

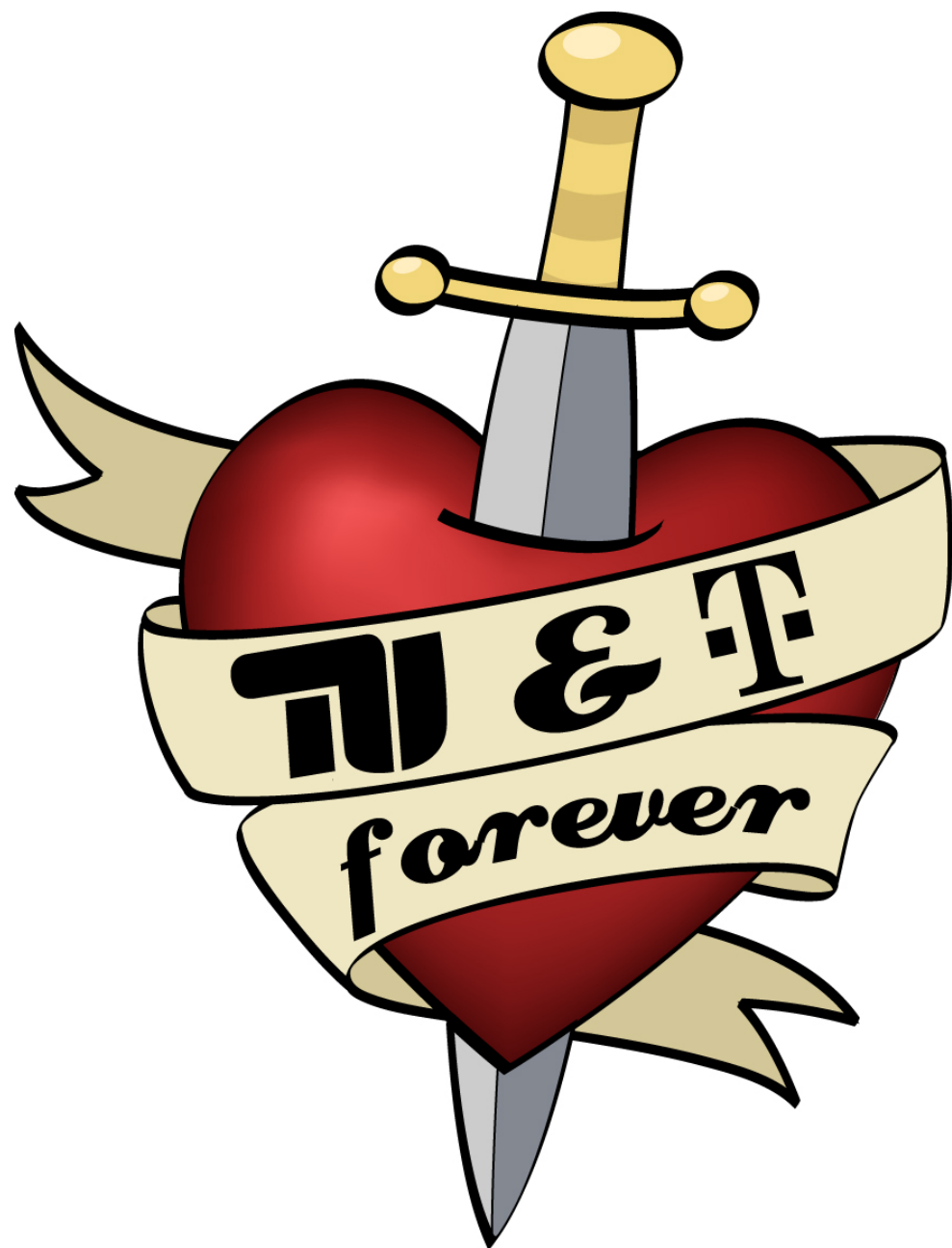
Best or Worst of the Two Worlds?

Experience in University-Industry Collaborations.

Dr. Gesche Joost, Dr. Rosan Chow

30. + 31. Mai 2008; Swiss Design Network Symposium, Bern

background

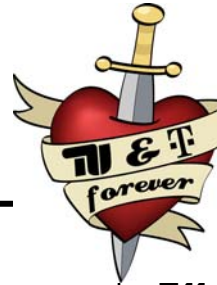


coincidence

experiment

39:1

success
through
evidence



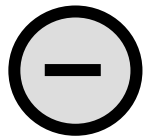
University

Industry



- Good facilities
- Funding opportunities
- Direct industry connection
- Transfer of ideas to market
- Market situation tools as up to date information source

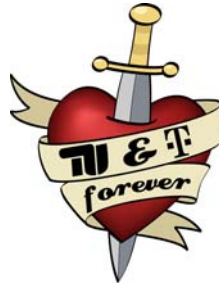
- Effective and efficient knowledge transfer
- Stronger economic performance
- Educational purpose within company („Unternehmenskultur“)
- Direct access state of the art research
- Potential influence on research agenda



- Difficulties with intellectual property rights
- Industry influences research agenda
- Double workload: reporting to industry partner
- Commercialization of research and education?

- Aim for direct application of results, contrast to long term research / basic research
- Different values in industry / university
- Danger of getting no measurable results

publications
count



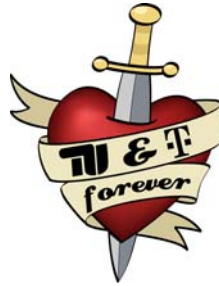
Design Research in Germany today

- **Problems:**

- how to get funding for design research projects?
- design research is not enough integrated into universities
- to handle “Drittmittel” (external funding) is often a bureaucratic problem

- **Opportunities:**

- industry is asking for design research knowledge and methods for innovation and competitive advantage
- Design research can play a major role as mediator in interdisciplinary projects
- Design research can connect to international design research activities and build up a network



How to foster UI collaboration for Design Research?

- Approach from both sides needed
- Being clear about the expectations and results
- Allowing academic freedom for research
- Allowing knowledge transfer to industry by finding a common language
- Design research may not become a design studio for the industry!
- Industry should not focus on short term results but on long term innovation

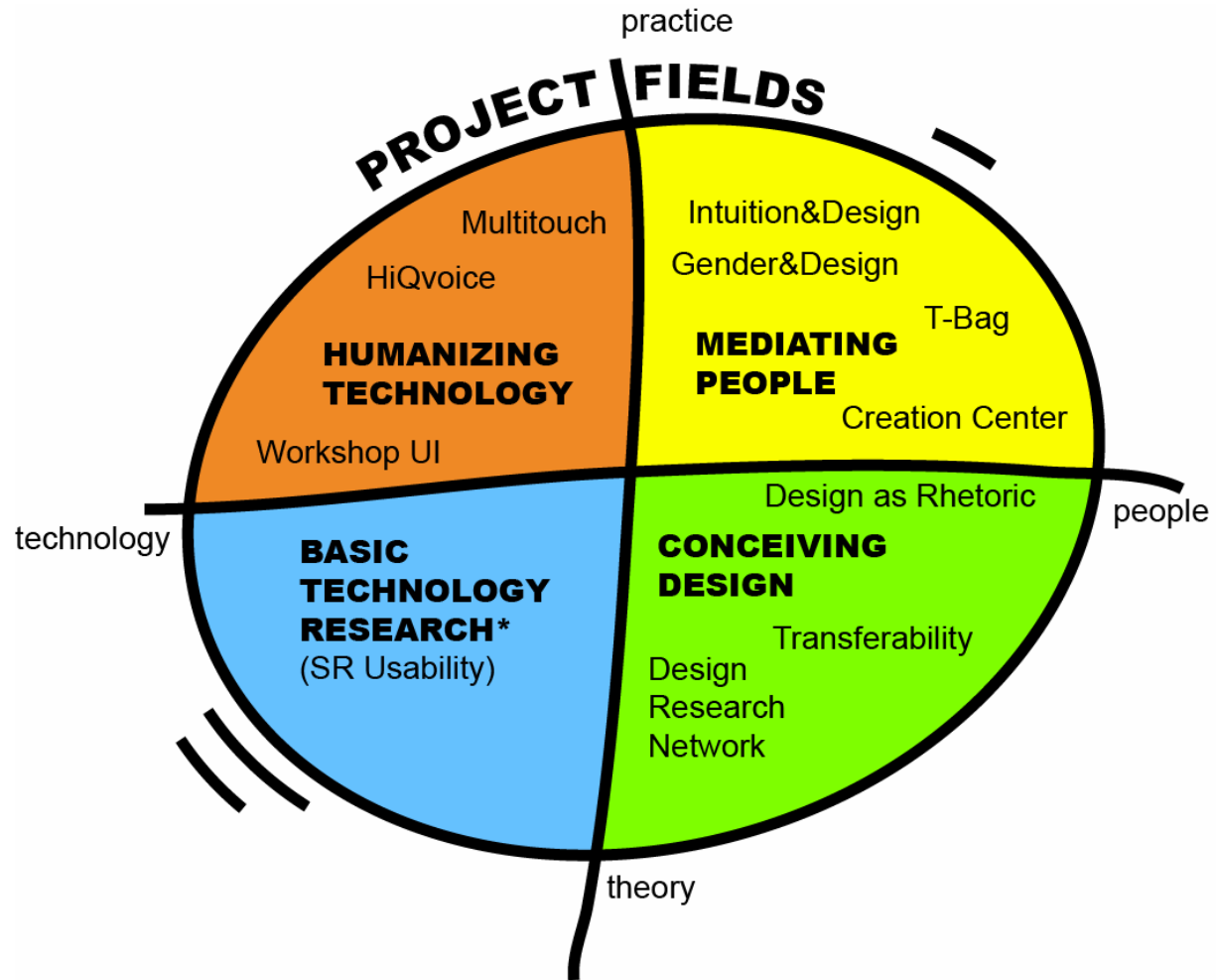


Research is
our passion.

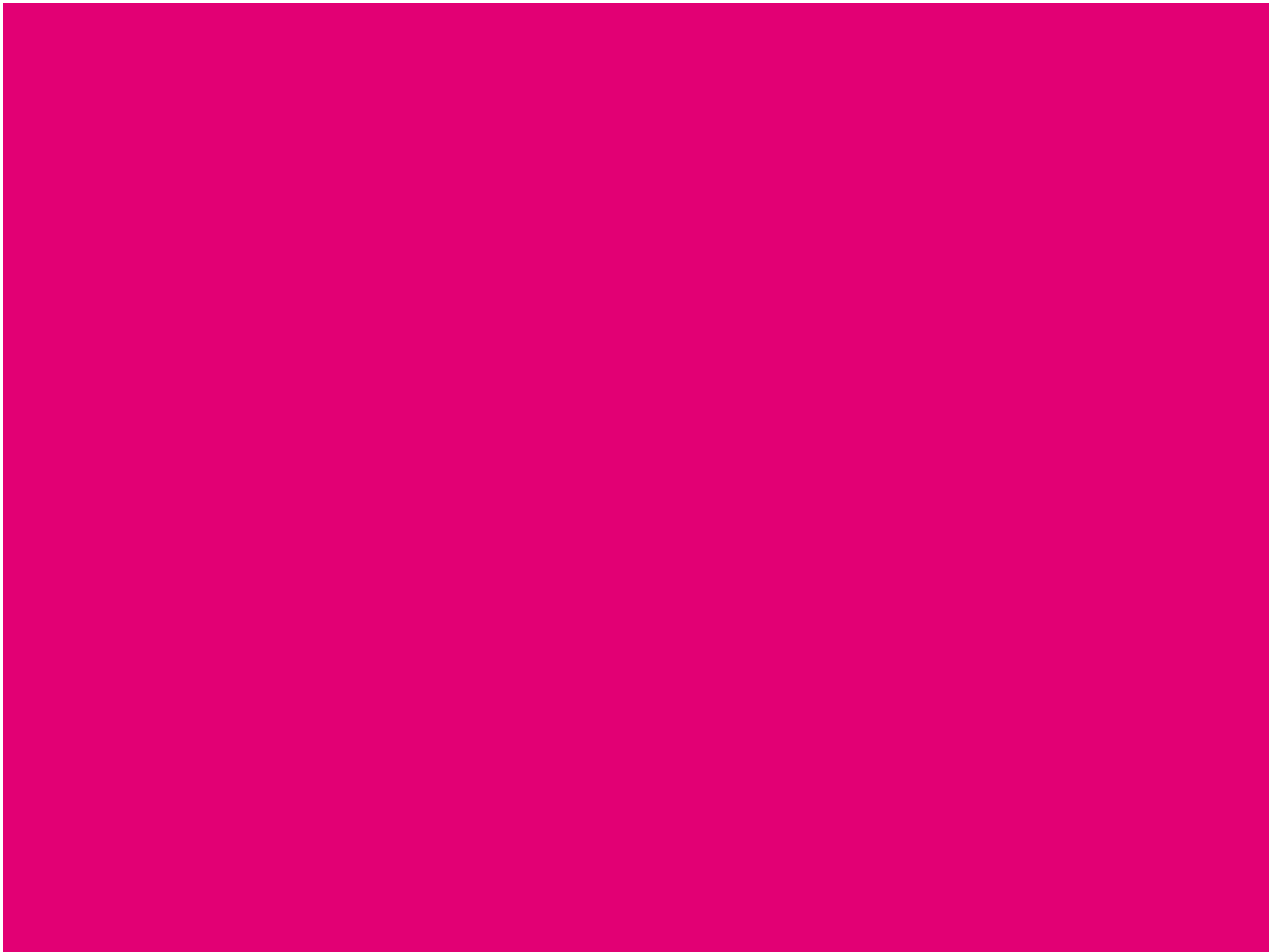
■ ■ **T** Deutsche Telekom
Laboratories

Project Fields.

From People to Technology, from Theory to Practice.



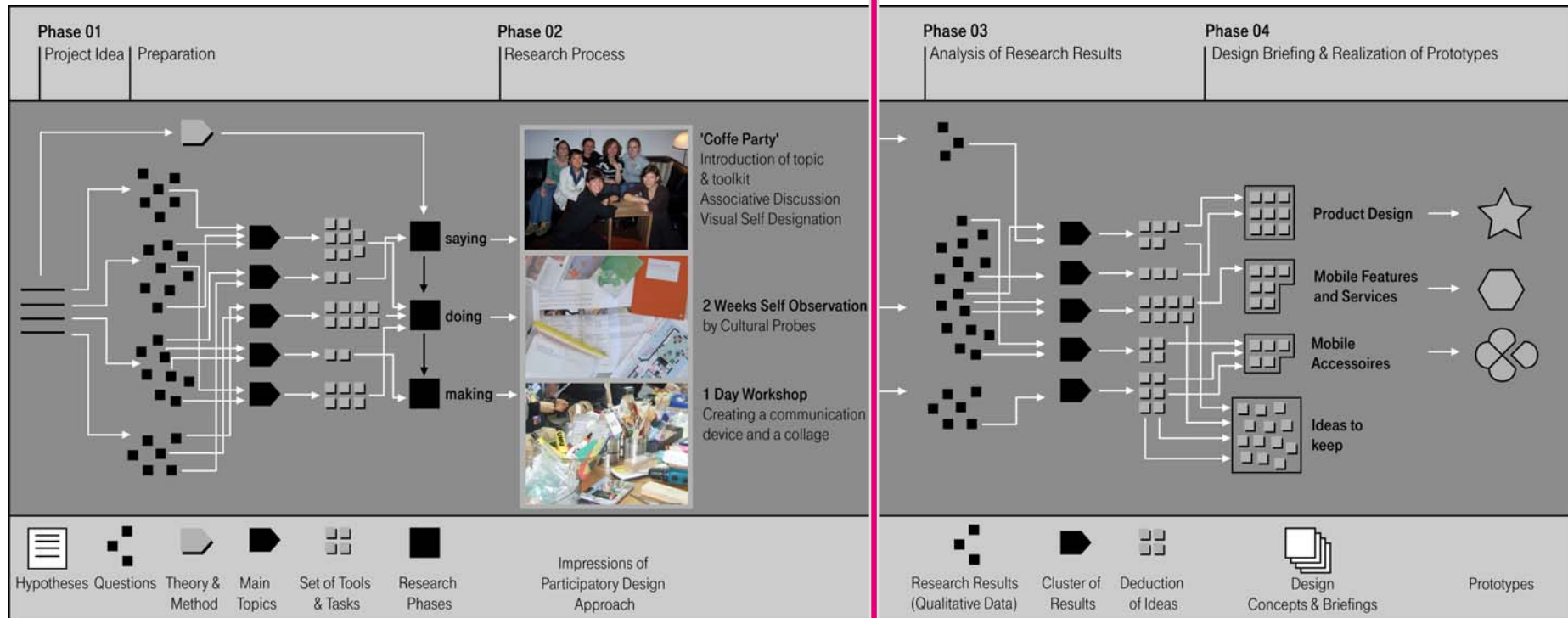
Call Girls







Research Process.



Project status May 2008

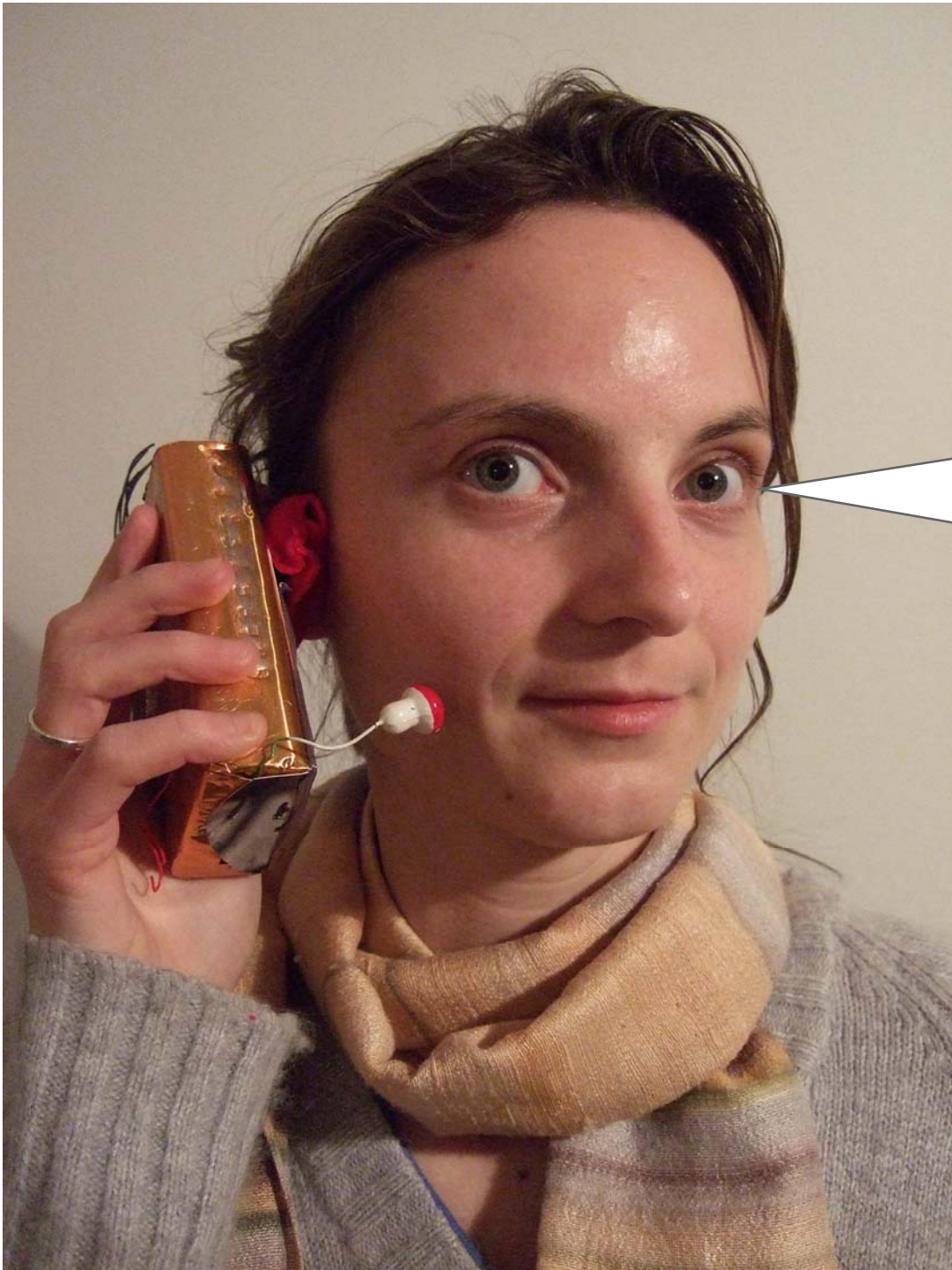
Methods & Tools.

Overview.

Increasing level of users' involvement and participation	Framework for user self-expressions (Liz Sanders)	Methods	Tools
	Saying	Focus group discussion to introduce research topic and tools	'Coffee Party' in one of the researcher's flat to offer an informal and private atmosphere; <ul style="list-style-type: none"> • Associations by words • Self designation by images
	Doing	Self-Observations by Cultural Probes	<ul style="list-style-type: none"> • Photographic Documentation • Postcards • Social Mapping • Home Mapping • Location Mapping • Calling Diary • Associative Answering • Associative Collecting • Ranking of Purchasing Criteria
	Making	1 Day Workshop applying generative tools	Prototyping <ul style="list-style-type: none"> • mobile Devices • Collages

It is able to change its shape - like modeling clay - and color according to its mood."





A family planner would be nice where all the dates of me, my husband and my children are summarized!



I want to have an **ecological** phone which is energy-saving and consists of renewable, biodegradable material!

DesignResearchNetwork

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Questions & Hypotheses

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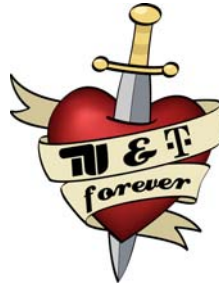
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The DesignResearchNetwork. A simple guide.



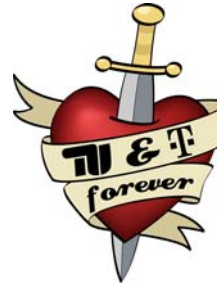
Birkhäuser Prize

The Birkhaeuser DRNetwork Prize promotes highest quality discussion on the Design Research Network by rewarding the most



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Discussion:

Can UI collaborations be a role model to establish design research on a broad basis in Germany, Switzerland, Europe?

Does it reflect on the core character of design by bridging the gap between theory and practice,

Or is it a mere commercialization of research and education?

Thanks for your attention!

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