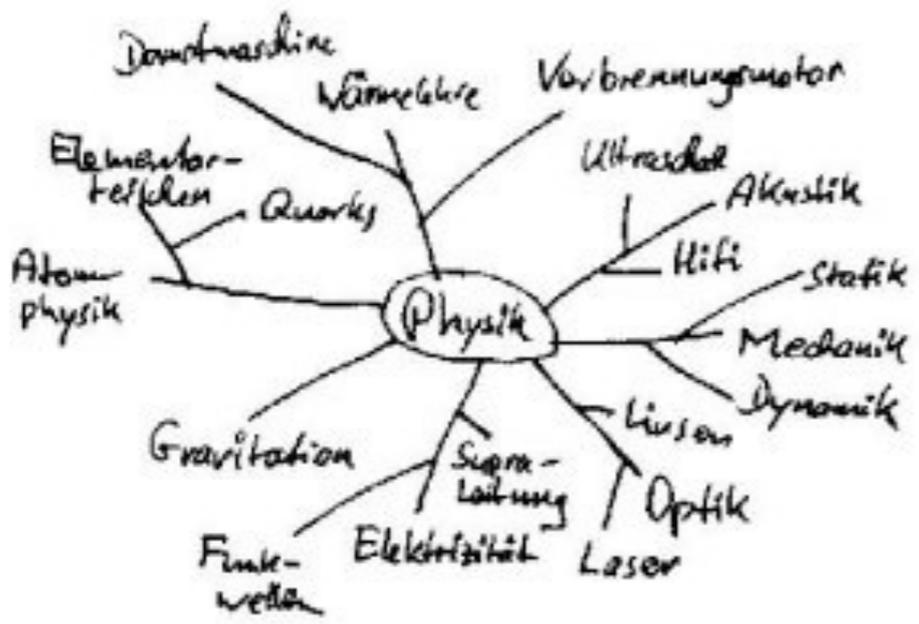


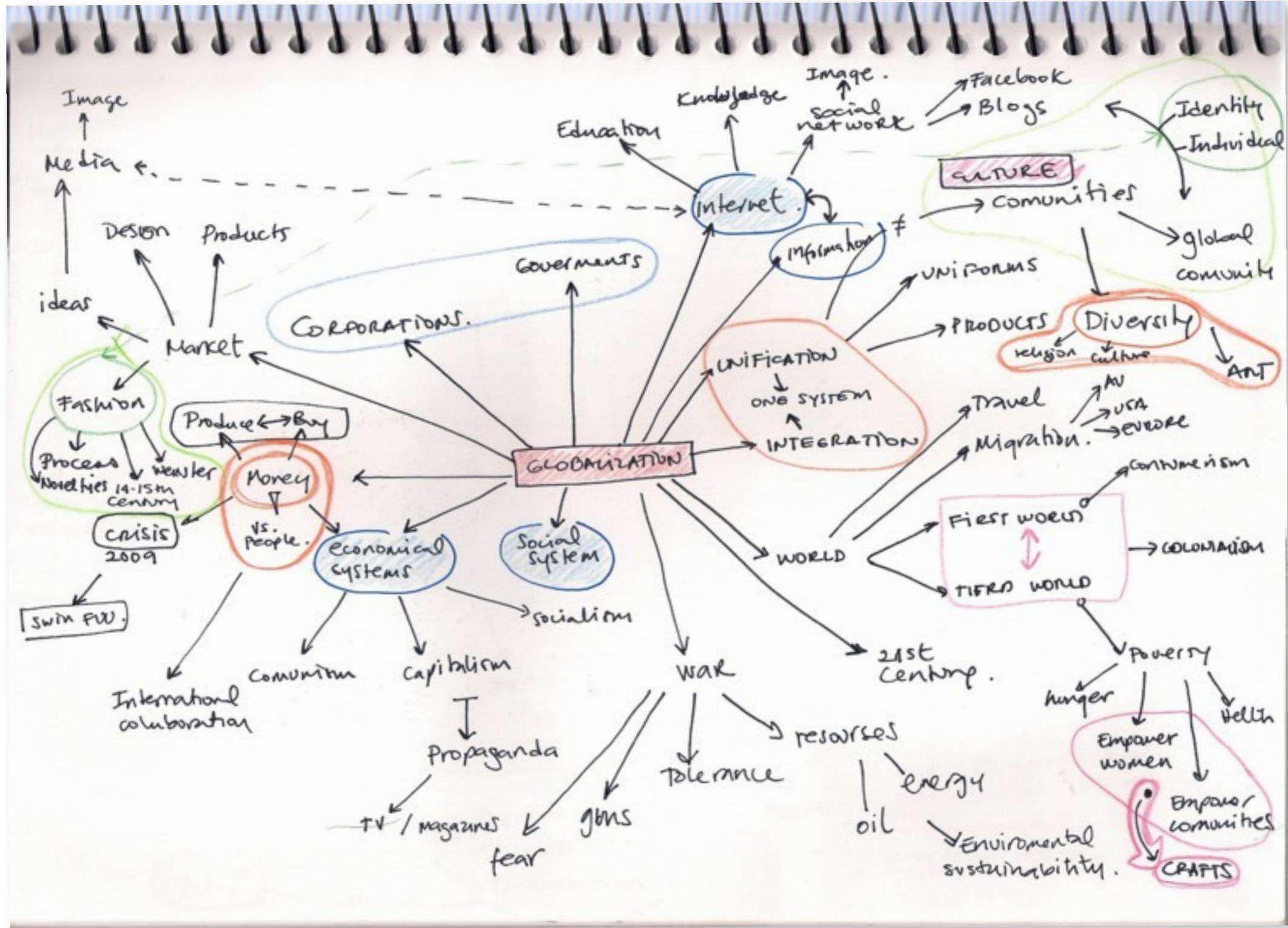
## . creative techniques / idea generation

1. **stream of consciousness** - list of thoughts
2. **dictionary / lexicon / internet** - finding synonyms, metaphors and analogies
3. **taking pictures** - instant creativity
4. **connecting words**
5. **idea tree** - visual structure / overviews of ideas and their connections (mind maps)



\* . idea tree





 . creative techniques / idea generation

5. brainstorming / brainwriting
6. osbourne checklist
7. morphologic matrix
8. synetics / visual synetics

 . brainstorming / brainwriting

Probably, the most widely used term for generating ideas in a group is **Brainstorming**, an associative method consisting of **calling up ideas** without any form of criticism, so as not to brake the creativity of the participants. A much more effective alternative is **Brainwriting**, a method **executed in silence**, by means of writing and drawing.



 . morphological analysis

systematically structuring and investigating the **total set of relationships** (Fritz Zwicky)

PARAMETER (Was?)	BEKANNTE ODER DENKBARE LÖSUNGEN (Wie?)							
Wort- und Buchstabenelemente	live aid	<b>LIVE AID</b>	Live Aid	LIVE AID	La	LA	la	LA
Bildelemente Instrumente								
Bildelemente Musik								
Bildelemente Afrika - Geo								
Bildelemente Afrika - Symbole								
Bildelemente Afrika - Tiere								
Bildelemente Afrika - Muster								



 . osbourne checklist

a method created by Alex Osborn consisting of a list of associative ways to **alternate an existing idea or product.** (Alex Osborn, 1953)



## . osbourne checklist

1. **Put to other uses** (For what other things does it serve? As it is? If modified?)
2. **Adapt** to similar things (What does it look like? What other things serve the same purpose? What other ideas does it suggest? Do parallel ideas from the past exist? What can I copy?)
3. **Modify** (Change shape, color, smell, motion, meaning, angle)
4. **Magnify** (Add something, multiply, exaggerate, stronger, heavier, more time, more value)
5. **Minimize** (Leave out something, shorter, lighter, thinner, miniature, split up)
6. **Substitute** (Who else? What else? Other material, ingredient, place, time, method)
7. **Rearrange** (Components, deconstruct & reconstruct, transpose cause & effect)
8. **Reverse** (Opposite, backwards, upside down, invert, change positive & negative)
9. **Combine** (Combine ideas, units, benefits, purposes, blend, assemble)

# OSBORN CHECKLIST

APPLIED TO  
MARKERS

4. 2012

Manual Thinking  
www.manualthinking.com



 . synectics

is a problem solving methodology that **stimulates thought processes of which the subject may be unaware.** (William J.J. Gordon) It is 'metaphorical process' to make the **familiar strange and the strange familiar.**



## . synectics

**direct analogy** (How have animals and plants solved this problem?);

**personal analogy** (If I became a computer, how would I feel?);

**fantasy analogy** (How can we get ovens to clean themselves?);

**compressed conflict** (two-word phrase that sums up the conflicting nature of an object or idea  
e.g. peaceful conflict, useful dirt, careful collision).



## . example

Group of people enjoy shooting clay pigeons from their back yard.

**Problem:** The clay pigeons sometimes end up in the grass and harm the plough when the farmer works his field.

**Direct analogy:** How could we shoot clay pigeons without disturbing the farmer and his activities?

**Personal analogy:** How would I feel if you were the clay pigeon?

I would sweat with agony / I would crawl deep into the earth, as deep as possible.

**Translation into the original problem:** How could one clay pigeon crawl away in the ground?

Triggered by the notion of „sweat“ an idea appears, having to do with water and fluids:

Why not make clay pigeons out of ice? - **ice pigeons - Problem solved!**



## . visual synectics

**1. Target formulation** Develop a clear target formulation and write it down for everyone visible.

**2. Image selection** Prepare a few selected images. The team select 2 or 3 images which must have nothing in common.

**3. Image Analysis** These images should be described and interpreted. Also, associations, feelings and fantasies should be called free. These terms are noted in a list.

**4. Idea solution by association** Select a word from your list and put in relation to your target formulation.



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## 4. choose the selection of powerful ideas

Review the **objective**.

**Set aside emotion** and ownership of ideas.

Avoid consensus thinking.

Remember: the most practical solution isn't always the best.

**Eliminate ineffective ideas** or concepts in order to narrow the possibilities to a few strong ones.



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## 5. prototyping *visualizing ideas*

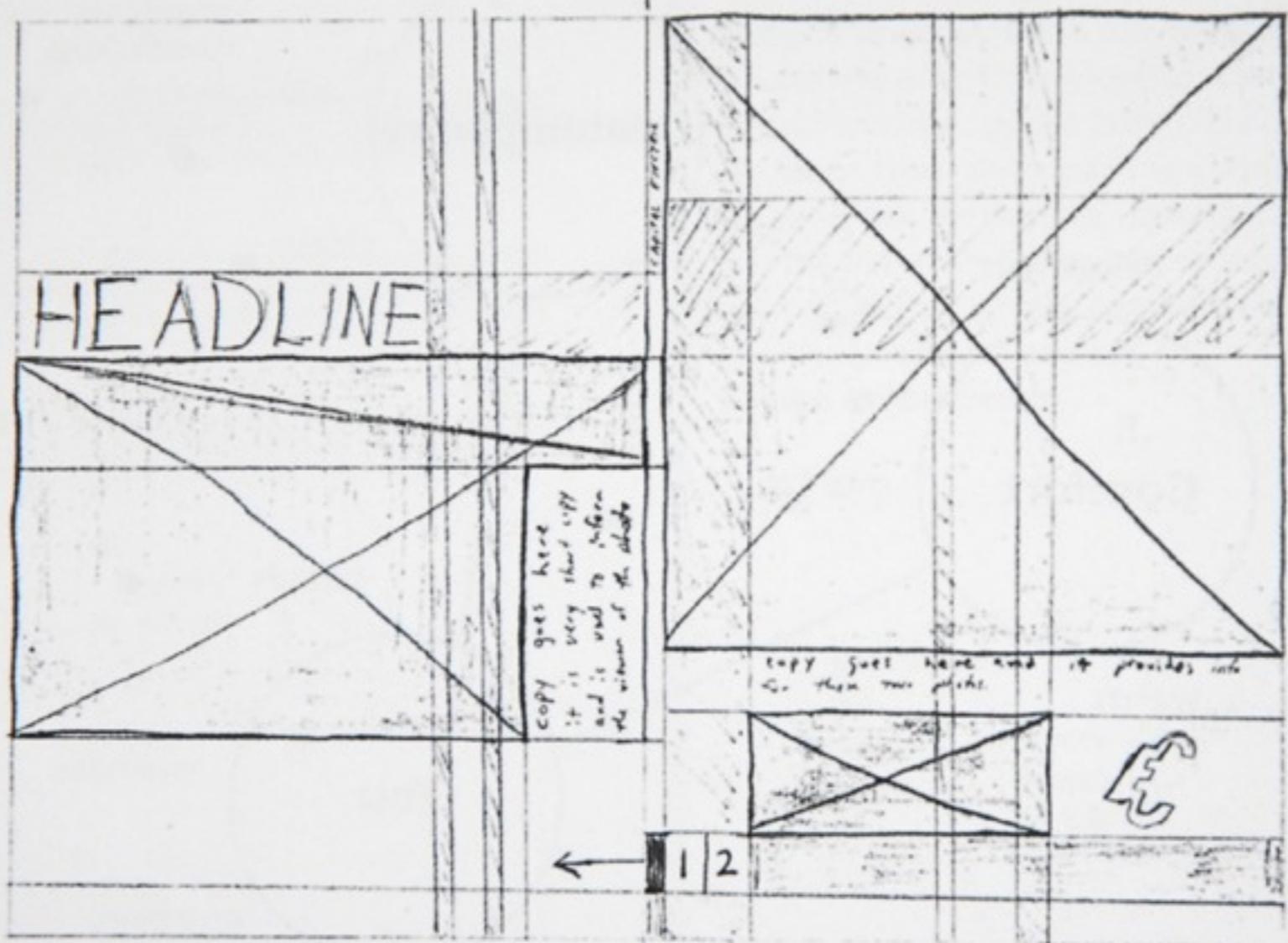
**Combine, expand, and refine** ideas. Create **multiple drafts**.

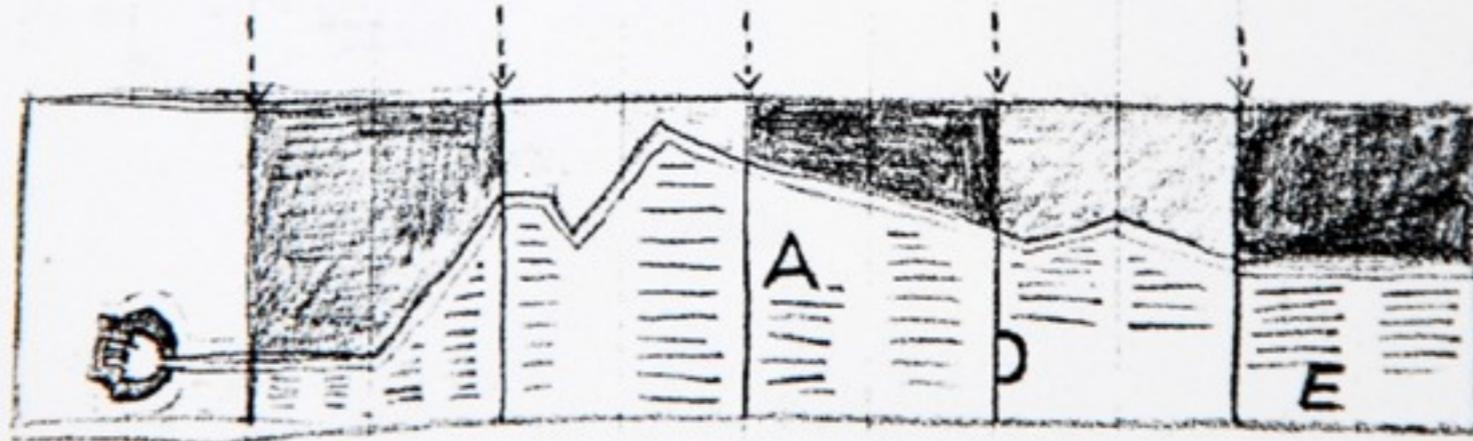
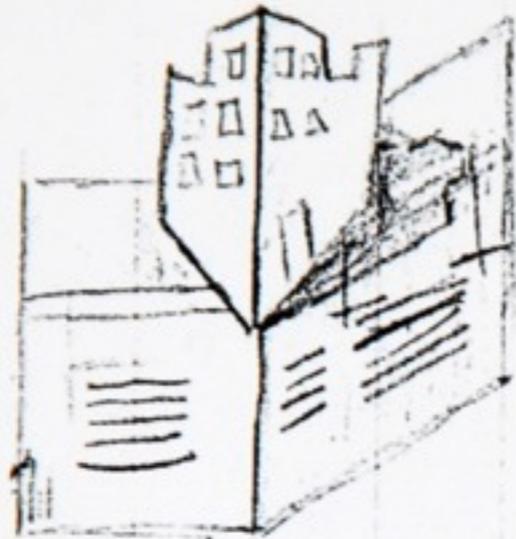
Seek **feedback** from a diverse group of people, include your end users.

Present a **selection** of ideas to the client.

Reserve judgement and **maintain neutrality**.

Create and present **actual working prototype(s)**





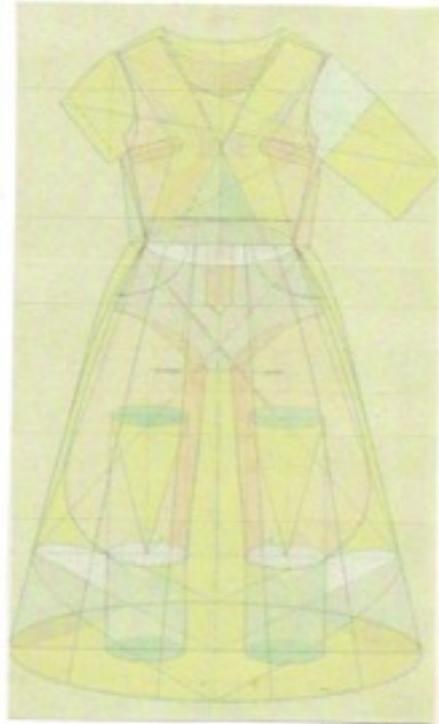




TO DO OR NOT TO DO  
A FASHION PROJECT



Agnes b. presents the 'do not do' collection, do not do it again! Do be  
genderless, find out the 'do not do' collection, what is that? Do not do  
it again! Do not do it again! Do not do it again! Do not do it again! Do not do it again!



FASHION:

- TRENDY
- SUPERFICIAL
- ANXIETY
- BAD BODY/ IMAGE
- IDENTITY DAMAGE
- CLASS-DISTINCTION
- ELITISM
- STYLISH
- FRIVOLOUS
- THE NEW FOR THE NEW SAME

OR FASHION:

- CULTURE
- CULTURAL HERITAGE
- IDENTITY
- POWER
- SHIFTING BELIEFS
- SELF-CREATION
- CREATIVITY (HONEST)
- FREEDOM OF DESIGN (EXPRESSION)
- EXPLORING NEW TERMINOLOGY

CONCEPT DEVELOPMENT

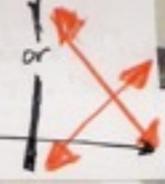
Wardrobe of habits

A SECTLE OR REGULAR TENDENCY OR PRACTICE

COLLECTION OF CLOTHES



Wardrobe of habits



# A BEAUTIFUL MESS

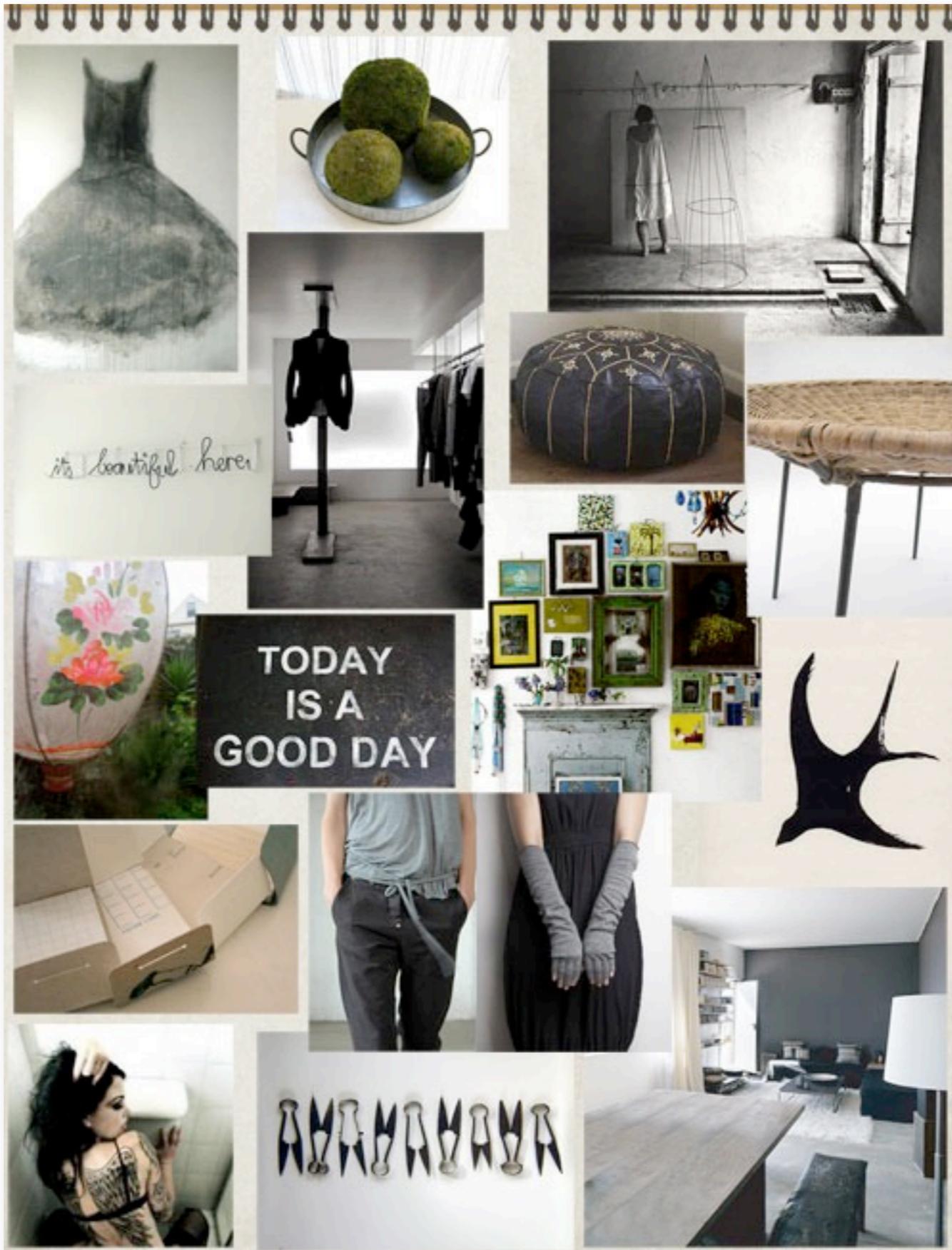


*what lies beneath things... memories & bodies.*

What I am interested in:

- ▼ A product...
- ▼ Made from the heart.
- ▼ Unique & possibly one of a kind.
- ▼ Eco friendly (in whatever way).
- ▼ With a very specific esthetic that will separate us from the mass product as well as high end.
- ▼ Crafty on an elevated level.
- ▼ Expensive.
- ▼ Absolutely adorable & special in every way. from product itself to packaging, label, tags.. !!!
- ▼ A product for very special people :)

It will pierce your Heart



*it's beautiful here*



**TODAY IS A GOOD DAY**





a HOSTESS *Laven* *for me*  
KITCHEN

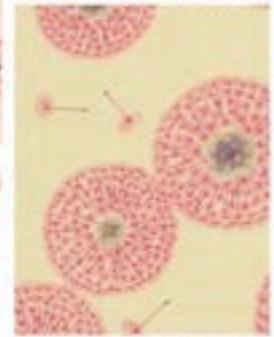
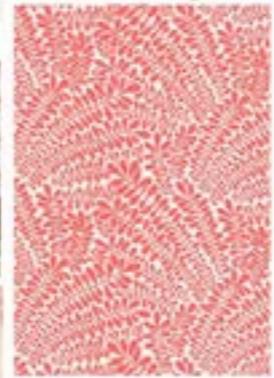


\* cupcake party





*Warm colours with depth  
and lovely combinations*



**play with  
scale**



*Simplistic, clean, timeless,  
contemporary, organic, ordered*





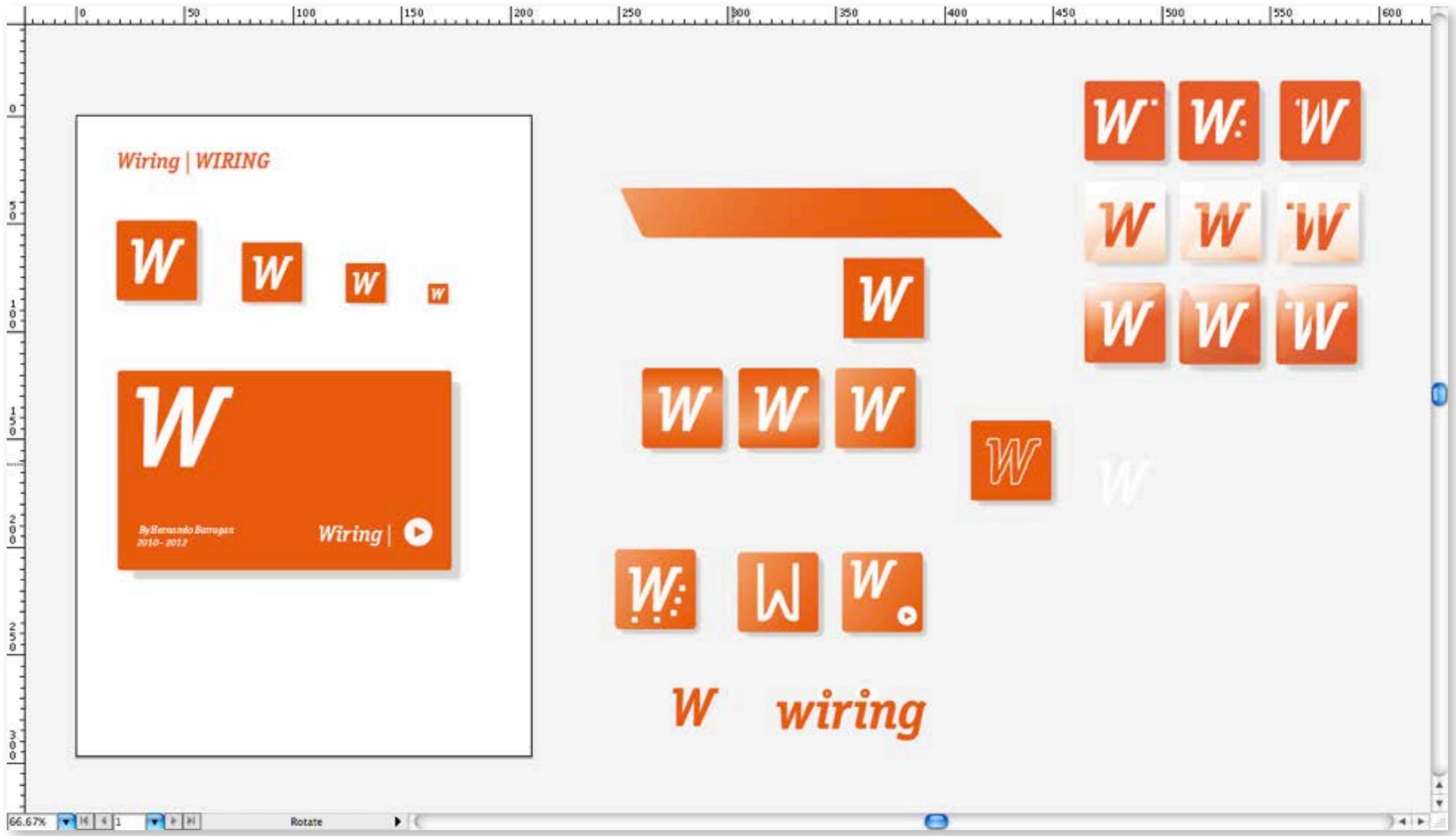


flourish

[www.flourishstudios.co.uk](http://www.flourishstudios.co.uk)



*W wiring*





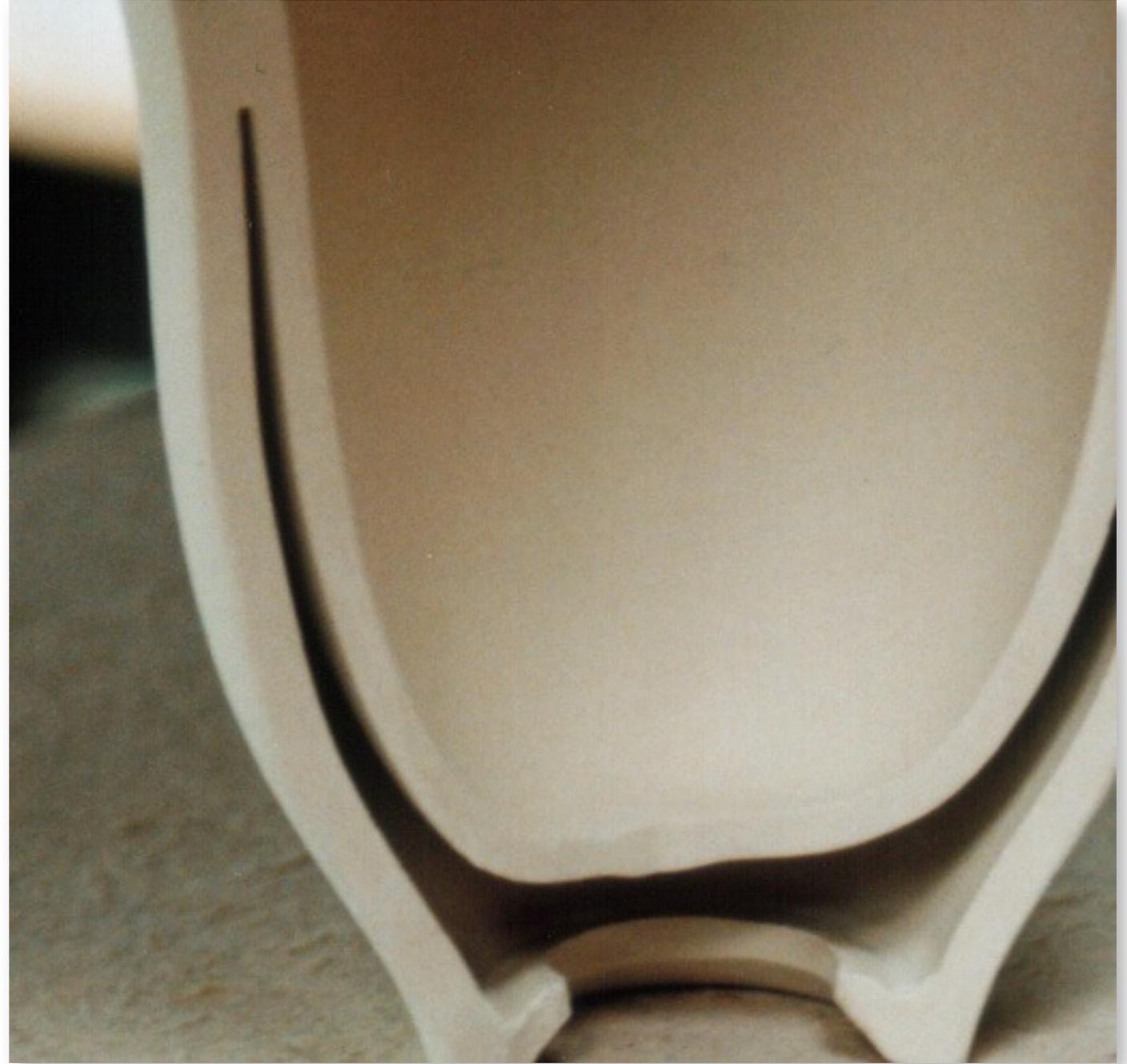
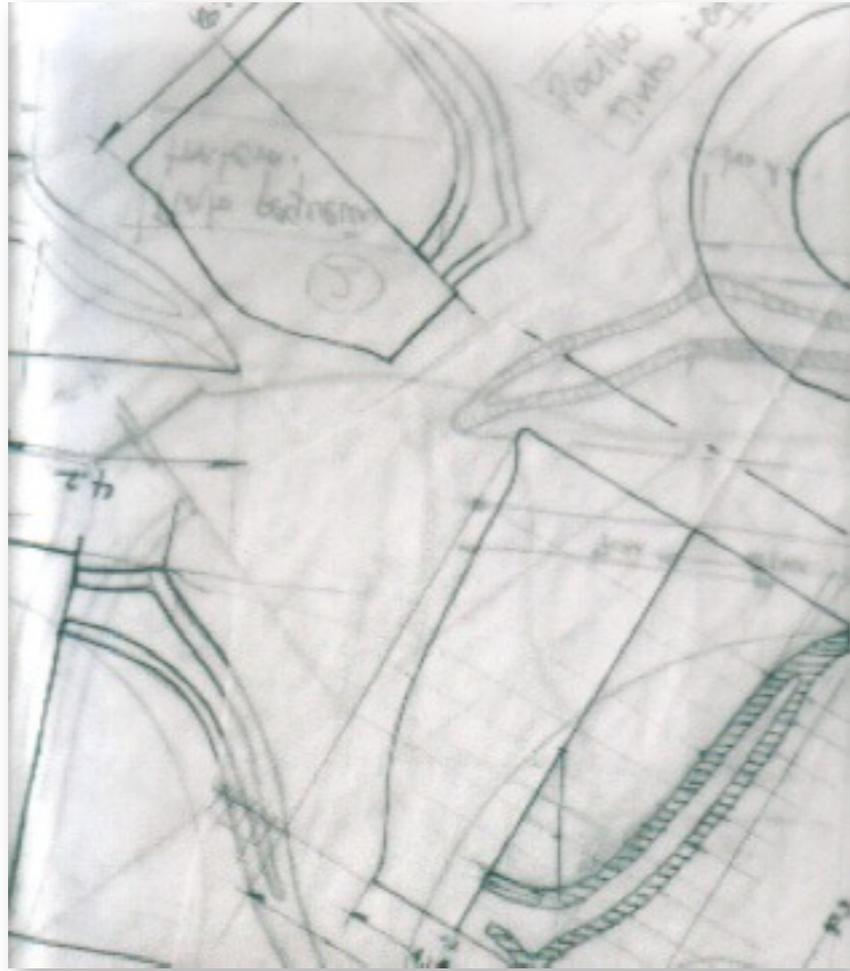
ph34r t3h cute ones.



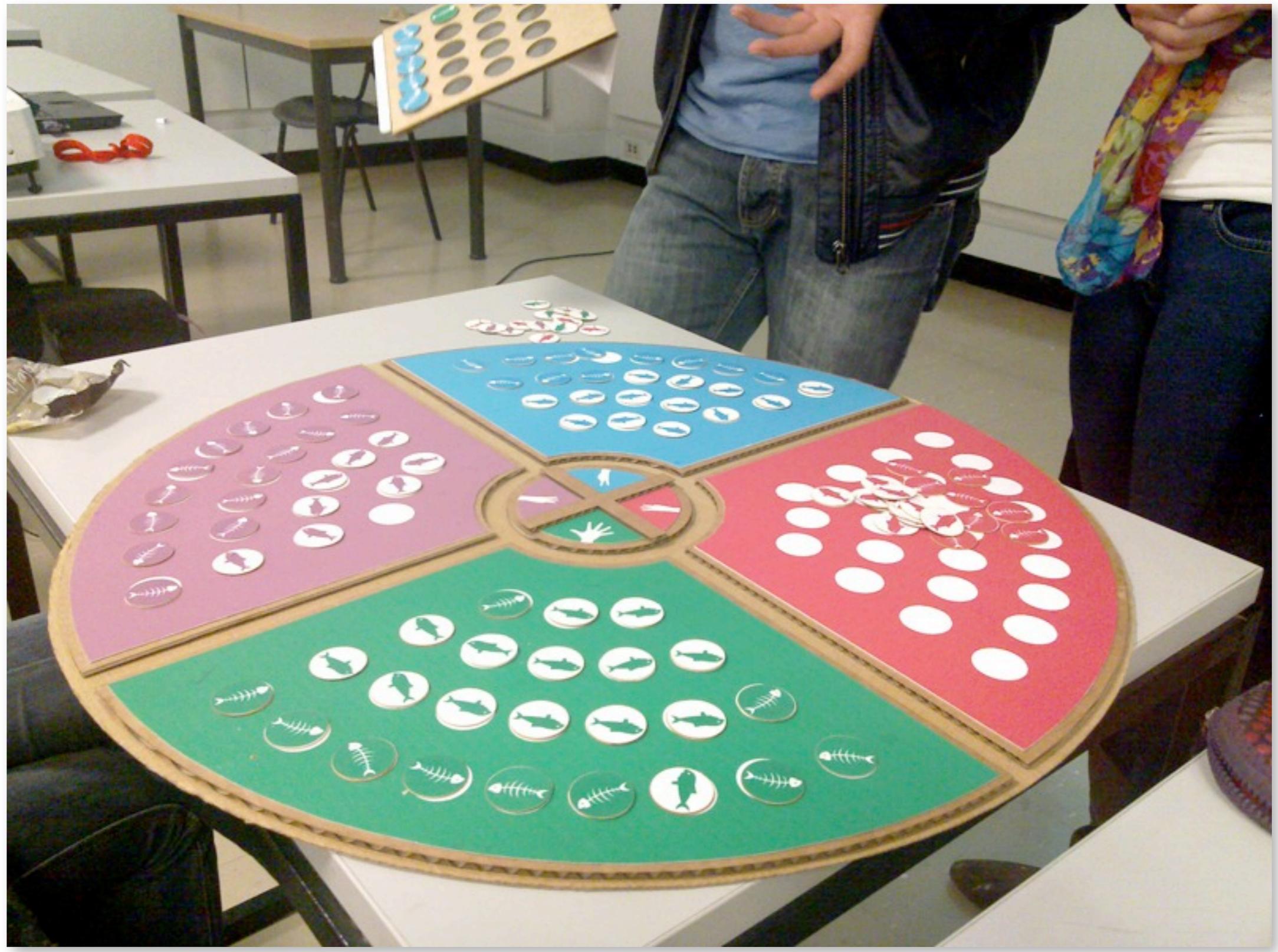


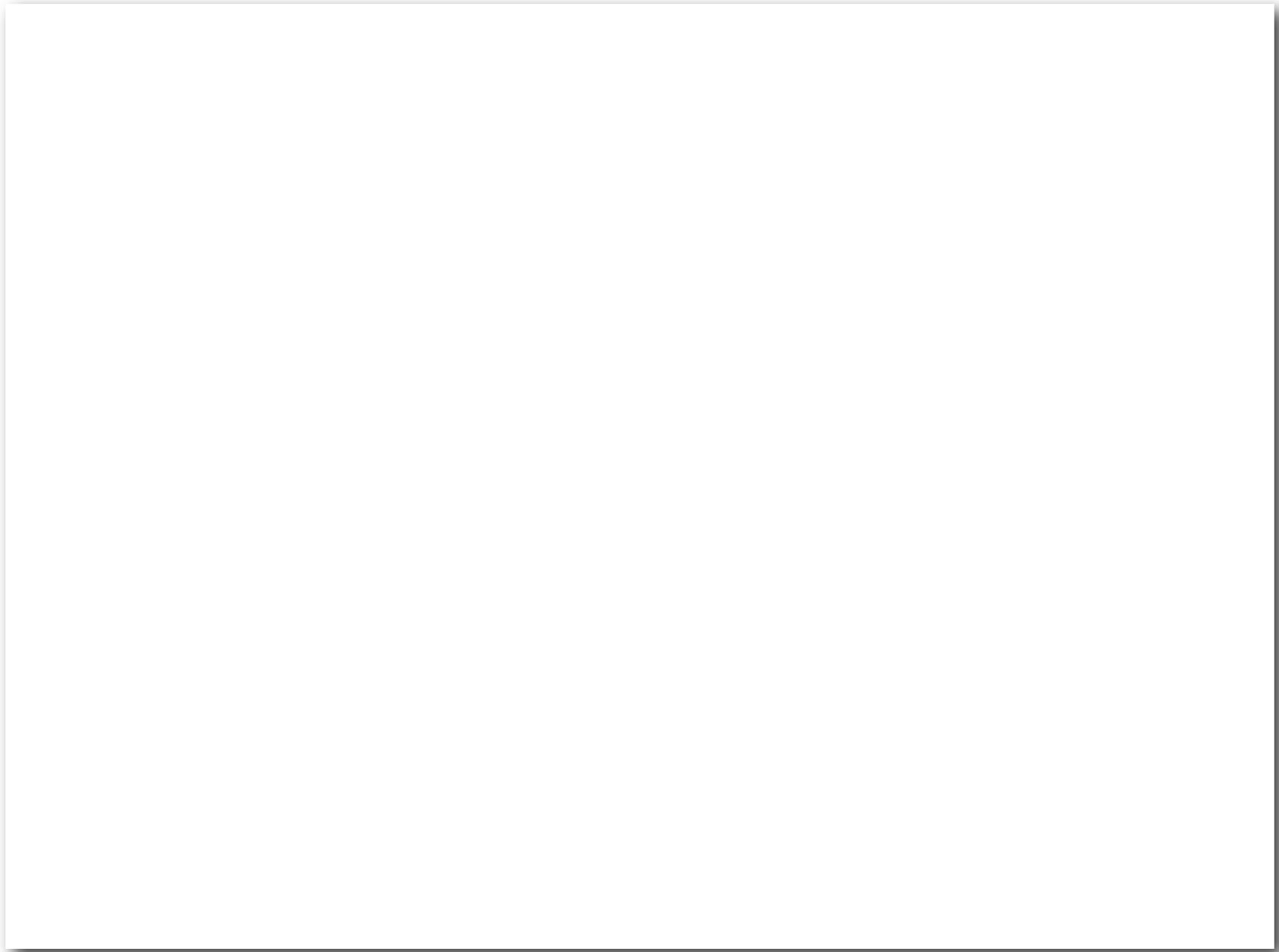


















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## **6. implement** *executing the concept*

**Make** task descriptions.

**Plan** tasks.

**Determine** resources.

**Assign** tasks.

**Execute.**

**Deliver** to client.



*Como sacos  
Los pensamientos  
de la cabeza*



*Como sueño  
los pensamientos  
de la cabeza*





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## 7. learn feedback & discussion

Gather **feedback** from the consumer.

Determine if the solution met its goals.

**Discuss** what could be improved.

**Measure success**; collect data.

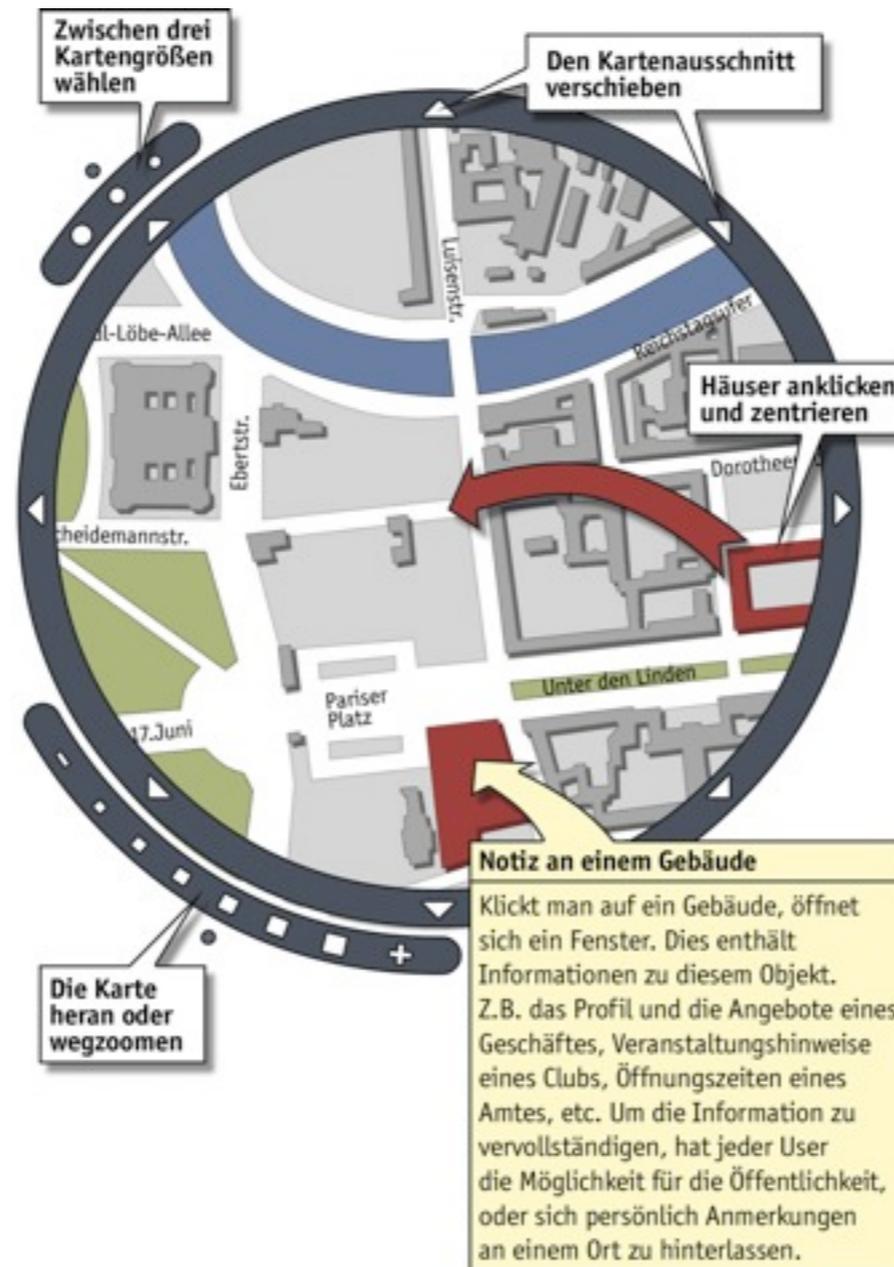
**Document.**



a. example

design process . icons for smart2go . nokia group

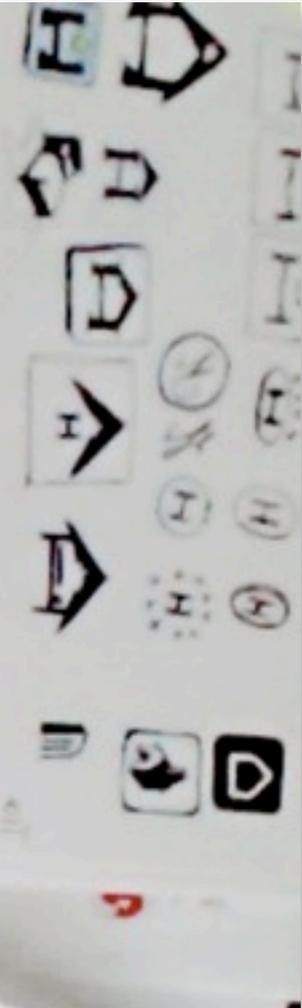
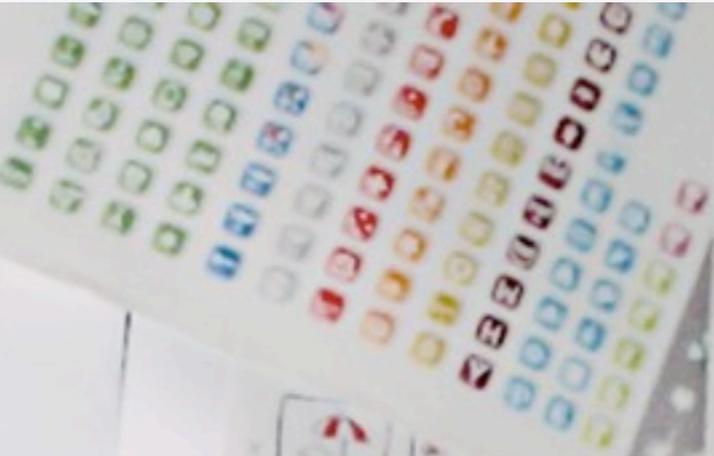
. briefing : Create new Point of Interest Icons for the navigation software Smart2go .





Handwritten notes on a sheet of paper, including a list of icons and a small diagram.

TO DO  
FOR AMERICA





. sketching . visualizing in computer . final solution ( 1 of 8 main icons )



. presenting results ( 8 main icons )



. presenting results



SERVICES



ATM



Businesses



Education



Emergency



Fairs & Conventions



Financial Services



Travel Agencies



Governmental Facilities



Hospital & Health Care



Internet & Communication



Police Station



Post Office



Tourist Information



Library

. presenting results



EAT & DRINK ... ZUBEREITUNG



Bars & Pubs



Bistro & Snacks



Breakfast & Brunch



Coffe & Tea



Creperies



Delicatessen



Fast Food



Kosher



Non Smoking



Organic



Others



Pizza



Restaurant Area



Sea Food



Romantic



Business



Special & Thematic



Local & Traditional



Steak & Barbecue



Vegetarian



Winery

. final results





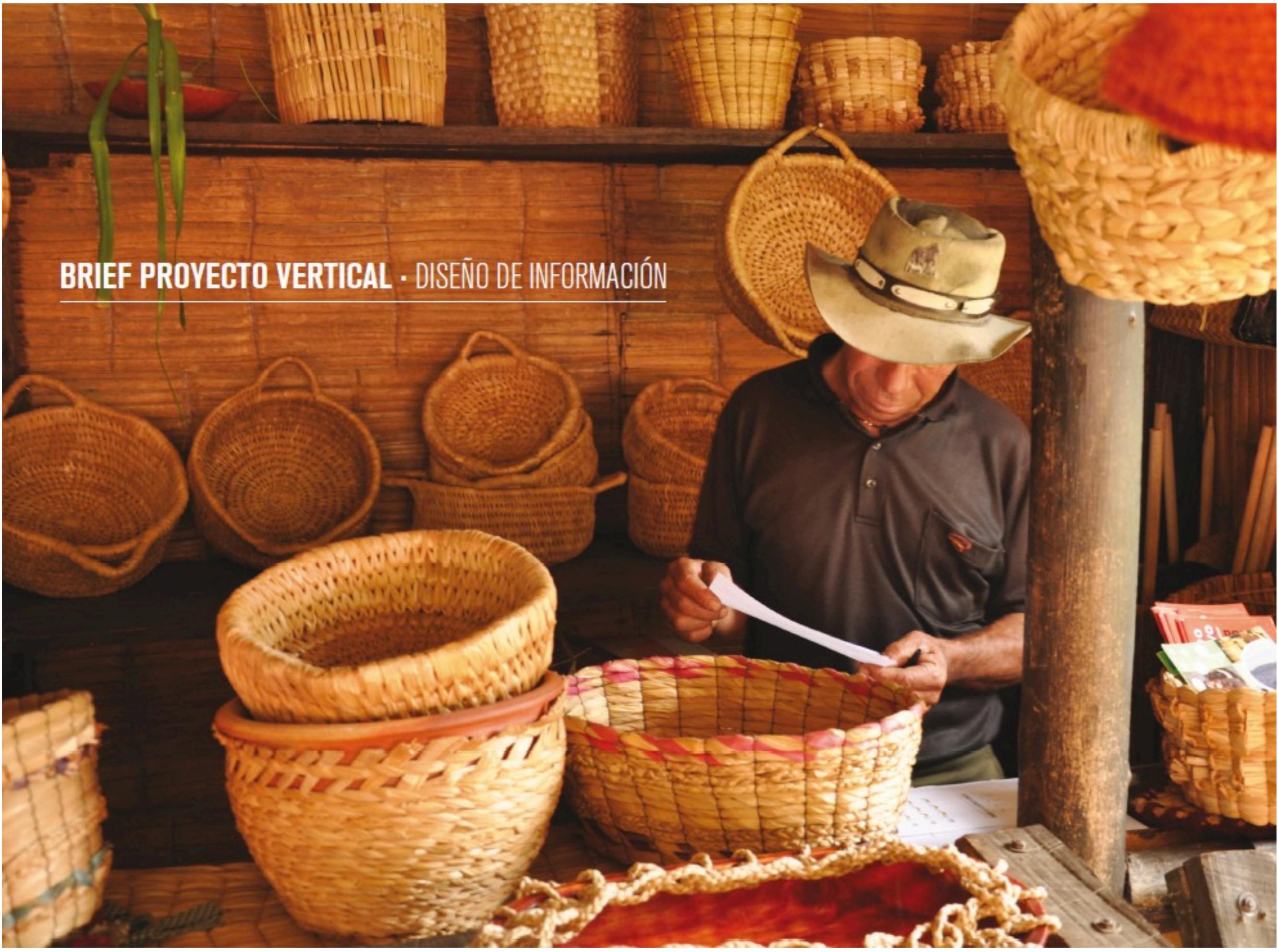


**b. example**

design process . estudio 6

**BRIEF PROYECTO VERTICAL · DISEÑO DE INFORMACIÓN**

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## OBJETIVOS GENERALES (TARGET & LENGUAJE)

01. Target analfabeta / mínima escolaridad.

02. Lenguaje contextualizado / comprensible.

03. Tiempo de juego reducido.

04.

05.

06.

07.

08.

09.

10.

11.

12.

13.

¿SEGÚN ESTA IMAGEN, CUÁL ES LA FRUTA QUE HAY EN MAYOR CANTIDAD?



MARQUE (☒) LA RESPUESTA CORRECTA



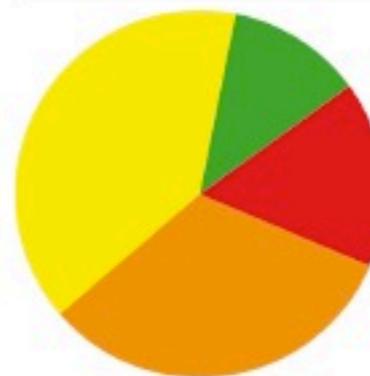
¿SEGÚN ESTA IMAGEN, CUÁL ES LA FRUTA QUE HAY EN MENOR CANTIDAD?



MARQUE (☒) LA RESPUESTA CORRECTA



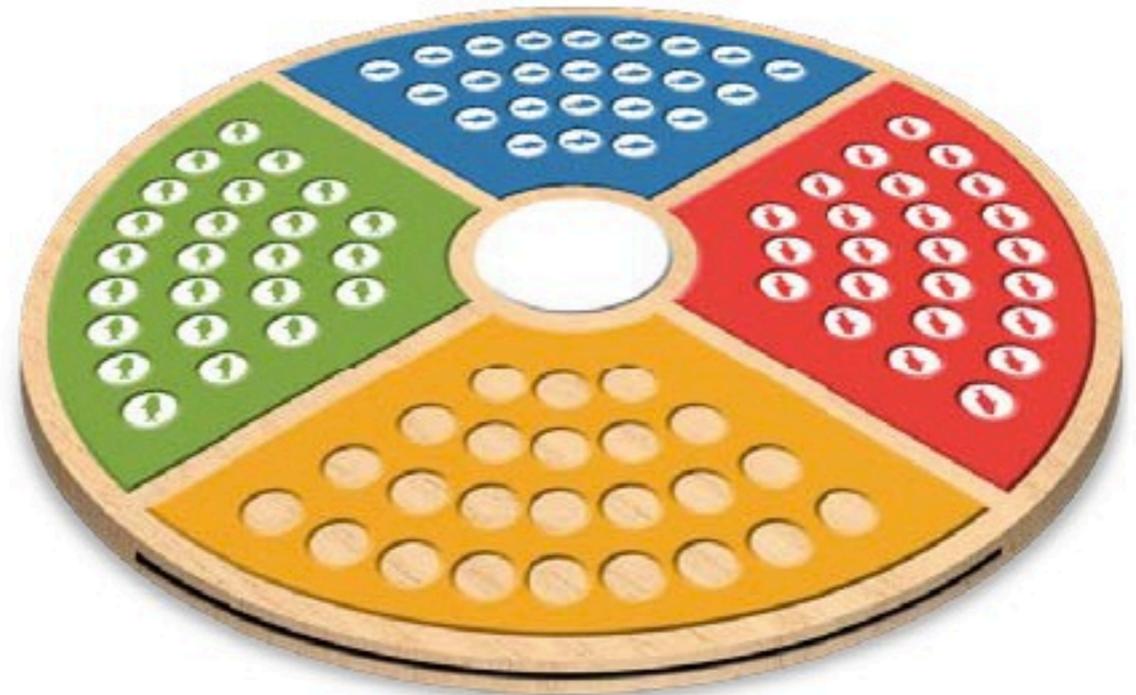
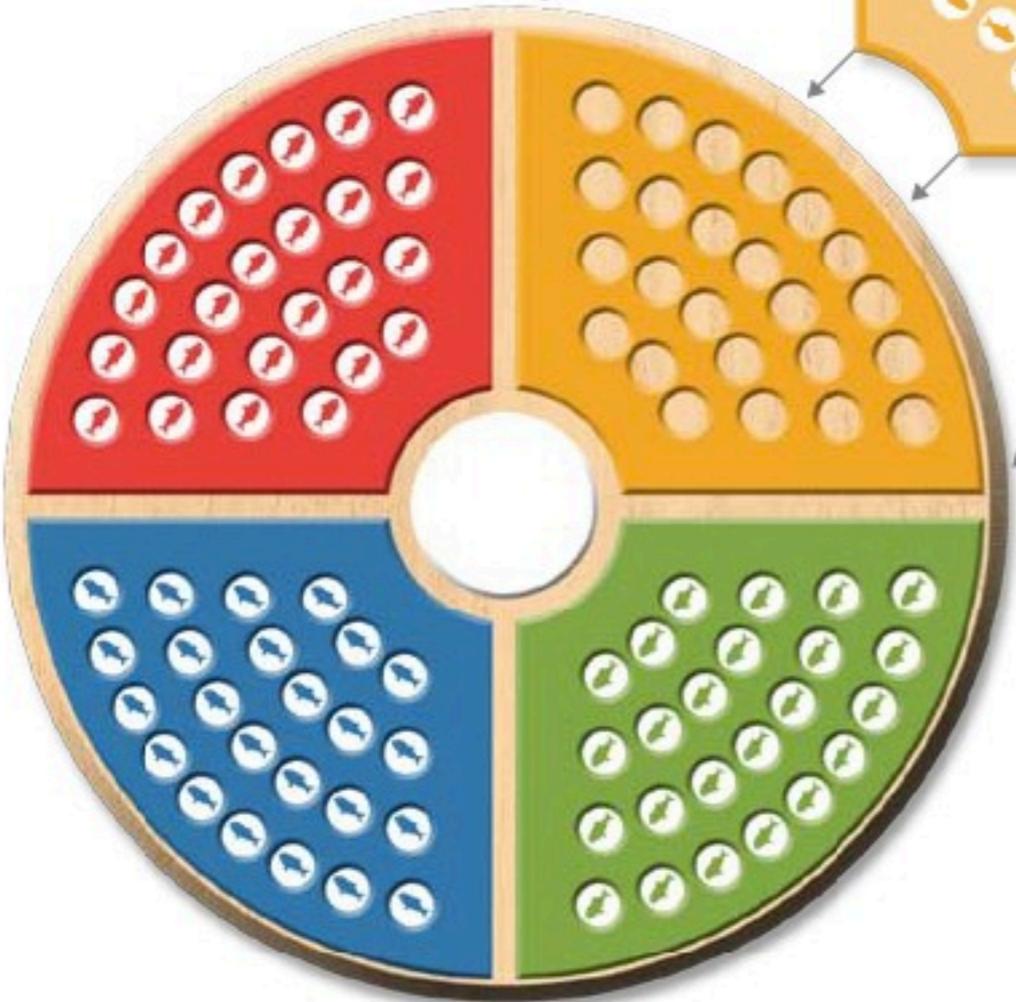
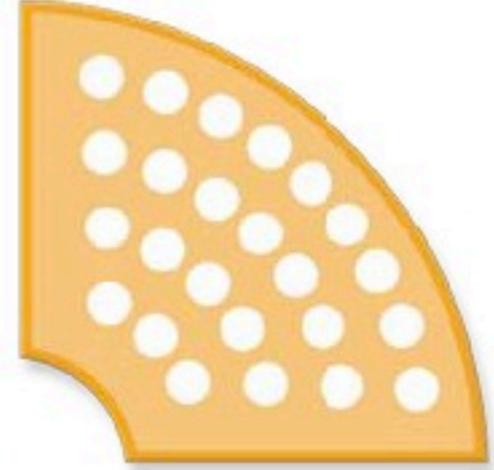
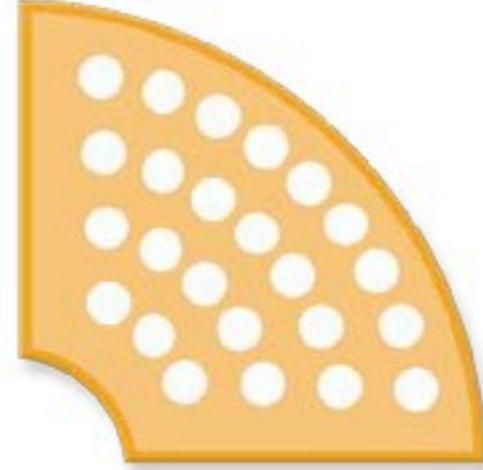
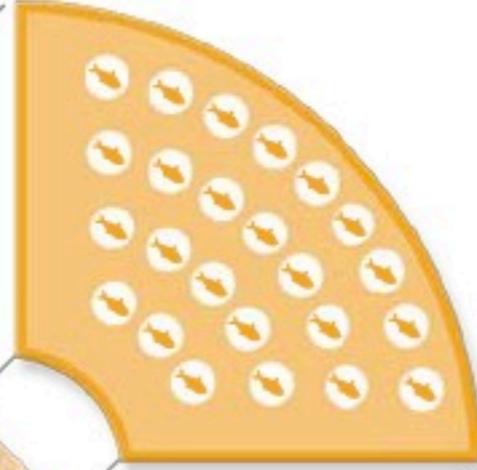
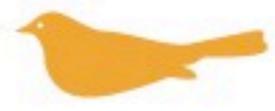
¿SEGÚN ESTA IMAGEN, CUÁL ES LA PERSONA QUE MÁS FRUTA COME?



MARQUE (☒) LA RESPUESTA CORRECTA

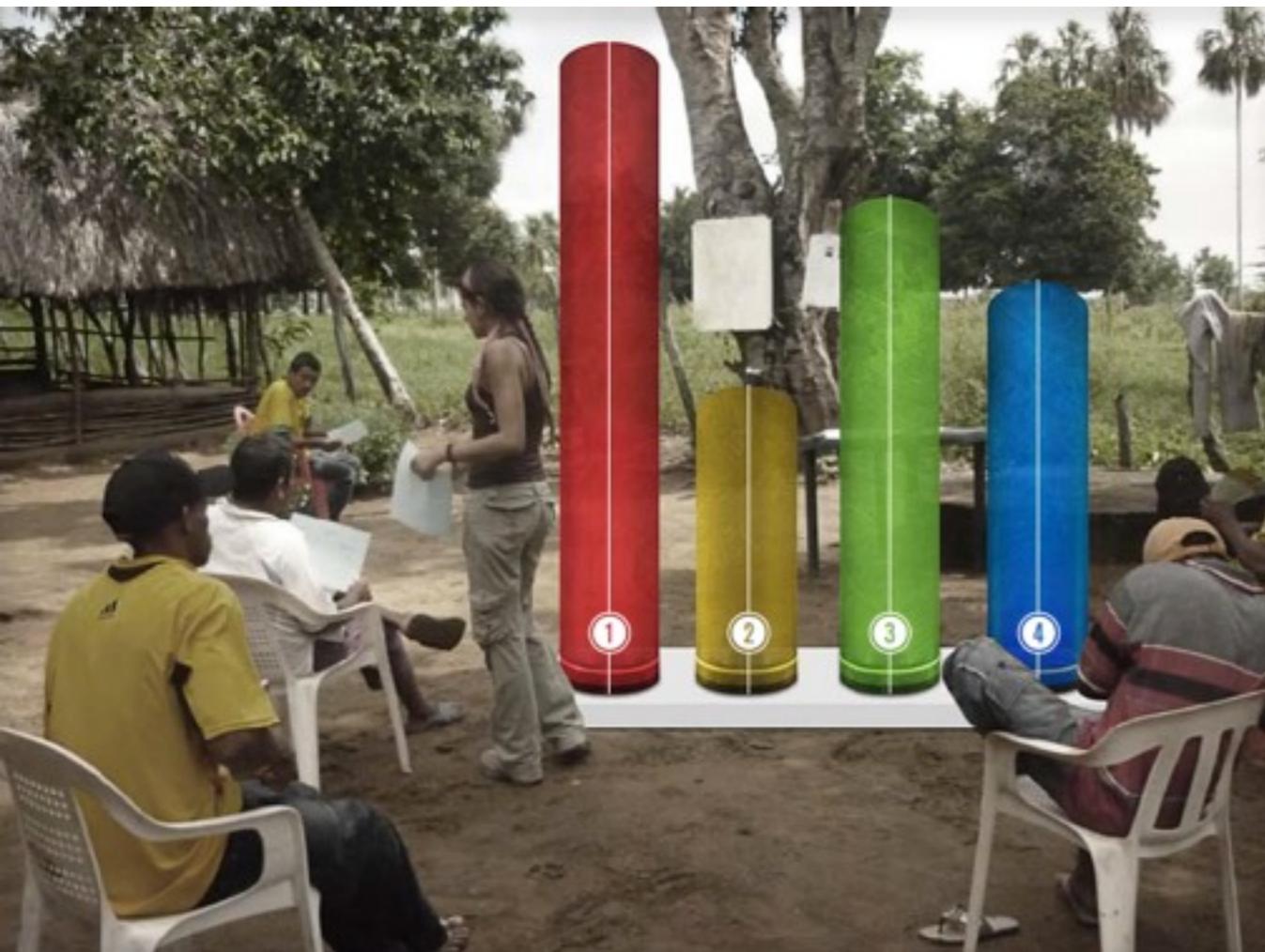


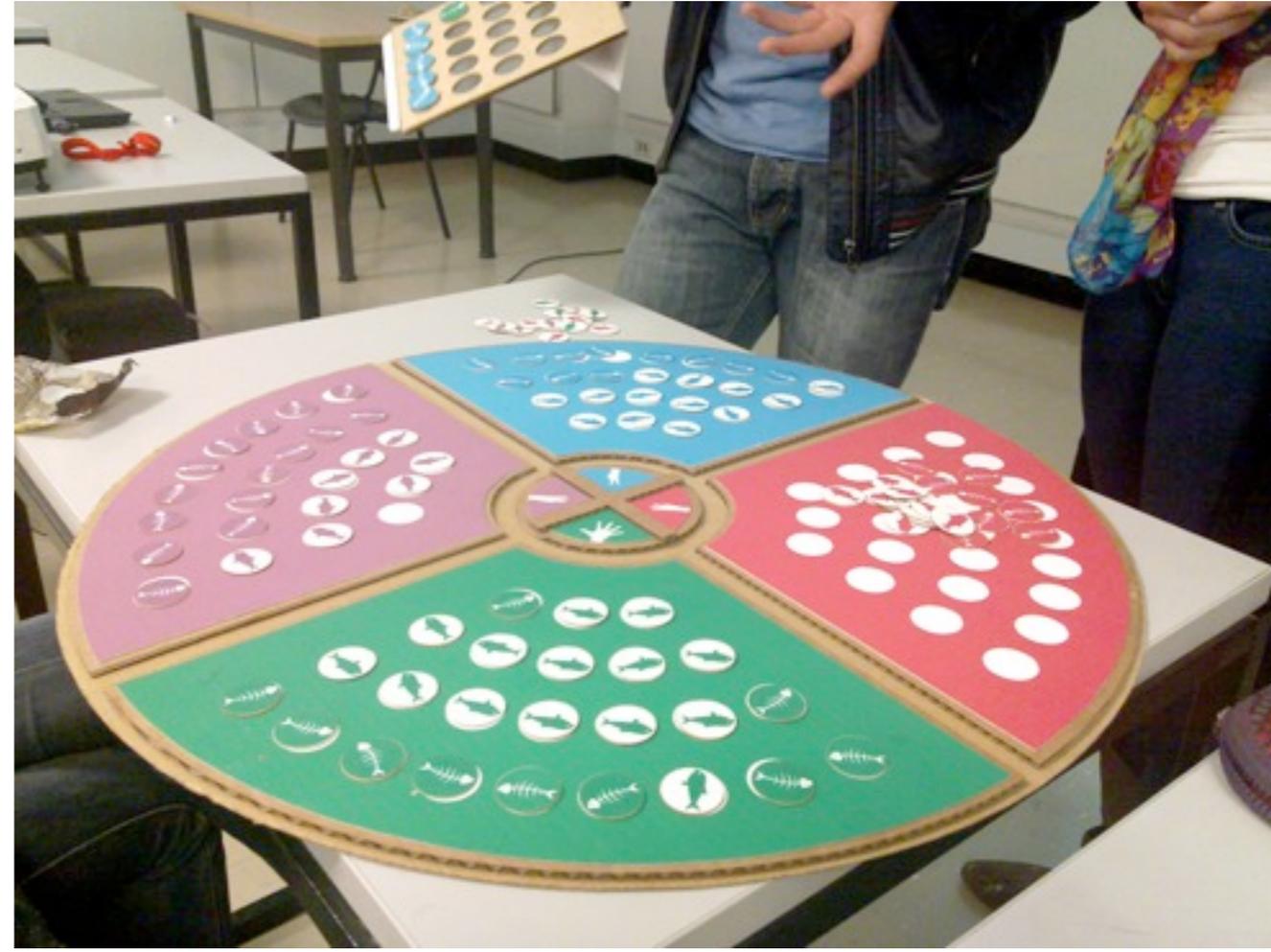
TABLERO DE JUEGO



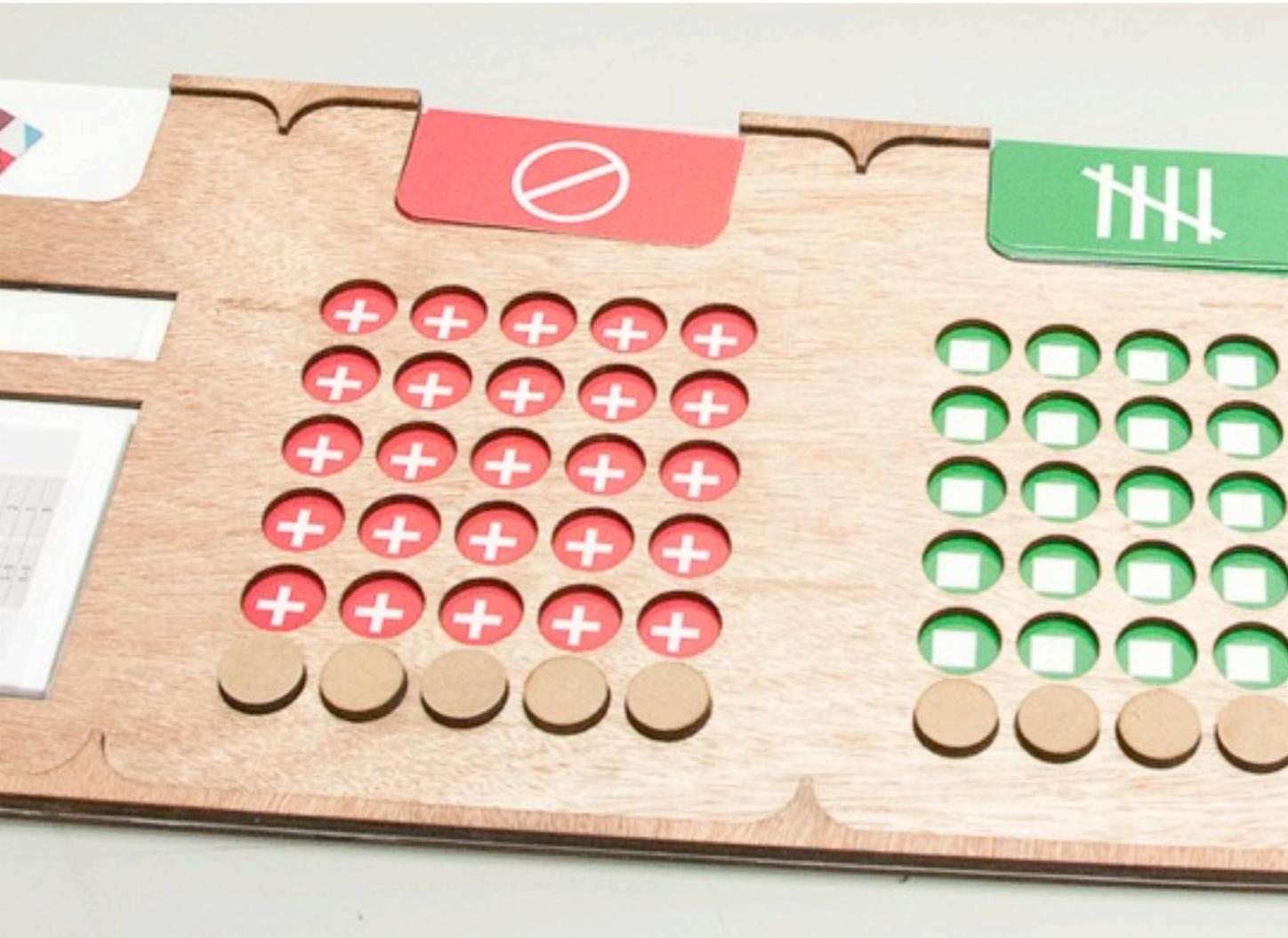
SISTEMA DE TABLAS INTERCAMBIABLES

REJILLA











// PROYECTO VERTICAL //

# TALLER ECONÓMICO

CRISTINA DEL CASTILLO - JULIÁN FRANKY - MARÍA FERNANDA LA ROTTA

