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)
To identify the attributes of the solution

DESIGNER’S END GOAL

Cost

Colour

Shape

Weight

Transport

Impact

Materials

Size

Complexity

Safety

Variety | Relevancy | Specificity
Provide designers with a toolkit that facilitates **effective communication**
Inform designers of techniques they can use to gather information

Existing Methods

Inform designers of potential information to inspire curiosity

Alternative Method
Inform designers of techniques they can use to gather information

Inform designers of potential information to inspire curiosity
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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‘Design Factor Prompts’
Triggers that encourage the designer to consider particular design factors
A curved line with every point equal distance from the centre.
Association of new information with visual stimuli improves retention, storage and retrieval of information (Akaygun & Jones, 2014)
Association of new information with visual stimuli improves retention, storage and retrieval of information (Akaygun & Jones, 2014)
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**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>N/A</td>
</tr>
<tr>
<td>Date</td>
<td>1/1</td>
</tr>
<tr>
<td>Email</td>
<td>N/A</td>
</tr>
<tr>
<td>Address</td>
<td>N/A</td>
</tr>
<tr>
<td>Post Code</td>
<td>N/A</td>
</tr>
<tr>
<td>Charity Member</td>
<td>Y/N</td>
</tr>
<tr>
<td>Child Name</td>
<td>Remy</td>
</tr>
<tr>
<td>Date of Birth</td>
<td>1/1</td>
</tr>
<tr>
<td>Medical Condition</td>
<td>CP, ADHS, DD</td>
</tr>
</tbody>
</table>

**PRODUCT FACTORS**

<table>
<thead>
<tr>
<th>Property</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size &amp; Weight</td>
<td>N/A</td>
</tr>
<tr>
<td>Colour</td>
<td>N/A</td>
</tr>
<tr>
<td>Material</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**PROBLEM**

- The child needs to be able to sit down and feed themselves.
- The table needs to be adjustable to accommodate the child's height and reach.

- The table needs to be sturdy and stable.
- The table needs to have a smooth finish for easy cleaning.

**PROMISES**

- Build a table that meets the child's needs.
- Ensure the table is adjustable for the child's height and reach.
- Ensure the table is sturdy and stable.
- Ensure the table is easy to clean and maintain.

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**Product Design Specification**

- The table should be designed to be adjustable to suit the child's needs.
- The table should be made of high-quality materials for durability.
- The table should be designed to be easy to clean and maintain.
- The table should be safe and secure for the child to use.

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**Build**

- Final product specifications:
  - Adjustable height and reach.
  - High-quality materials.
  - Easy to clean and maintain.
  - Safe and secure for the child.

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**Call Back**

- Contact details:
  - Email: N/A
  - Phone: N/A

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**Notes**

- The child needs to be able to sit at the table.
- The table needs to be adjustable to accommodate the child's height and reach.
- The table needs to be sturdy and stable.
- The table needs to have a smooth finish for easy cleaning.

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**Signatures**

- Designer: [Signature]
- Date: 1/1
THANK YOU

ANY QUESTIONS?