

EVERYTHING CAN BE DESIGNED

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Design thinking is the method that has been utilized by both Market Researcher and Design Researcher. While they seem to use the same research method but there are also differences which will be revealed in this article.

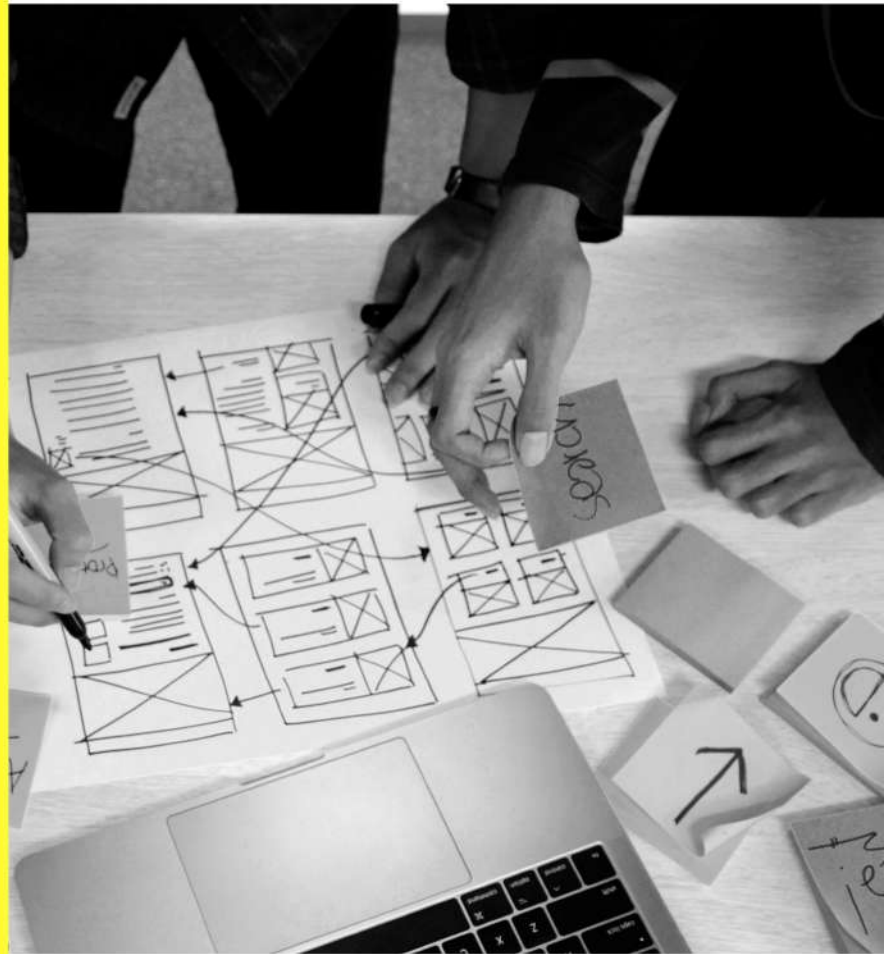
While not every organization has designers, there's always someone doing the "**designing**" giving shape and form to strategy, branding, marketing, communications, products, services or systems. In this sense, everything can be designed.

There's seemingly no end to what design can do for public and private sector organizations where Design Thinking has been applied for decades across the globe by consulting agencies as well as in-house by organizations. Design Thinking has come to include several sub-disciplines under the umbrella of Design Research such as Human-Centered Design, User Research, and User Experience Research which now require specialists to apply.

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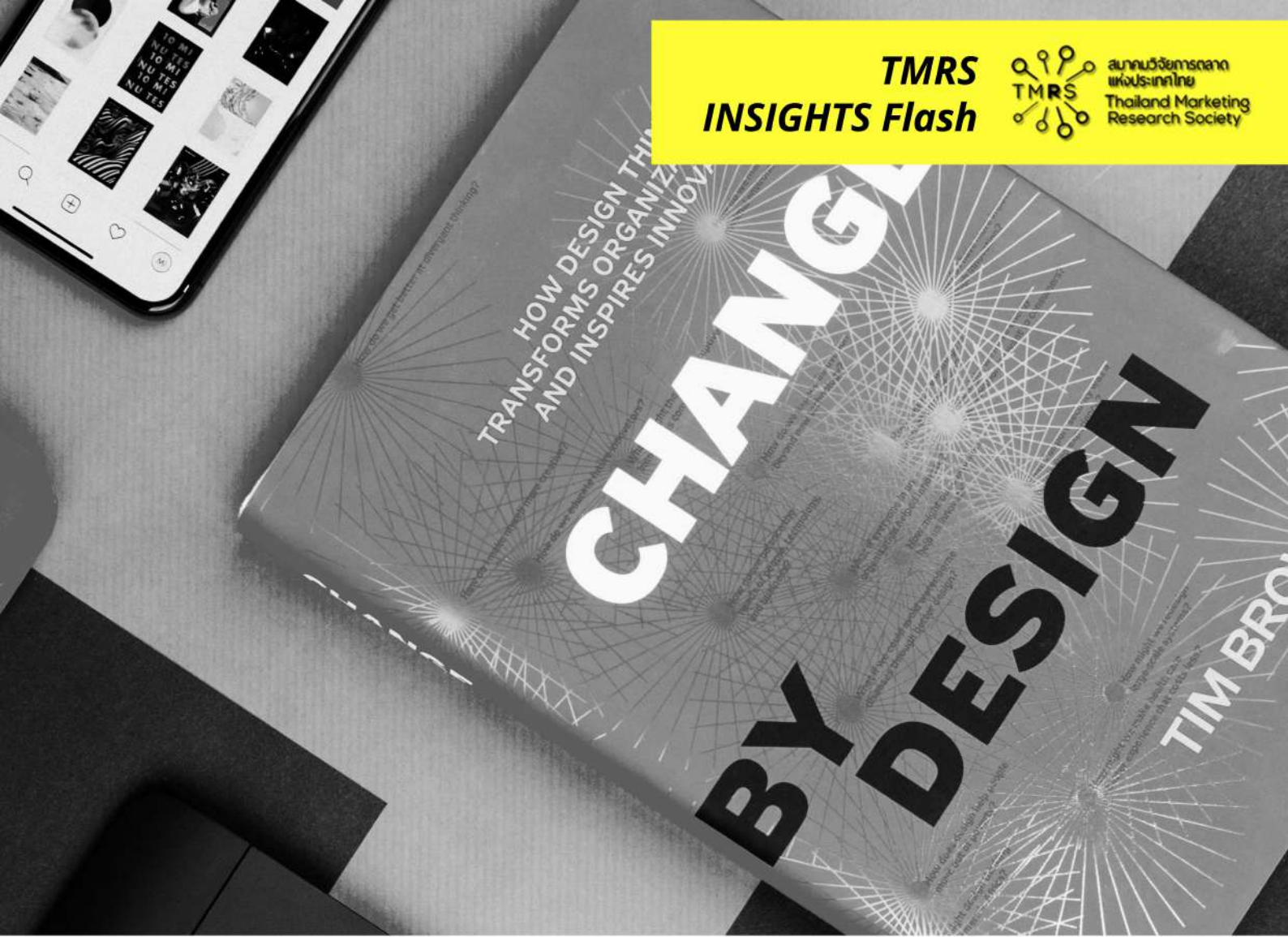
Design thinking means to think like an industrial designer. Unlike a marketer who learns that any product, regardless of the consumer need, can be sold as long as the advertising is good enough, an industrial designer is taught that any consumer need can be solved with a product as long as the design is good enough.

However, this “good enough” is really subjective, which is why organizations pay for market research or marketing research. This is where the approach to research differs amongst design researchers and market researchers. While Market Research seeks to determine how to market a product, design research figures out what to design and how to design it.

The next closest thing to the Design Thinking process would probably be the process of New Product Development (NPD) where at least one or more departments of an organization are assigned to generate new ideas or innovations that are researched, developed, and tested before being sold. The two processes are almost identical, but the way they are explained is different.

In fact, market researchers and design researchers both use qualitative and quantitative research methods. They use focus groups, in-depth interviews, ethnography, and surveys. Yet, they remain two separate disciplines despite belonging to some of the same industry associations with practitioners from both disciplines working for the same organizations.

At this point, it would seem as both Market Research and Design Research were the same, but here's where they differ; while a market researcher is expected to deliver research outcomes in the form of scientific summary of results from a set of research questions and hypothesis, design researchers are asked to synthesize those research outcomes the way a management consulting agency would, with strategic insights and business implications.



For design researchers, it's not enough to conduct a scientifically grounded study. For every insight presented in a report, a design researcher must demonstrate the implications on the client's business. The design researcher must also act as a consultant to discuss how the client might use those insights to bring shape or form to its marketing or product strategy.

Even more importantly, practitioners of Design Research and Market Research have completely different backgrounds. Design researchers are usually from a multi-disciplinary background including Industrial Design or Interaction Design whereas market researchers are typically from a Marketing or Business Administration background. However, both disciplines nearly always have researchers with a background in Sociology or Anthropology.

Considering the backgrounds and deliverables of each discipline, it's clear that both have as much in common as they do differences. They often even share the same clients. And the services of both disciplines are used by organizations to give shape or, "design," if you will their organizations.

Market researchers can certainly learn from design researchers by making their research results more actionable than analytical while design researchers can learn from market researchers by adhering to scientifically grounded research practices to ensure credible results as well as insights and implications.

NATURAL AND COMMON OBJECTS

IV.—GENERAL TOPICS

EXAMPLES, AND CASTS.—Extreme caution should be shown in regard to printed examples. Fortunately, they are drawn from actuality, and not artificial representation. It is a sin to consider that there is no drawing in the world. A good diagram which is a simple and craft the

INDIAN RUBBERS should be used by all children for any drawing which is of more permanent character. Only the youngest children would use it. Wrong lines must be obliterated, carefully, with a *tool* as much as the pencil is used in liquid form. For all advanced work, pens must be kept as a *tool* as much as the pencil is used in liquid form. Coloured inks and dyes are cheap. For real painting work. Coloured inks and dyes are cheap. For real painting work. Coloured inks and dyes are cheap. For real painting work.

NATURAL AND COMMON OBJECTS

Free-Arm and Industrial Drawing

On the two top lines of Plate 1, the first shows three stages in the case of a living creature. The first is the finished drawing, the second shows how to start, and the third gives a simple rendering. Only by some such procedure will caricatures and anatomical drawings be successful. Lower down are three beautiful outlines of living creatures, and emulation for their simple line tells as part of the process.

Domestic, &c.

mals, and a few given on the trans-

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At once an awkward may be on the on this part Both tails or emb in the mode Lower, c by slight vari stroke (as indic at same time) Greetings where The Alphabet the first place a very distinctive ap The picturesque Copy-bo l in a free elimi

and Indust

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Walter Crane, Burne-Jones, Morris, etc. in all countries confirms this view of the imp suggestive. Hence we may console ourselves it cannot be with the pencil when the form demands it and cannot be produced first, it may be as far as the child is able to g perfect and expressive as possible, shading or painting be work and technical drawing should therefore run along and claywork. Outlines preparatory to shading or painting CONSTRUCTION, &c.—Analysis of form and great essentials; so are "construction lines" within ellipses, not always, but mostly. Knowledge of growth, radiation, convergence in perspective, should be impressed unconsciously at every opportunity. And as for mechanical aids there may be for vertical points of Do they not also use the for vertical points of Do they not also use the for vertical points of

Candidates should have gone through a graduated series of exercises on natural and other natural objects, for the purpose of acquiring (a) a general knowledge of their form, structure, colour, and other characteristics of natural objects of them, together with an appreciation of their beauty, and (b) the power of drawing from objects, memory, and knowledge.

- (2) Drawing from Hand-made and Artificial Objects. Candidates are required to draw on a half imperial sheet of paper, tinted or otherwise before them as they appear from the point of view at which the candidate may be made with any materials, and should be as complete as the candidate is able to make. No ruling, measuring, or other mechanical aid whatever is allowed. For the resting or suspended, or a group of objects, will be given. Candidates should have gone through a graduated series of exercises in drawing simple form, for the purpose (a) of acquiring by direct study a knowledge of the form, structure, and other characteristics of objects, and (b) of perspective in modifying their appearance, and (c) of drawing only while the objects are in sight, but not from memory. The exercises should not be restricted to the objects suggested by the model.

Free-Arm and Industrial Drawing

"massing" consists in building up forms, just as objects can be built up in clay. The "dot" is the starting-point, and that is made to grow into larger shapes, by enlargement and other means. It is quite an evolutionary or accretive process. The scholars grow older, a good outline right they must necessarily be drawn and they