

Enterprise Design

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Our research



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



UNIVERSITY OF MINNESOTA

- 10-week student initiative
- Students from various subjects
- Design briefs from companies
- 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

Inheritance



Selection



*Evolutionary phases of process **

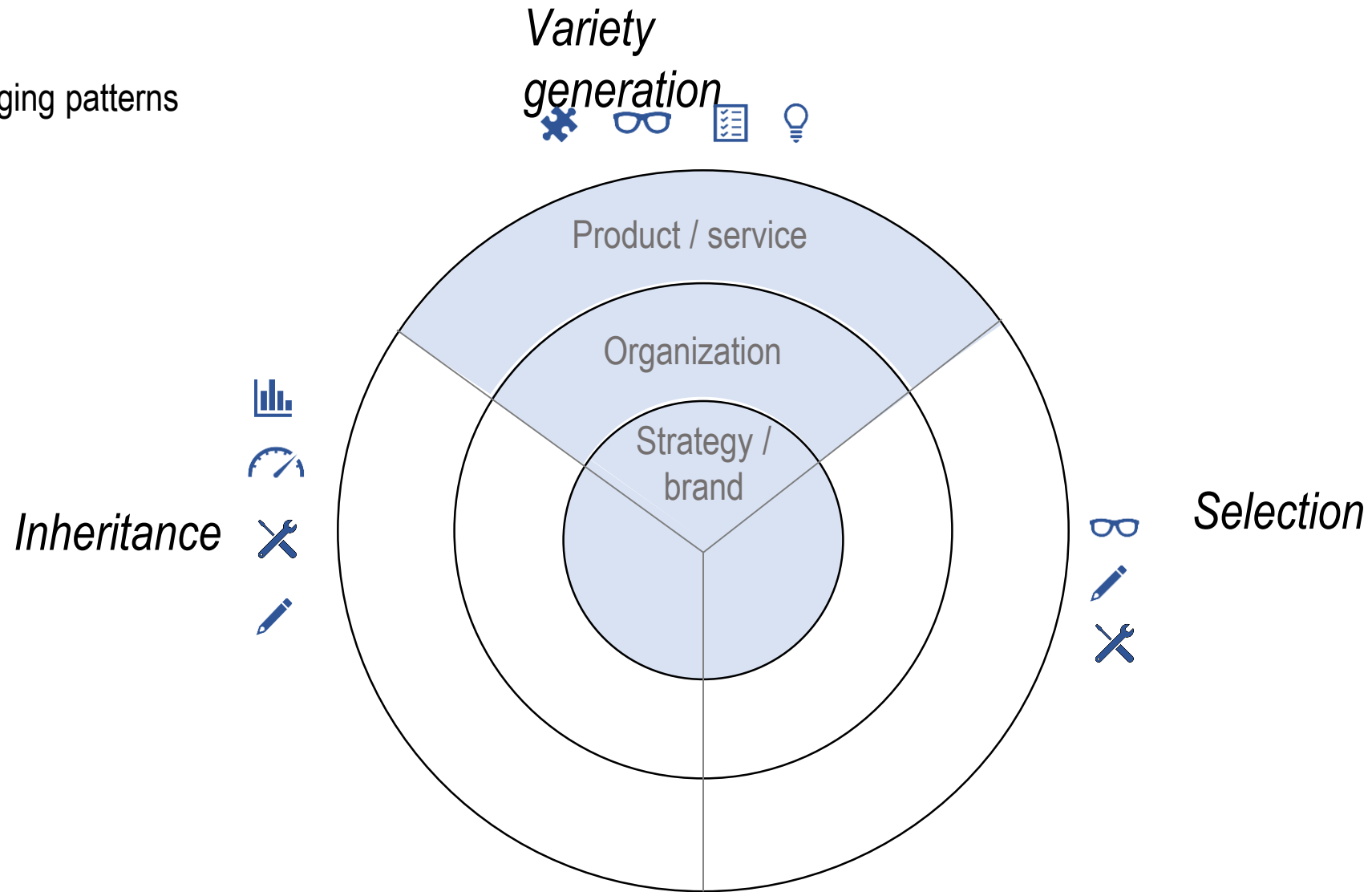
The most common tools can be used in each phase

Design can play different roles on different levels

* Adapted from:
Loch, C. H., & Kavadias, S. (2008). *Managing new product development: An evolutionary framework. Handbook of new product development management*, 1-26.

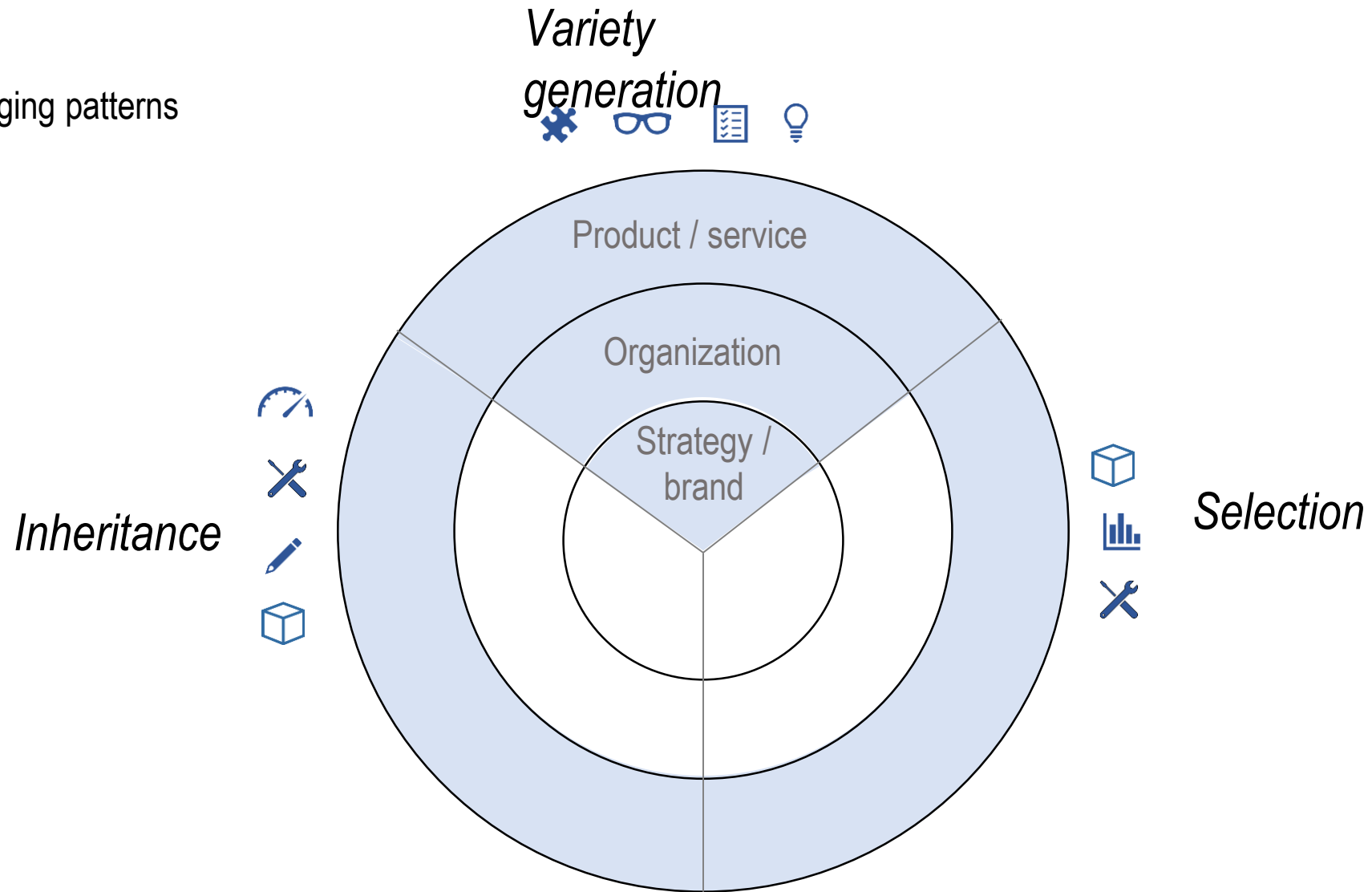
Roles and tools

Possible emerging patterns
Example 1



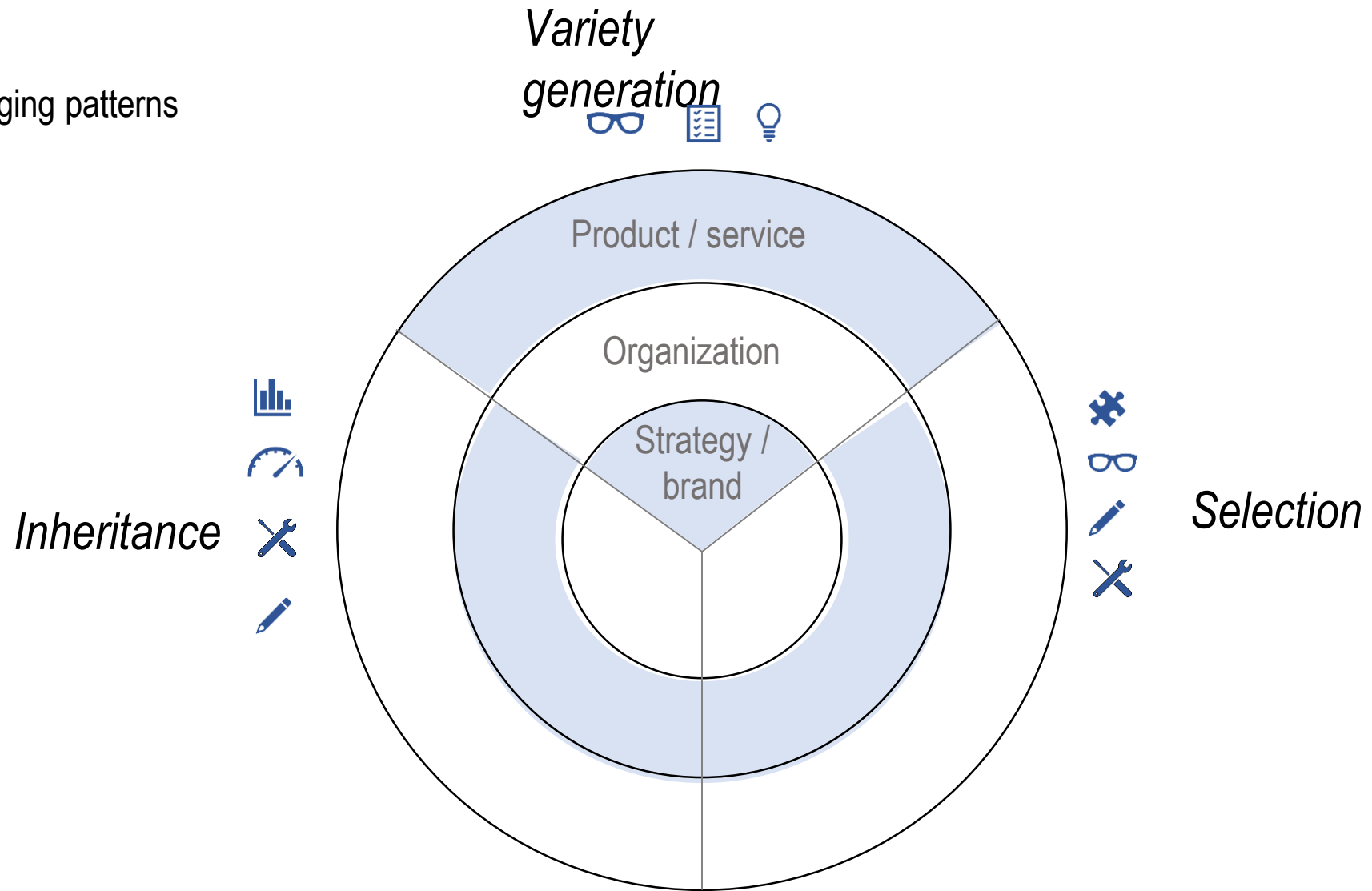
Roles and tools

Possible emerging patterns
Example 2

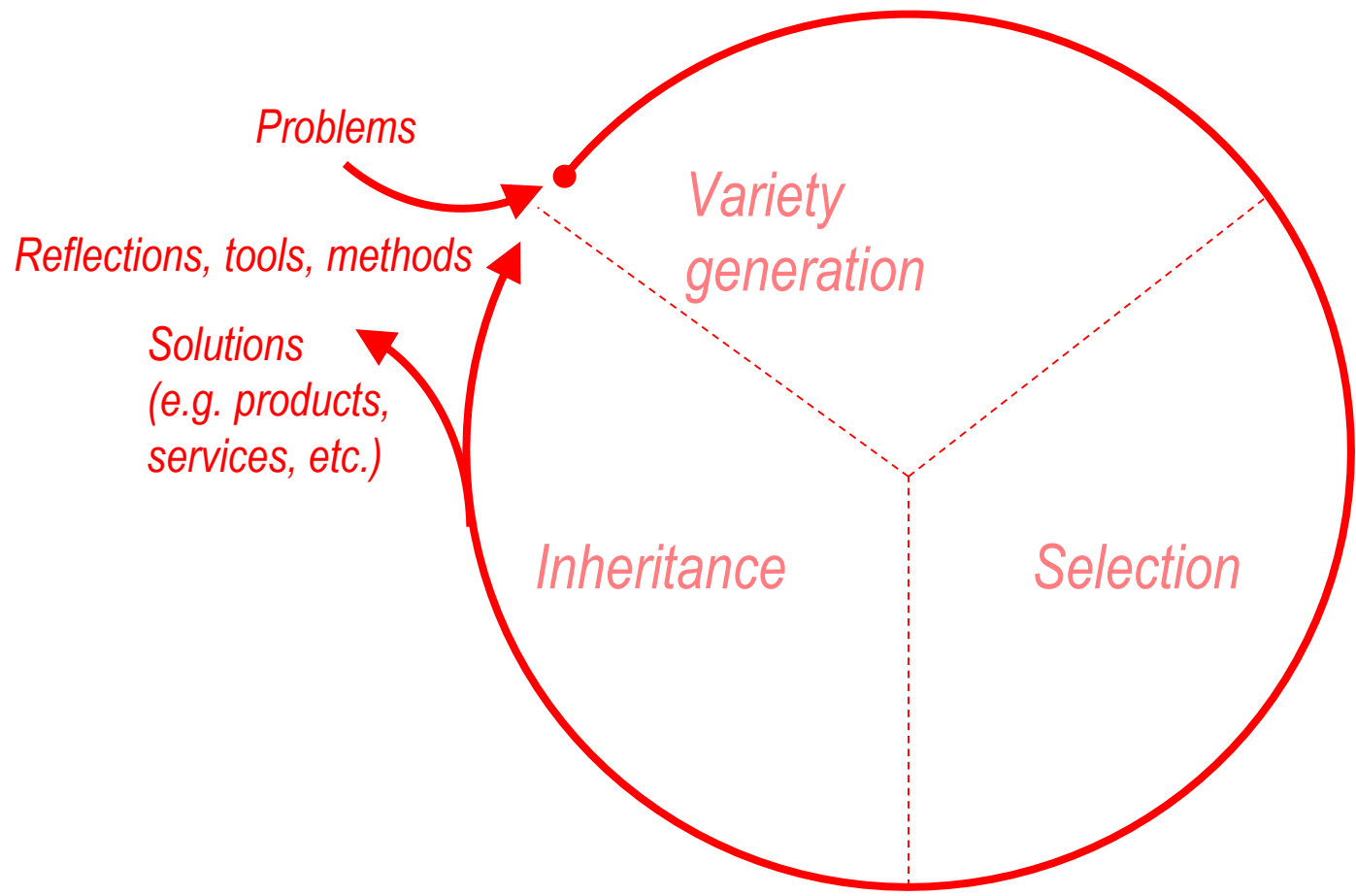


Roles and tools

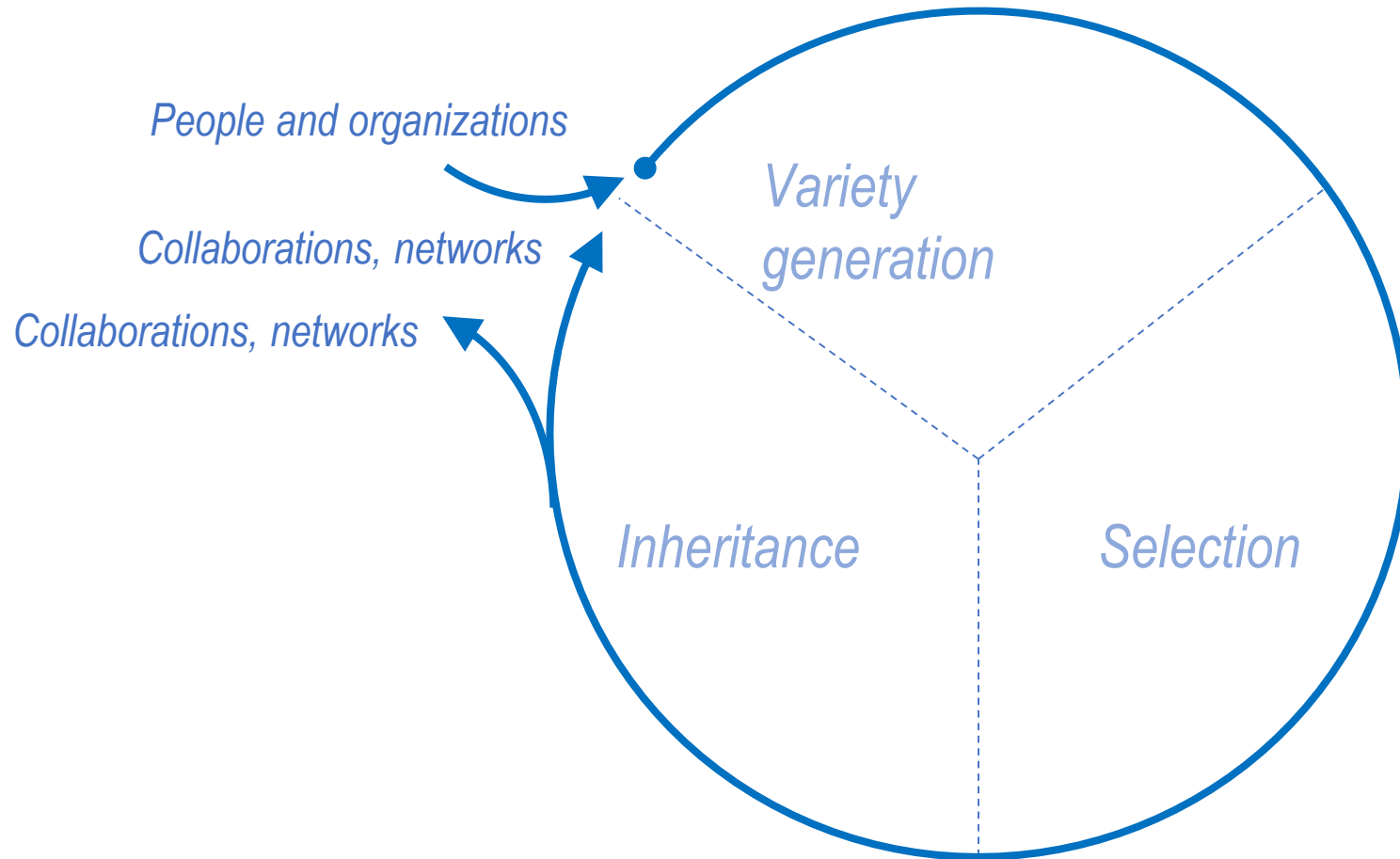
Possible emerging patterns
Example 3



Problems, solutions and methods

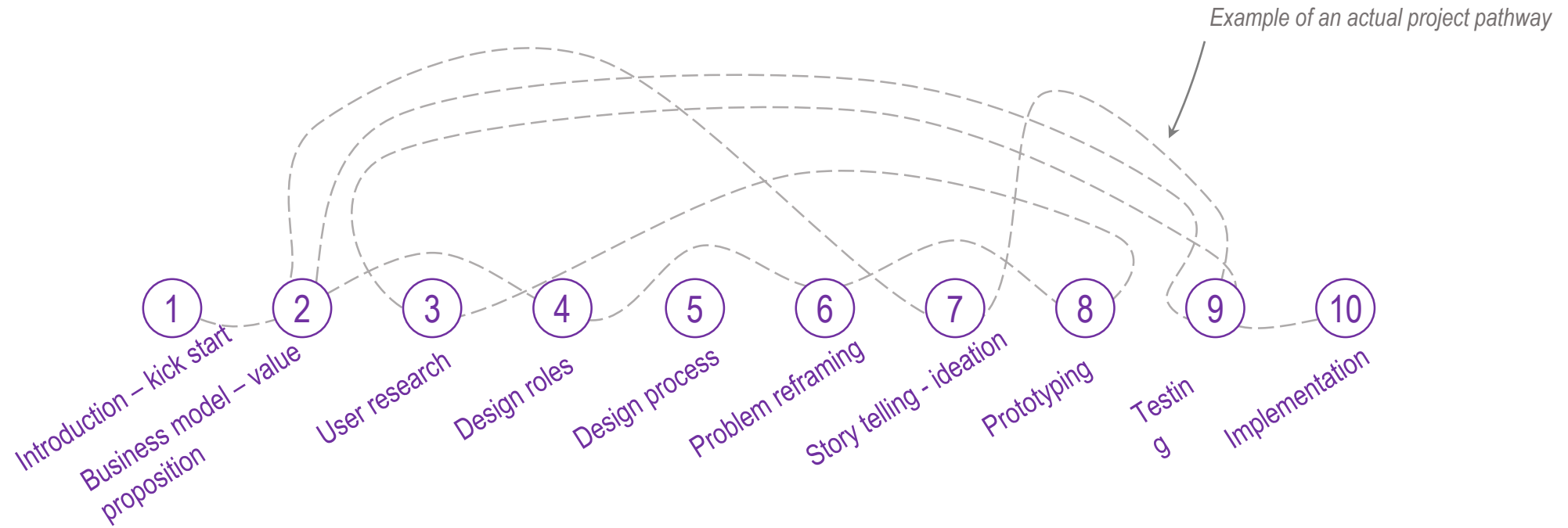


People, collaborations, and networks



The project

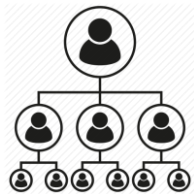
10 Week Timeline



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”



Organizations



Services



Products



Infrastructures



*Sociotechnical
systems*



Technologies

Design Theory

Think about these two examples. They may seem irrelevant.



Ocean clean-up system



Meditation app

Design Theory

Ocean clean-up system



Design Theory

Ocean clean-up system

Why go after the plastic,
if the plastic can come to you

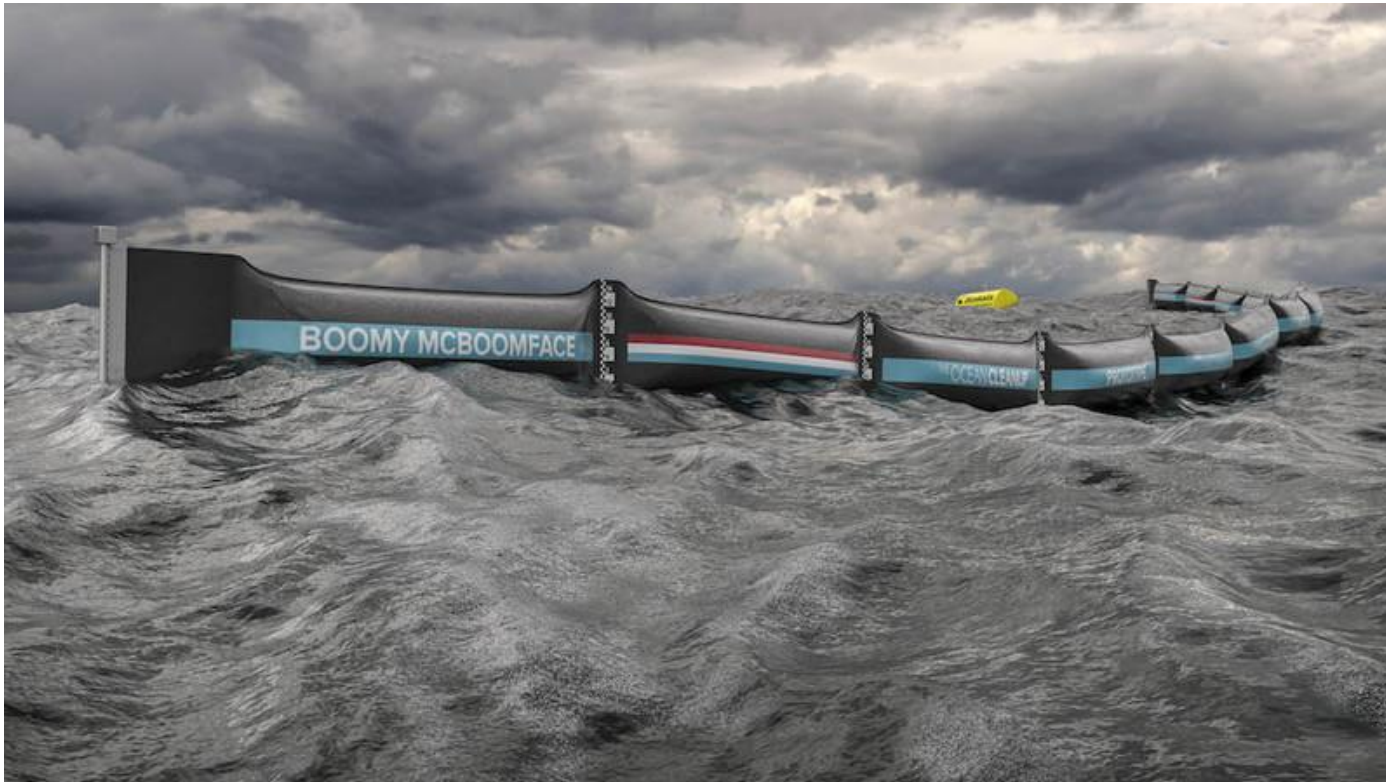
Questioning the question

To catch the plastic,
act like the plastic

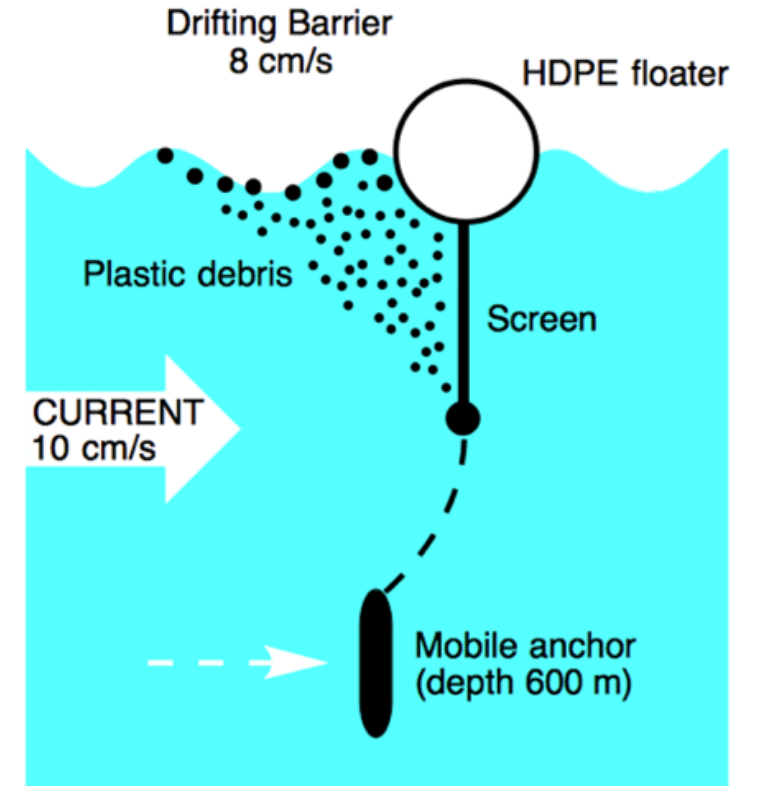
Going back to principles

Design Theory

Ocean clean-up system



low-level thinking



Design Theory

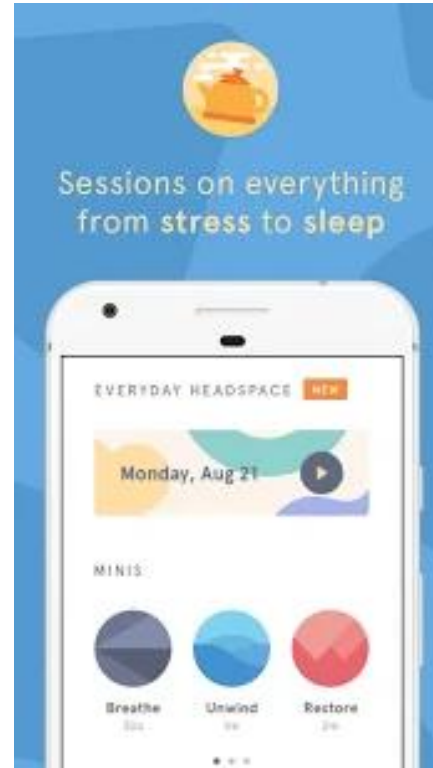
Ocean clean-up system



high-level thinking

Design Theory

Headspace app



Design Theory

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

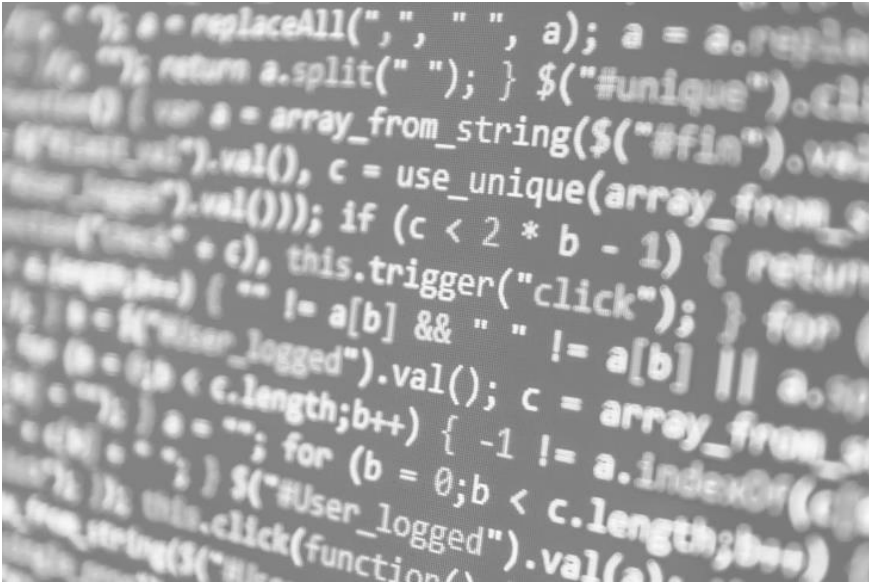
Questioning the question

Going back to principles

Design Theory

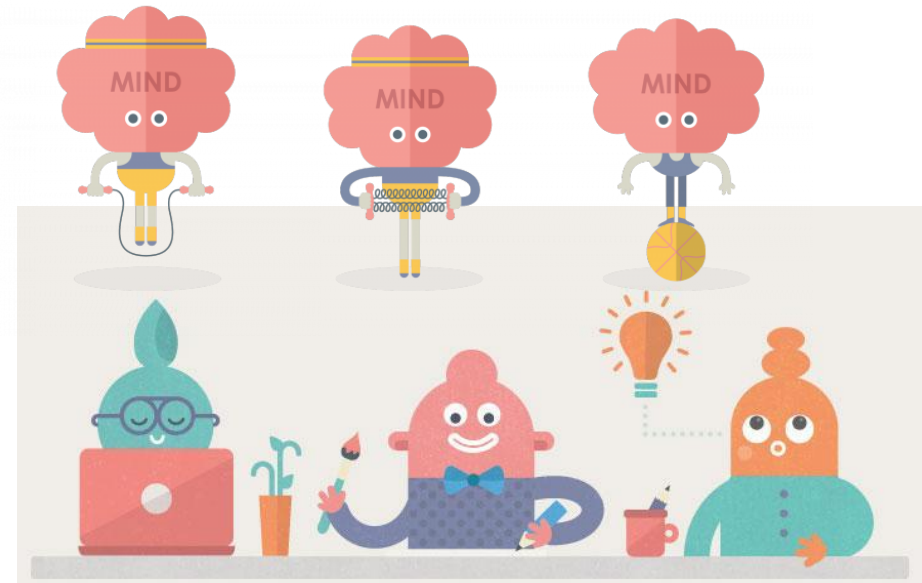
Headspace app

Competitors asset



low-level thinking

Headspace asset



Design Theory

Headspace app

Competitors target market

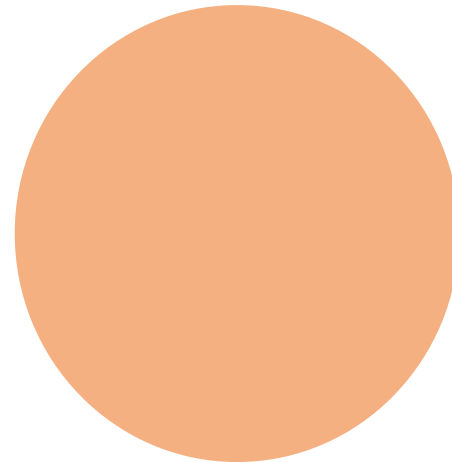
People with mental health issues



High-level thinking

Headspace target market

Almost everyone



Thank you!