Theme 4: Intersecting Perspective
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Section 4.a
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Co-design is a process in which designers and users collaborate as ‘equals’ to develop innovative solutions (Bertini & Plumley, 2014). Co-design methods are increasingly used by professional designers to facilitate and enable users to co-develop innovative solutions for ‘themselves’ (Mitchell, Ross, May, Sims & Parker, 2015; Steen, Manschot & De Koning, 2011). For example, the Design Council is advocating the use of co-design methods to support the development of practical innovative solutions to social problems such as increased cost of elderly care and tackling child poverty (Design Council, n.d.). The involvement of users in developing solutions acknowledges that their take up is dependent on the ways users create and negotiate meanings of objects and services (Vossoughi, 2013).

The aim of this track is to shed light on existing co-design practices within the context of social change and transformation that they enable. The track is particularly interested in, first, suggesting theoretical and methodological tools that are useful for exploring collaborative practices, and second, identifying motivations for and conditions of changing design practices. The 11 articles from 21 authors approach the theme of this track from various perspectives, highlighting different aspects of change and transformation in design.

In Design for Circular Futures through Distributed Repair, Giuseppea Salvia and Sharon Prendeville explore repair activities as a co-design practice, by highlighting the potential of the distributed knowledge and production systems for repair. Beginning their article with a discussion on the reasons behind the decline in the repair market, they offer four scenarios (self-repair, bespoke repair, mass customised repair, mass fabrication repair) in
which design can serve as a strategic tool to foster repair, at different scales and levels of collaboration (between individuals and organisations), using the power of networks.

Tsai-Ping Chang and Pei-Jung Cheng, in *Exploring Consumers’ Trust Difference between Shopping on Website and Mobile App Service Process*, focus on the experience of mobile shopping platforms, which is a common form of shopping today due to the development of mobile services and mobile internet. In their comparison between shopping via websites and apps, they particularly address the issue of trust, and based on the findings collected through questionnaires, they conclude the article with suggestions for future service providers.

Another article that is interested in the consumers’ emotions belongs to Yuuki Shigemoto. In the article titled *Managing Emotion for a Sustainable Future*, the author explores the possible patterns of consumers’ purchase and ownership. After reviewing various factors that affect the decision-making process, the article discusses how designing emotional attachment could encourage sustainable consumption. It derives future implications by considering sustainable consumption together with technological innovation and advantage.

In *Tracing the Tensions Surrounding Understandings of Agency and Knowledge in Technology Design*, Ruth Neubauer, Erik Bohemia and Kerry Harman examine the dualism of structure and agency, and identify four paradigmatic forces in production of design knowledge, which are objective versus subjective and individualist versus participative. Utilising these forces as an analytical framework and drawing on a comprehensive review of various conflicting and concepts within technology design processes from the literature of HCI, sociology and sustainable design, the authors highlight the tensions that occur in design practice.

In another article that presents a theoretical discussion, *FREE Architecture: An Ethnographic Approach to Architecture Practice*, Claudia Sánchez and Victór Coreno propose digital ethnography as an architectural design model that facilitates collaborative experimentation, replication and feedback in architectural design processes. They suggest that this model can serve as a general guide that enables a freer architecture in theory and practice with adequately realistic, sustainable and deeper connections between the architectural artefacts, users and the architect whose decisions create the space.

Likewise, in their article *Design Practices: Where is the Sense in That?*, Felipe Domingues, Salvatore Zingale and Dijon De Moraes address a theoretical debate on the relationship between design theory and practice. Posing their questions from the perspective of design semiotics, they interrogate how to cope with evidence in field research within design semiotics.

In the article titled *Exploring Articulations of Design Activism*, Noémi Zajzon, Erik Bohemia and Sharon Prendeville review emerging issues related to design activism. The article begins by reviewing the key concepts related to design activism, and presents three case studies to highlight the need for a dialogue between design activism and its communities.

Tackling *The What, How and Who of Social Service Design*, Mieke van der Bijl-Brouwer presents three case studies with the aim of providing insight into design practices for social services. Making a comparison of these cases the article reveals the complex nature of social services, highlighting the significance of developing bottom-up, rather than top-
down, structures within social service organisations, and the need to bridge design and implementation in social service design. In the final part, in light of these findings, it delineates some opportunities for improvement of social service design practices.

In Together We do not Forget: Co-designing with People Living with Dementia towards a Design for Social Inclusion, Marjolein Wintermans, Rens Brankaert and Yuan Lu present a design process in which cognitively impaired participants are involved in the design of products and services for themselves. Demonstrating each phase of the co-design process in detail along with their personal reflections, the authors share their observations regarding the role of designer in co-design activities as well as the methods and tools used within the process.

Another article that is empirically based on a collaborative activity is Using Collaborative Reflection in Service Design Research. In this article Merlijn Kouprie and Soumava Mandal aim to show how applying a methodology based on collaborative reflection in the research phase of a service design project enables employees of an organisation to reflect together and build a common understanding. In a similar way to the previous article, the authors discuss and evaluate the research tools they have designed for the workshop, and place much emphasis on their observations as design researchers.

In The Role of Inner Values to Teamwork during Design for Social Innovation, Pratik Vyas and Robert Young's goal is to identify and verify the inner values that are considered to play an important role in teamwork during design for social innovation. The paper draws on a survey (that generates both qualitative and quantitative) with design professionals. In the conclusions, the authors highlight the context-dependency of inner values, arguing that the trade-off between inner values is essential, yet requires wisdom and balance by the designer.

References


About the Track Facilitators

**Dr Pınar Kaygan** is Assistant Professor in Industrial Design, Middle East Technical University. Her research interests are creative work and workplace; interdisciplinary relations, collaboration and teamwork in design education and practice; critical aspects of design management, including gender, hierarchy, power relations.

**Dr Silvia Pizzocaro** is a full professor of Industrial Design at Scuola del Design of Politecnico di Milano. Master Degree cum laude in Architecture. PhD in Industrial design. Former Chair of the degree programme in Product design and of the Master of science programme in Product design for innovation for the years 2012–15. A current member of the Board of Professors of the PhD programme in Design at Politecnico di Milano. Over the years, she has worked at the intersection of product design theory, design research culture and education in design.

**Dr. Kerry Harman**’s main research interests are concerned with the politics of learning at work. Her work explores the interrelationships between workplace practices, knowledges, power and subjectivity. She uses the notions of embodiment and performativity to help in these explorations.

**Dr Erik Bohemia** is the Programme Director in the Institute for Design Innovation at Loughborough University and a visiting professor Politecnico di Milano. He is interested in Design as a cultural practice and the material effects of design.