Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

EXPLORING DESIGNER-CLIENT COMMUNICATION

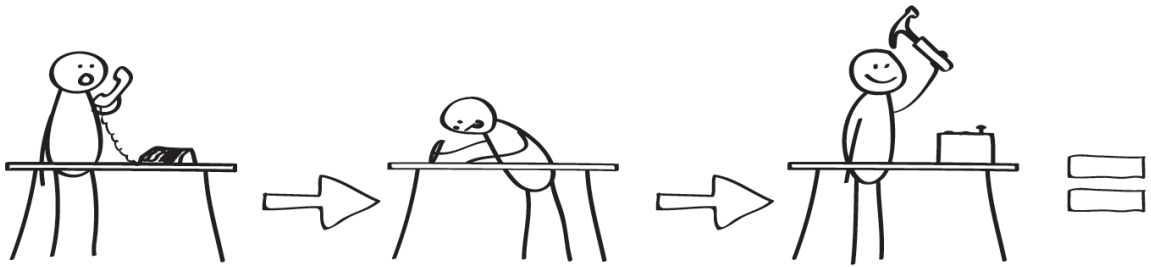
LEWIS PEARSON

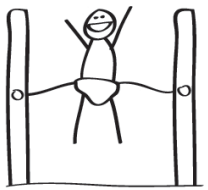
A curved line with every
point equal distance
from the centre

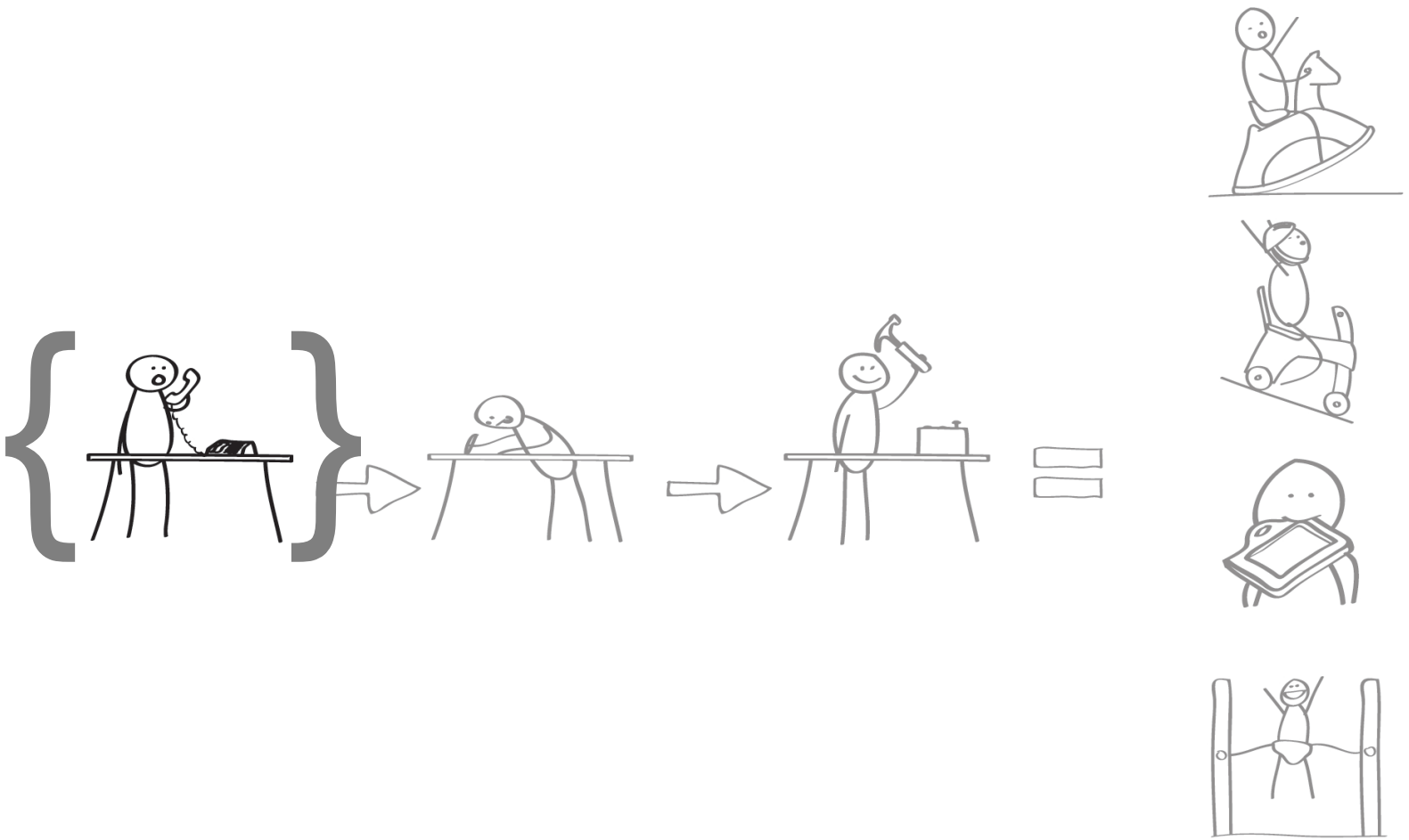
A curved line with every point equal distance from the centre

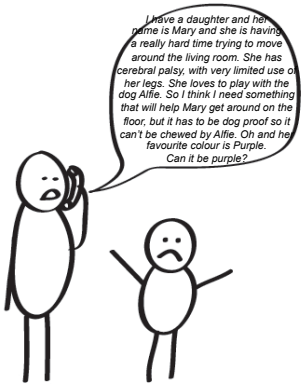
A curved line with every point equal distance from the centre

Cerebra





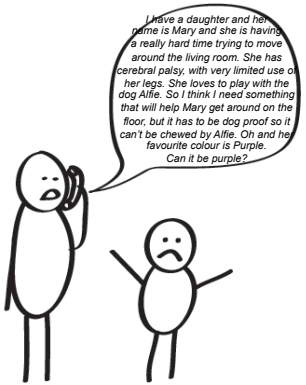



I have a daughter and her name is Mary and she is having a really hard time trying to move around the living room. She has cerebral palsy, with very limited use of her legs. She loves to play with the dog Alfie. So I think I need something that will help Mary get around on the floor, but it has to be dog proof so it can't be chewed by Alfie. Oh and her favourite colour is Purple.
Can it be purple?

Difficult for user-centred designers to establish a brief with non-designers

Obstacles

- *'Wicked problems'*
- *Terminology*
- *Experience*
- *Rapport*
- *Emotion*

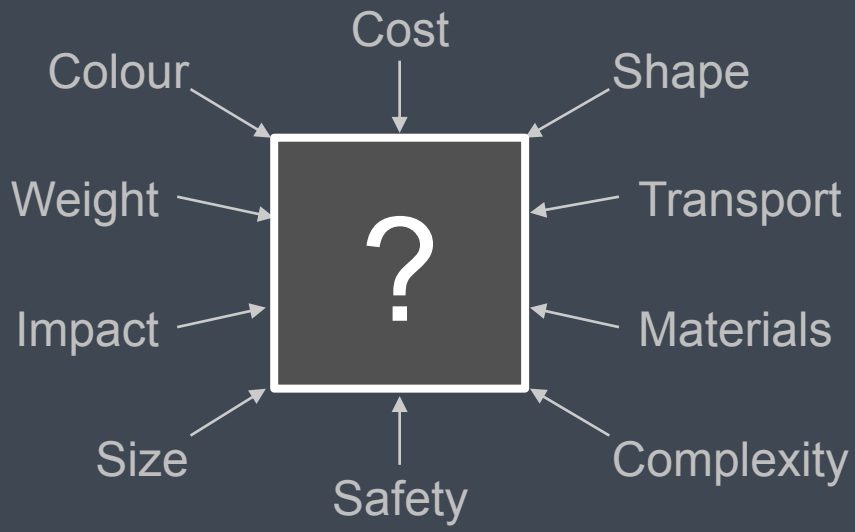


"Wicked Problems"
(Rittel and Webber, 1973)

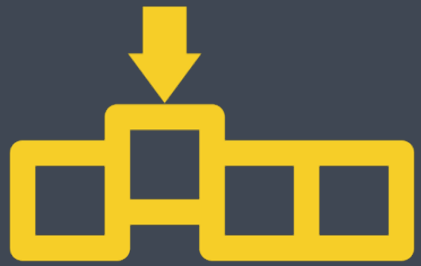
"Two separate worlds"
(Meijers, 2000)

DESIGNER'S END GOAL

To identify the attributes of the **solution**



Variety | Relevancy | Specificity



Provide designers with a toolkit that facilitates **effective communication**

Existing Methods

Inform designers of techniques they can use to gather information

Alternative Method

Inform designers of potential information to **inspire curiosity**

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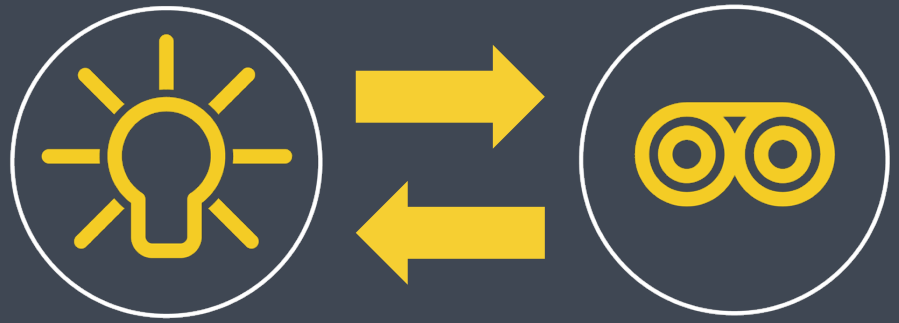

Cycle of effective information gathering (Dewey, 1910)

Design Factors
Considerations that must be met when a system or structure is designed

'Design Factor Prompts'
Triggers that encourage the designer to consider particular design factors

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DUAL-CODING

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Association of new information with visual stimuli improves retention, storage and retrieval of information (Akaygun & Jones, 2014)

DUAL-CODING DESIGN FACTOR PROMPTS

Material

Material

Association of new information with visual stimuli improves retention, storage and retrieval of information (Akaygun & Jones, 2014)

Size

Growth

Weight

Tiredness

Emotions

Behaviour

Dexterity

Pets

Sight

Scale

Shape

Typeface

Material

Wheels

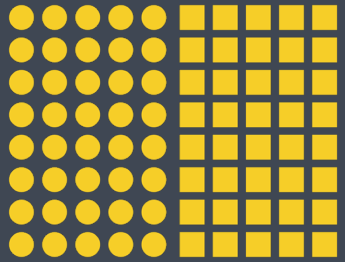
Strength

Storage

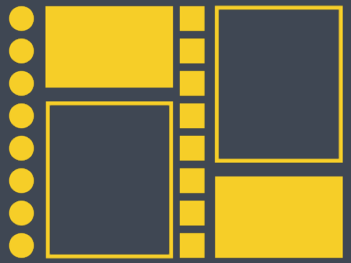
Repair

Manufacture

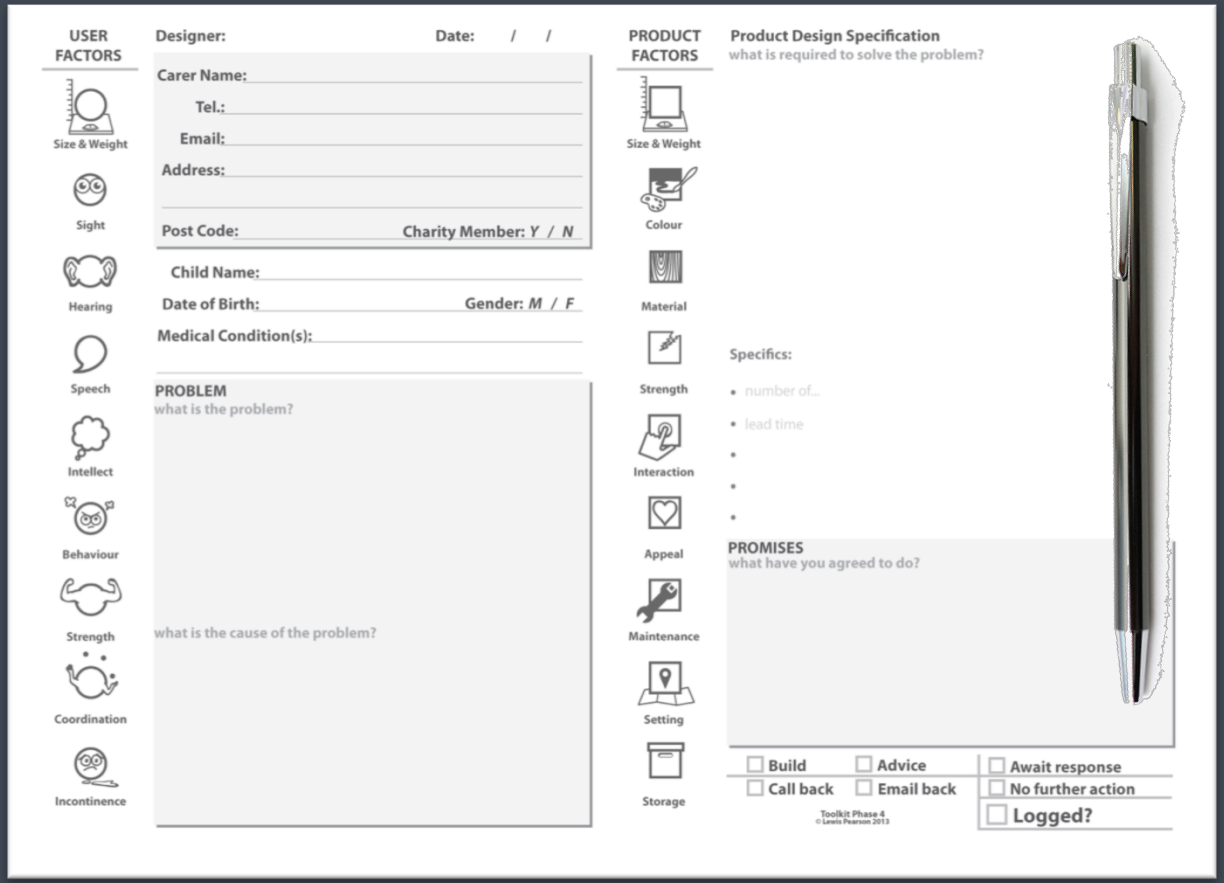
Vast Catalogue of Dual-coded Design Factor Prompts

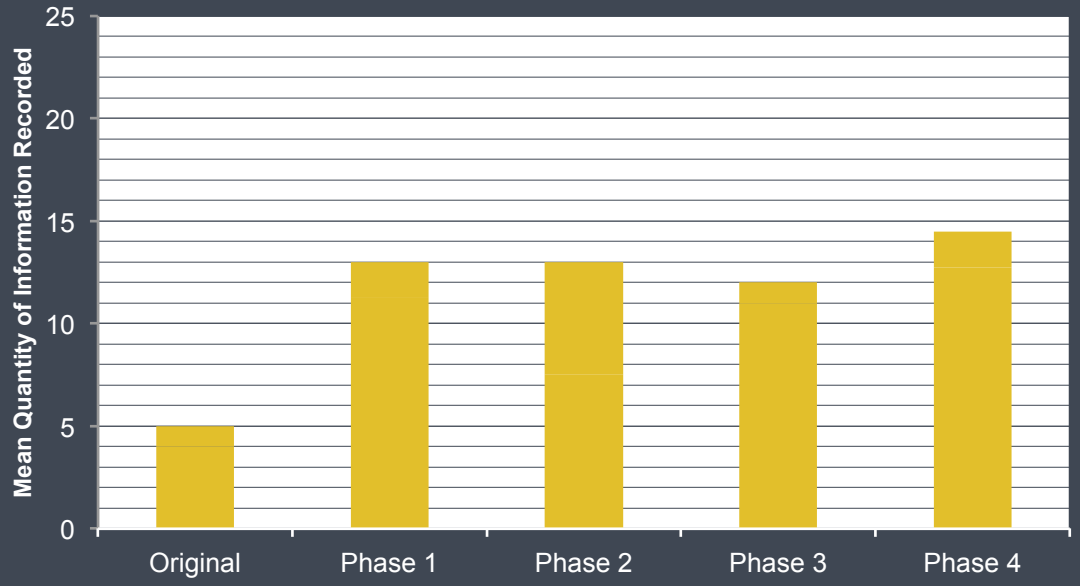


Catalogue of user and product related illustrated design factors



Framework to package and deliver factors to designers





During development, each iteration of the toolkit resulted in a significant improvement to the variety of information recorded versus the original methods used

USER FACTORS
Designer:
Date:
Carer Name:
Tel.:
Email:
Address:
Post Code:
Charity Member: Y / N
Child Name:
Date of Birth:
Gender: M / F
Medical Conditions:
PROBLEM
PRODUCT FACTORS
Product Design Specification
Specifics:
PROMISES
Build
Call back

Clusters

Importance

Relationships

Narratives

user factor
Posture
physical attribute
user factor
Emotions
cognitive ability
user factor
Growth
physical attribute
user factor
Weight
physical attribute
user factor
Age
physical attribute
user factor
Stature
physical attribute
product factor
Appeal
form
product factor
Safety
maintenance
product factor
Material
form
product factor
Stigma
form
product factor
Wheels
function
product factor
Mass
form
product factor
Size
form
product factor
Weight
form
product factor
Transportation
life cycle
product factor
Manufacture
logistics
product factor
Shape
form
product factor
Maintenance
maintenance

THANK YOU

ANY QUESTIONS?