

# STUDIES IN DESIGN RESEARCH?

TABEA LURK. MEDIATHEK HGK 2017

## Core research phases

**\* Discovery**

**\* Definition**

**\* Conceptualization**

**\* Design**

**\* Implement**

**\* Evaluation**

## What is a method?

(... in relation to research?)

a **systematic** procedure

..... for gaining / accomplishing better understanding / knowledge /  
professional experience / ...



## What is a method?

the quality of being

**well organized and systematic**

in thought and action.

“historical study is the rigorous combination of knowledge and method”

Source: Google-Search: 2017-10

## What makes research scientific?

- **Objectivity** (Objektivität) – Are procedures attempting to uncover results/truths objective and presented in a transparent way?
- **Reliability** (Zuverlässigkeit) - Is the research study repeatable? Are measures used reliable and consistent?
- **Replication** (Wiederholbarkeit) – Are sources and methods reported detailed enough that a second person could repeat it?
- **Validity** (Gültigkeit) – Are the results reliable and valid?

## How to acquire knowledge?

Branches or schools of thought

- **Empiricism:** focusing on experience, perceptual observations ...
- **Idealism:** knowledge is acquired by a priori processes or is innate...
- **Rationalism:** reason as the chief source and test of knowledge.  
Bachelard: “information is a difference which makes a difference”
- **Constructivism:** knowledge is a compilation of human-made constructions
- “Knowledge in action” (R. Kuhlén)

## Possible aims are

independently

- map
- research
- analyze
- synthesize
- and communicate

research, theories, projects

and their interrelationships confidently

and independently through written, design, oral and multimedia presentations.

## **Possible aims are**

assemble and compose

- formal and
- informal knowledge

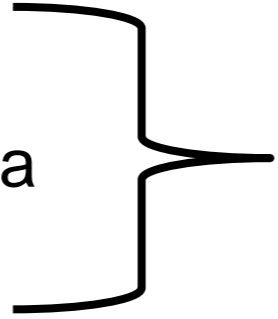
in ways that creatively challenge and champion design.

<http://www1.rmit.edu.au/courses/035023>



## What is Design Research?

How to approach such a topic?

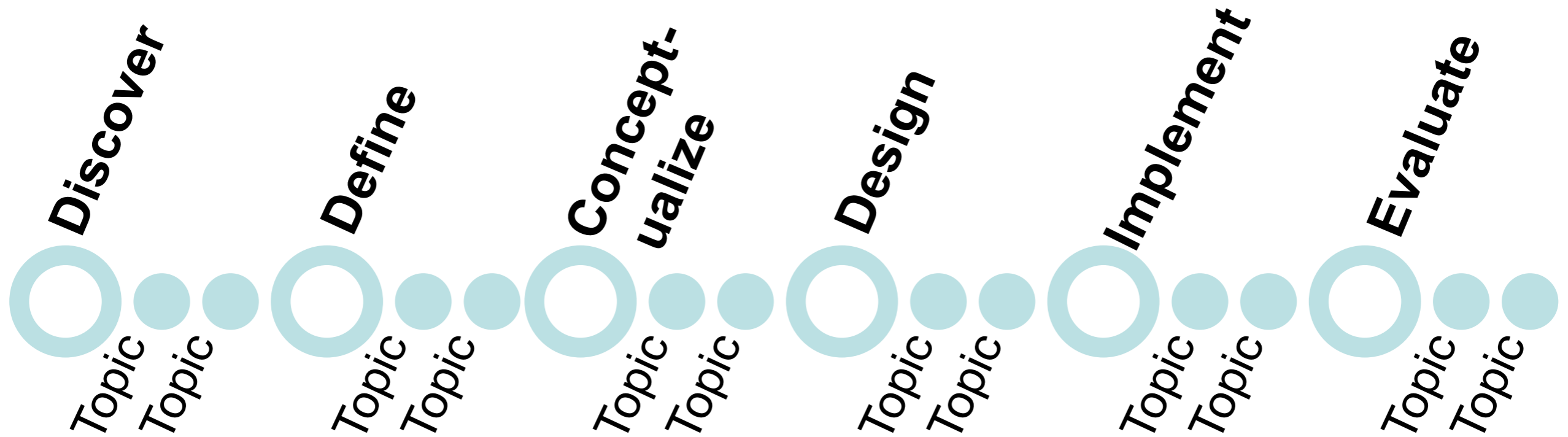
- Library's catalogue (NEBIS)
  - Google (Scholar) → Wikipedia
  - Mediatheks' OA-Ressources
- 
- explore & discover**

## References & Suggestions



[https://mediathek.hgk.fhnw.ch/wordpress/  
handapparate/  
design-research-masterstudio-2017/](https://mediathek.hgk.fhnw.ch/wordpress/handapparate/design-research-masterstudio-2017/)

## Core research phases



<http://designresearchtechniques.com/#/>

## 12 Design Methods (Matt Cooper-Wright)

User interview

Expert interview

Extreme interview

**Interviews are structured conversations**  
you should  
**plan** the questions you're going to ask in a  
'discussion guide'.

The guide should keep you on time and  
make sure  
you cover all the questions you need to ask.

<https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>

## 12 Design Methods (Matt Cooper-Wright)

User interview

Expert interview

Extreme interview

**Your aim is  
to see the world  
through **the interviewees** eyes.**

<https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>

## 12 Design Methods (Matt Cooper-Wright)

User interview

Expert interview

Extreme interview

**Group session (!)**

Expert panel

Analogous experience

**The key is  
to look for situations  
where **similar problems** have been  
addressed.**

<https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>



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Group session (!)

Expert panel

Analogous experience

**Empathy experience**

**An empathy experience  
is about  
putting yourself in **the user's shoes.****

<https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>

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User interview

Expert interview

Extreme interview

Group session (!)

Expert panel

Analogous experience

Empathy experience

**Desk research**

Data mining

Behaviour tracking

Surveys

Guerrilla Research

<https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>

## **Design Thinking**

Overcome “tayloristic” distinction between thinking and acting

Solve problems from a user-centric point of view.

**The most important thing**

... is being well prepared!

You have to get to know **your subject** or topic!

## Which means ...

... to come back to research

..... and learn to ask the right questions

.....at the right place and time

**? Who Wer?**

**? What Was?**

**? When Wann?**

**? Where Wo?**

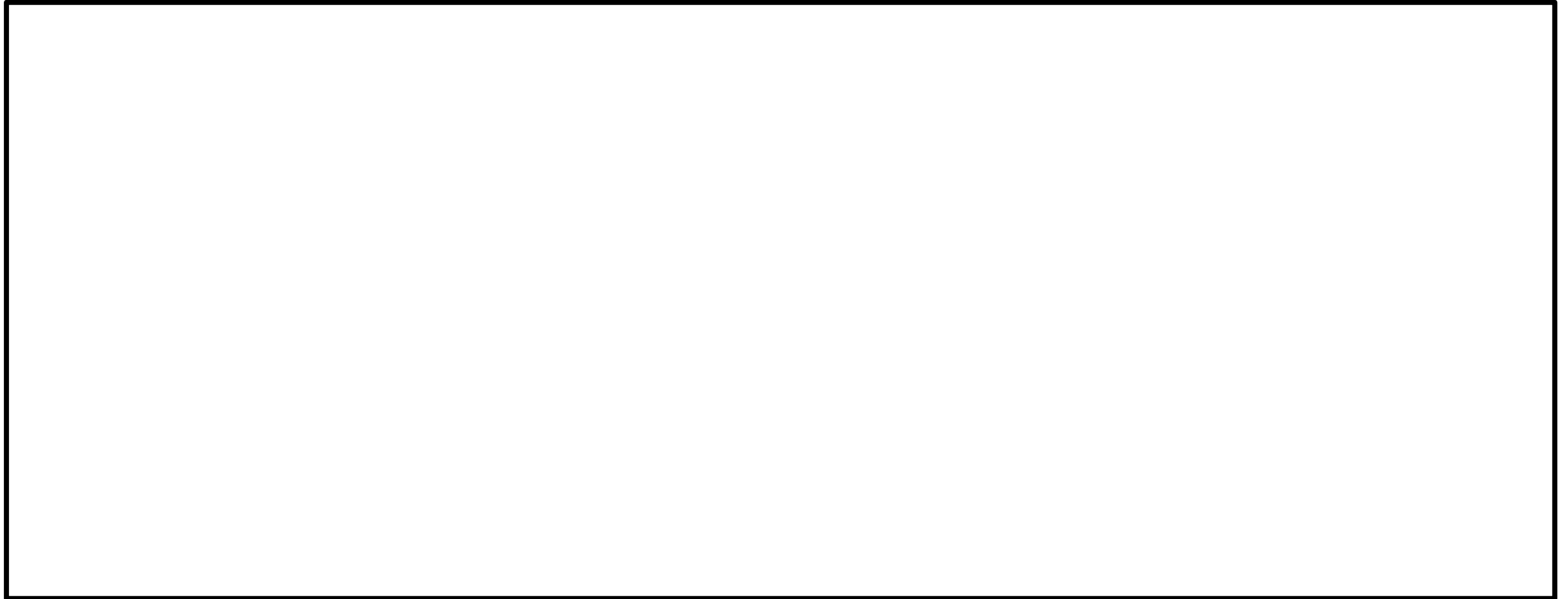
**? Why Warum**

**? HoW Wie?**

**? What for Wozu?**



## Structure e.g. by Mindmaps



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**Please try**

... in regard to the call for

**Nähe / Proximity in the digital age....**

(Masterstudio Participation)

**Thank you very much for your  
attention!**

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