

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

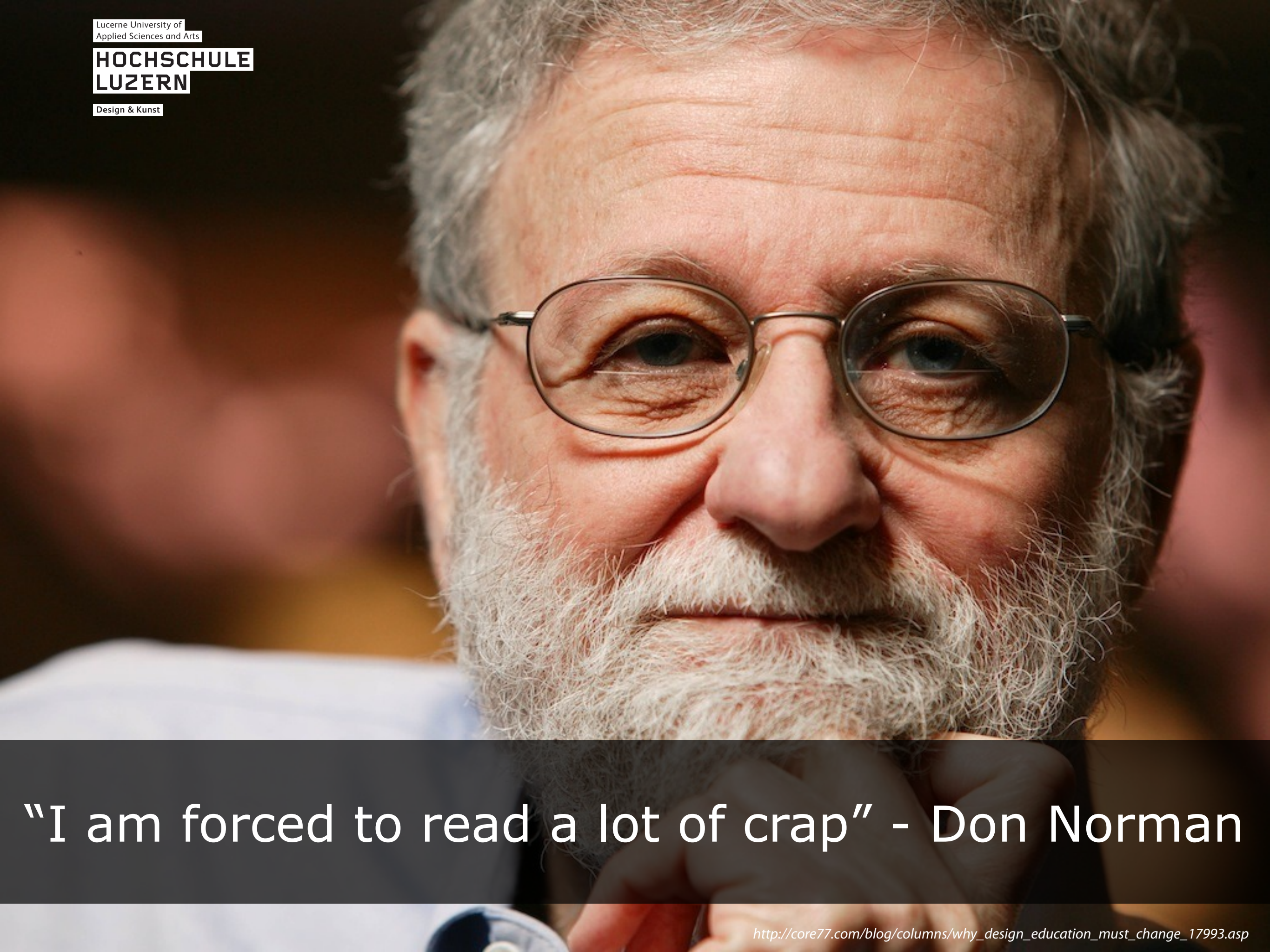
Design & Kunst

FH Zentralschweiz

Design Research - A Failure of Imagination?
DRS/Cumulus Symposium - 18/19 May 2011

Dr. Andy Polaine

Lecturer/Research Fellow - Service Design
andrew.polaine [at] hslu.ch
Twitter: apolaine



“I am forced to read a lot of crap” - Don Norman

- A Public Voice
- School Curricula
- Research, Theory, Practice - false divide

Three Key Reasons

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Design & Kunst

Average 3.5 million UK viewers per episode

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Design & Kunst

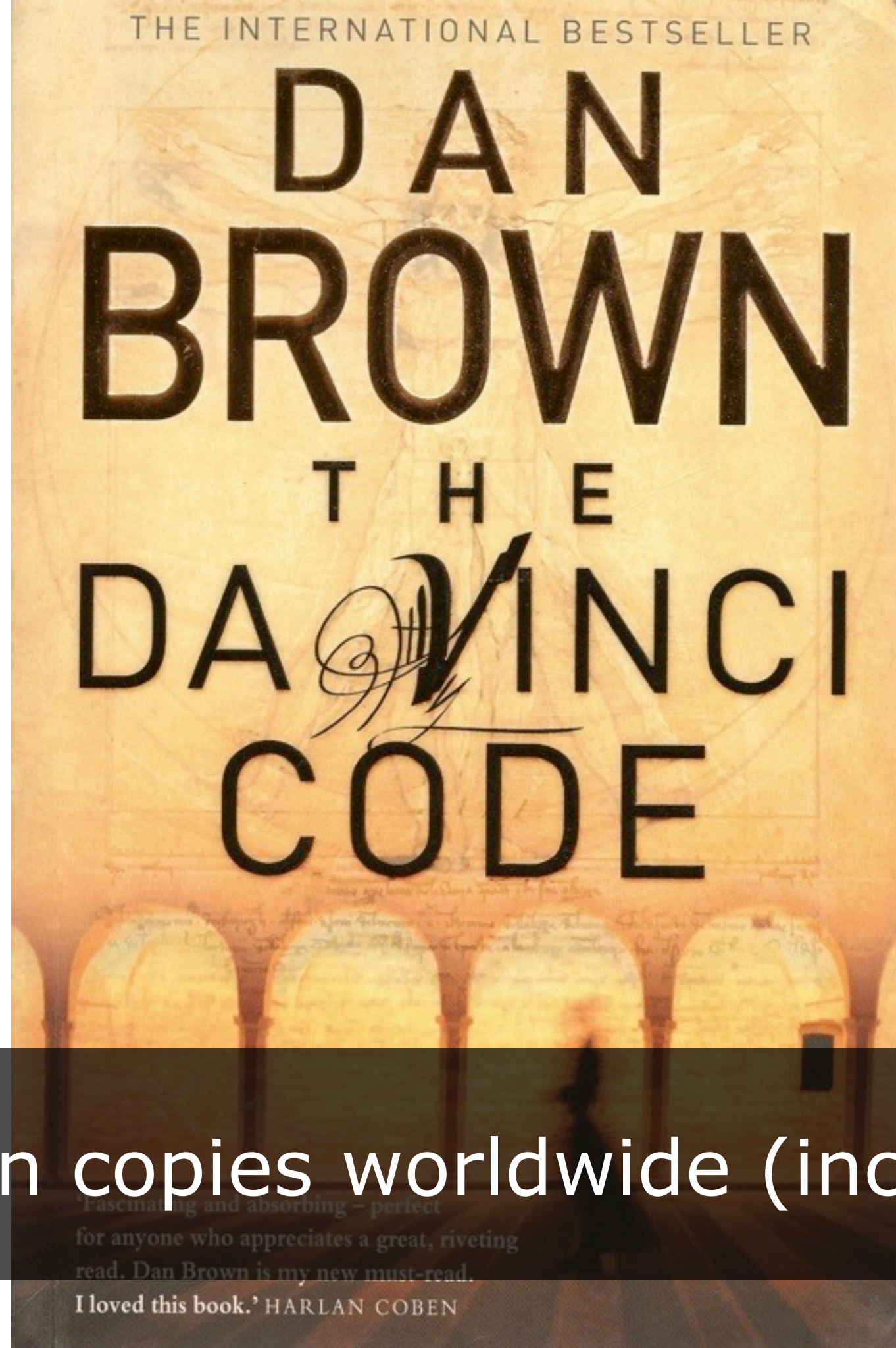


18.65 million iPhones in 1st quarter, 2011

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Design & Kunst

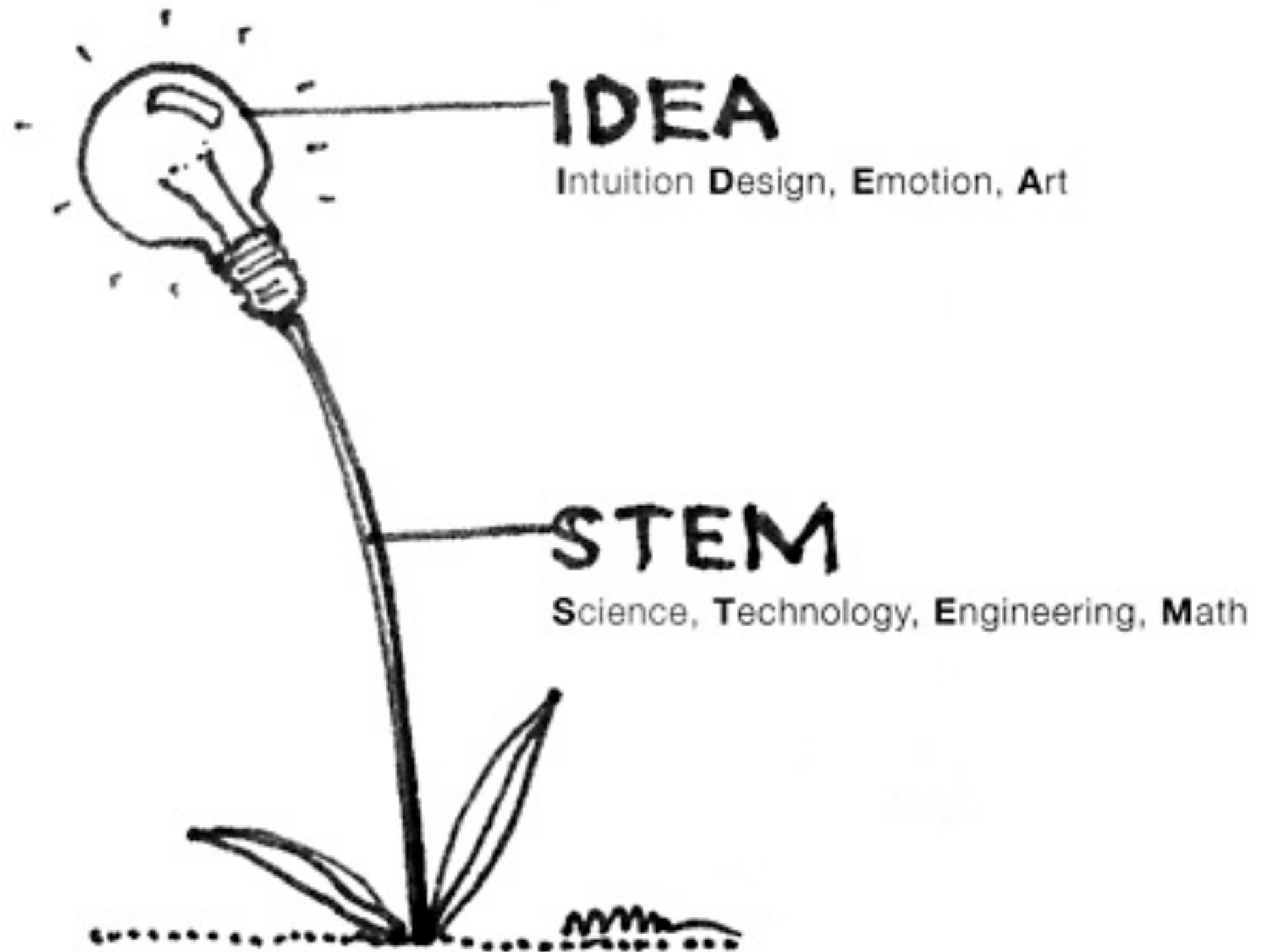


40+ million copies worldwide (inconceivably)

“Design education, design research and, by extension, design education research, have failed to imagine an integrated vision of design’s role in society comparable to that of science.”



We lack a loud enough voice in public



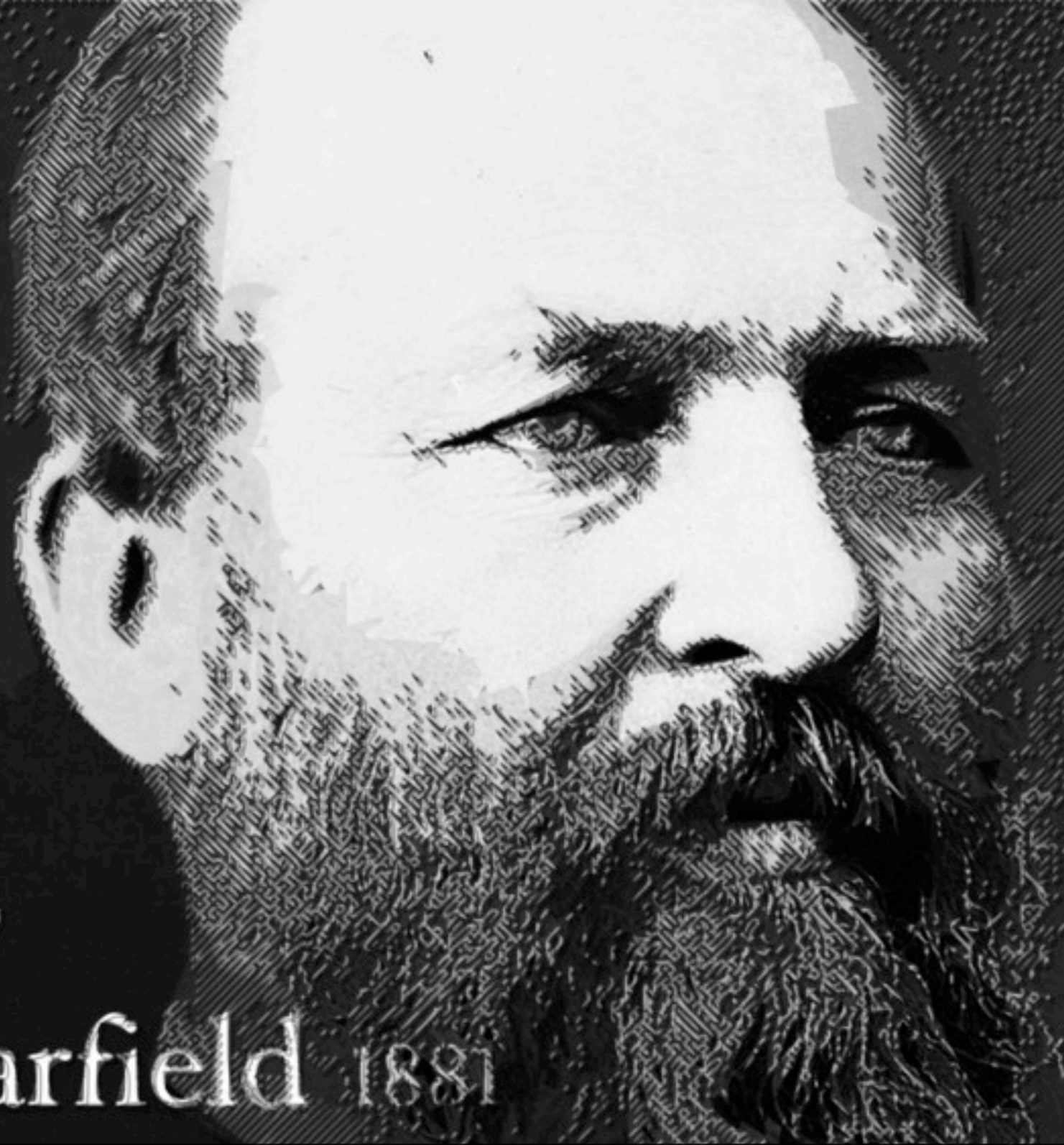
Maeda's STEM of an IDEA



Theory, research & practice - a false divide



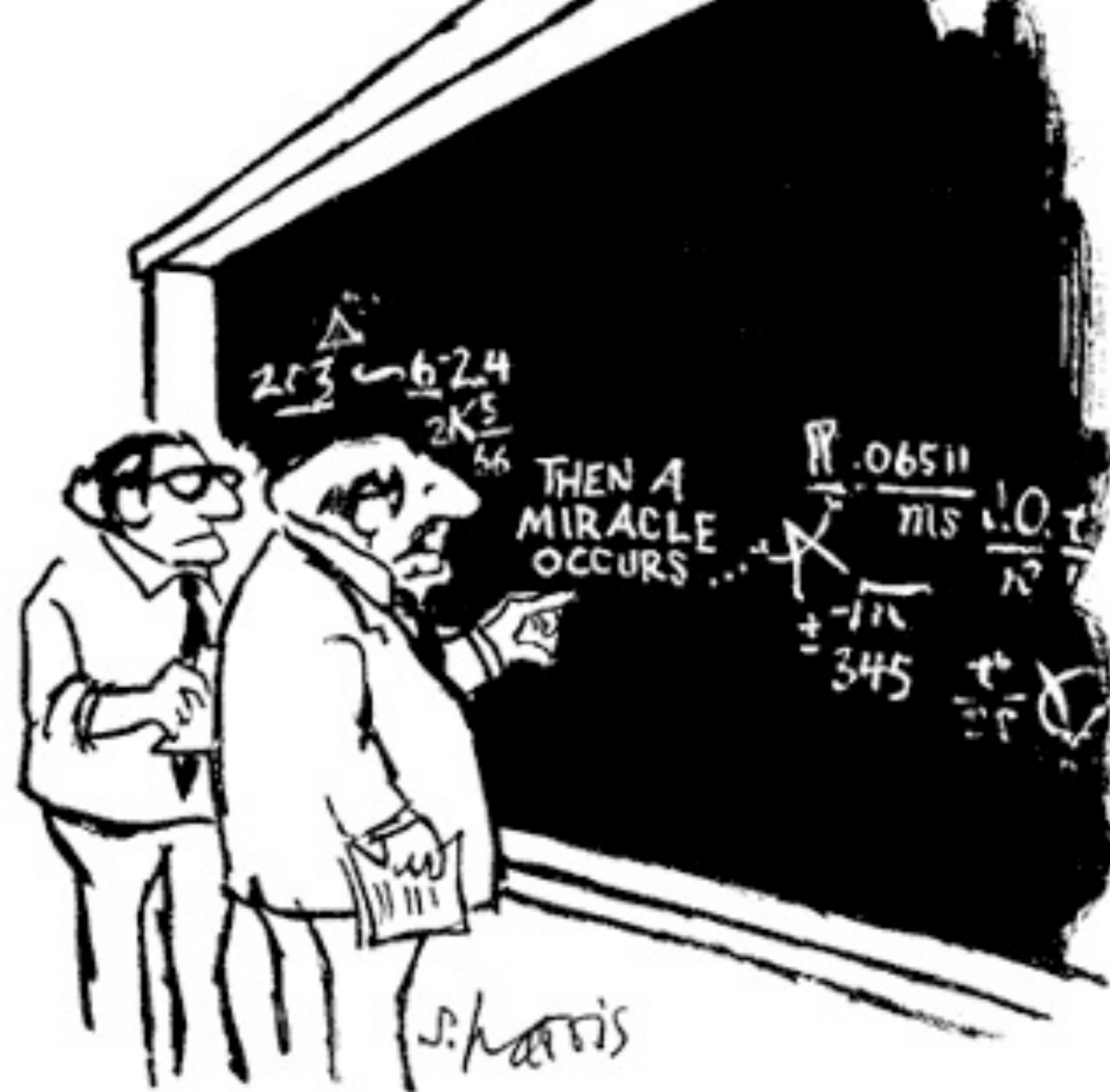
A failure of imagination in schools



20.

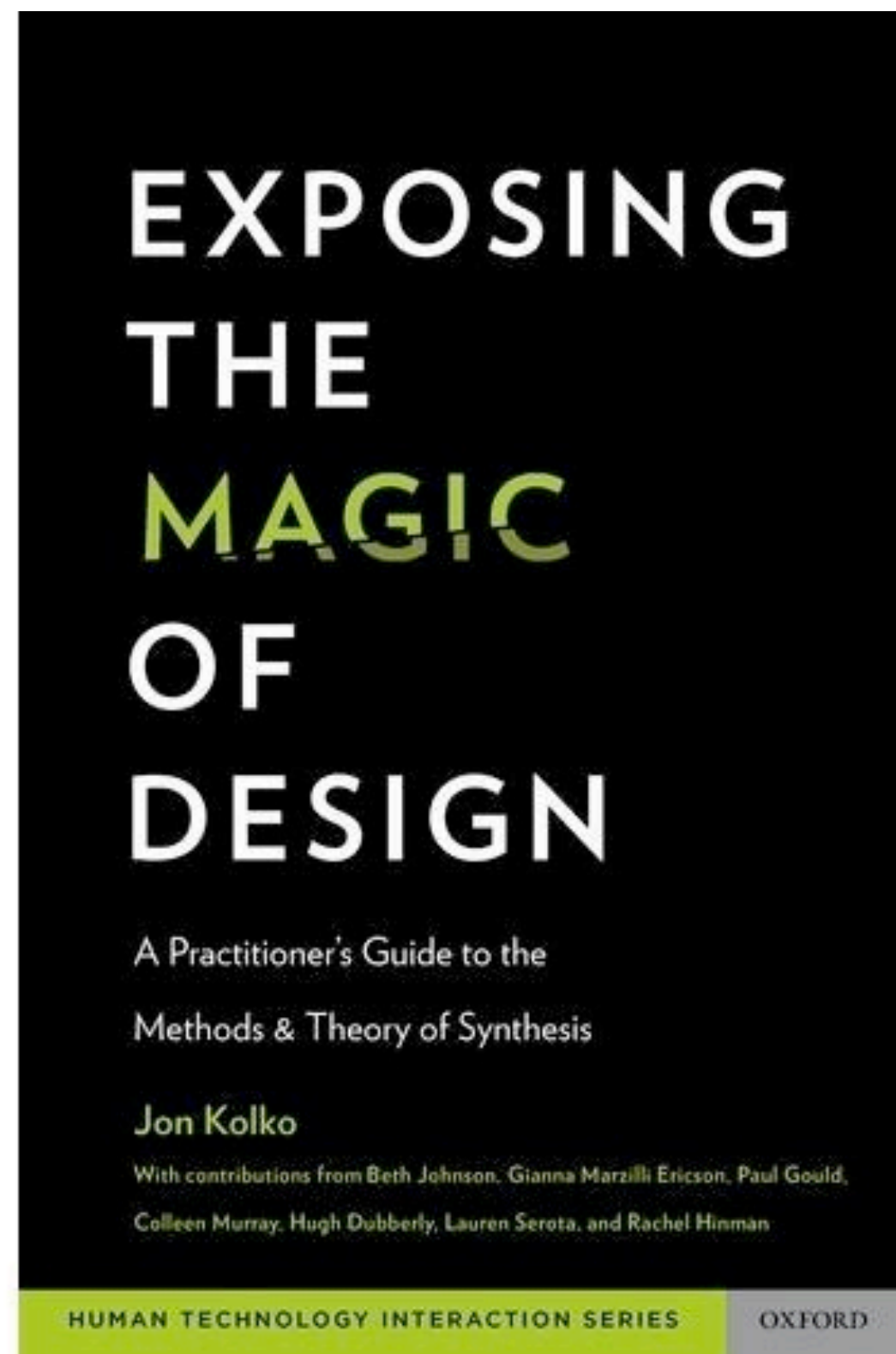
James A. Garfield 1881

“If the power to do hard work is not talent, it
is the best possible substitute for it”



"I think you should be more explicit here in step two."

Expose the process, stop selling magic.



Jon Kolko on Synthesis

“Sensemaking is an internal, personal process, whereas synthesis can be a collaborative, external process.”

(Kolko, 2011)



Jon Kolko on Synthesis

“For science, the process and method are everything.

In design practice, results are seen to be what count and often speak for themselves in the designed artefacts. Process is simply a means to an end.”



Science Method vs Design Method



**For most scientists, research is science,
scientific practice is research.**

“Service design, interaction design, and experience design are not about the design of physical objects: they require minimal skills in drawing, knowledge of materials, or manufacturing. In their place, they require knowledge of the social sciences, of story construction, of back-stage operations, and of interaction”

(Norman, 2010)



Service Design and World Peace



The paradox of interdisciplinarity



**The Security Needs Assessment Protocol:
Improving Operational Effectiveness through
Community Security**

Derek B. Miller and Lisa Rudnick

Service Design and World Peace



“Design is both a social process, with implications for others who are participants to that process, and also brings something new into the world that may have social force. Attending to both matters responsibly will be essential as the field moves forward.”

– Derek B. Miller, 2010, The Policy Lab/UNIDIR

Service Design and World Peace



“These are real issues that need [...] attention by people who are committed — professionally — to trying to figure out what is wrong with their own ideas, and not what is right about them. Designers are worryingly not involved in that process. Design is trying to prove itself, rather than disprove itself. It is the latter, though, that will serve the social good.”

– Derek B. Miller, 2010, The Policy Lab/UNIDIR

Service Design and World Peace



andrew.polaine[at]hslu.ch



@apolaine