Section 4.b
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Introduction: Challenges and Obstacles to the Enactment of an Outside-In Perspective: The Case of Design

GLORIA Moss\textsuperscript{a}; DE BONT Cees\textsuperscript{b}; SPRINGER Paul\textsuperscript{c} and HORVATH Gabor\textsuperscript{d}

\textsuperscript{a} Buckinghamshire New University, United Kingdom
\textsuperscript{b} Hong Kong Polytechnic University, Hong Kong
\textsuperscript{c} University of East London, UK
\textsuperscript{d} South Wales University; UK

Preferences shape perceptions of product usefulness, utility, ease of use, as well as price sensitivity and the time that people attend to something so contributors are invited to consider factors that shape preferences and influence an organisation’s ability to enact an Outside-in perspective. Relevant factors include nationality (the best contributions will be considered for a Routledge book ‘Nationality, Design and Marketing’), personality (how this shapes creations and preferences), gender (the role of culture and physiological in men and women’s visuo-spatial abilities) and organisational factors (the homogeneity principle and its influence on designer selection with potential conflicts with external customer preferences) A consideration of these factors singly or in combination would be encouraged.

This track therefore explores the challenges/obstacles to achieving an Outside-in perspective using design with key issues being: the way that the involvement of people can shape notions of design excellence; the way that organisational concepts of design excellence may be at odds with those of consumers; and how obstacles in the way of an Outside-in perspective can be identified and addressed. Added to this, an understanding of the way that segmentation variables (personality, nationality and gender) impact design creations and preferences and whether there is an ‘opposites attract’ effect, through the design of these variables (such that for example a design created by someone of nationality x would be preferred by someone of nationality y) or whether there is a ‘like attracts like’ effect such that designs created by men are likely to be preferred by men over women).
The two papers submitted in this section increase our understanding of these issues. The paper by Alana James and Marsha Aftab, ‘People as an essential tool for considering ethics in the product lifecycle’ shows how during the design process people create added value with a participatory approach, whilst during production consumers can become prosumers in consumer-led innovation to help drive forward an ethical agenda. In the second paper by Gloria Moss, Gabor Horvath and Eszter Vass, ‘The impact of gender on children’s design preferences’ we see how boys’ and girls’ design preferences are influenced by the gender of the creator of the design with empirical work showing a strong statistically significant tendency for boys to prefer designs created by men and girls to prefer designs created by women. These findings mirror findings of preferences amongst adults.

These two papers conjointly show the extent to which factoring in customer preferences can benefit the organisations creating the designs.

About the Track Facilitators

**Gloria Moss** PhD, FCIPD, Professor of Management and Marketing at Buckinghamshire New University, has undertaken research on the impacts of nationality, personality and gender on design and marketing decisions. She is the author of five books and over thirty peer-reviewed journal articles.

**Cees de Bont** is the dean of the School of Design at the Hong Kong Polytechnic University (PolyU), Swire Chair Professor of Design and Alex Wong Siu Wah Gigi Wong Fook Chi Professor in Product Design Engineering. Prior to his appointment at PolyU, he was the dean of the Faculty of Industrial Design Engineering at the Delft University of Technology in the Netherlands.

**Gabor Horvath** is a Senior Lecturer in International Business and Marketing at the University of South Wales. He has 22 years in academia, 11 years with the University of Glamorgan/University of South Wales and 11 previously at Pannon University, Hungary.