Our research

- 10-week course project
- MA Design Management students
- Design briefs from Start-ups and SMEs
- Cross disciplinary design solutions

An extendable model for solving enterprise problems by design

The model emerges from real-world practice, so we call it “Emerging Design”
Roles and tools

Tools:
- Problem reframing
- Qualitative research
- Quantitative research
- Project management
- Ideation
- Visual information design
- 3D modelling
- Prototyping
- Testing

Variety generation

Product / service

Organization

Strategy / brand

Inheritance

Selection

Evolutionary phases of process *

The most common tools can be used in each phase

Design can play different roles on different levels

* Adapted from:
Possible emerging patterns
Example 1

Roles and tools
Roles and tools

Possible emerging patterns
Example 2

Inheritance

Variety
generation

Selection

Product / service
Organization
Strategy / brand

Roles and tools
Roles and tools

Possible emerging patterns
Example 3

Variety
generation

Product / service

Organization

Strategy / brand

Inheritance

Selection
Problems, solutions and methods

Problems
Reflections, tools, methods
Solutions (e.g. products, services, etc.)

Variety generation
Inheritance
Selection
Example of an actual project pathway

10 Week Timeline

1. Introduction – kick start proposition
2. User research
3. Design roles
4. Design process
5. Problem reframing
6. Story telling - ideation
7. Prototyping
8. Testing
9. Implementation
Dissolving disciplinary boundaries within design

There is a need for general principles of design that could be applied in a variety of systems.

We can call it: “design theory”
Think about these two examples. They may seem irrelevant.

Ocean clean-up system

Meditation app
Design Theory

Ocean clean-up system

https://www.theoceancleanup.com
Why go after the plastic, if the plastic can come to you

To catch the plastic, act like the plastic

**Questioning the question**

**Going back to principles**

Ocean clean-up system

https://www.theoceancleanup.com
Design Theory

Ocean clean-up system

https://www.theoceancleanup.com

low-level thinking
Design Theory

Ocean clean-up system

high-level thinking

https://www.theoceancleanup.com
Headspace app

- Guided meditation for everybody
- Daily meditations and mindfulness exercises
- Sessions on everything from stress to sleep
Headspace app

Common model
Technology:
Mood tracking, AI, Online therapy
Focus: Therapy
By engineers and psychotherapists

Headspace model
Content:
Creative, fun, animated exercises
Focus: Improving mental hygiene
By a creative director and a Buddhist monk

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**Questioning the question**

**Going back to principles**
Headspace app

Competitors asset

low-level thinking
Headspace app

Competitors target market

People with mental health issues

Headspace target market

Almost everyone

High-level thinking
Thank you!