

# Design Innovation & Research

November 15, 2008  
University of California, Irvine  
Callt2 Auditorium  
(contact: [avenkate@uci.edu](mailto:avenkate@uci.edu))

## Conference Schedule

**08:30AM – 09:00AM**     **Coffee & Pastries**

**09:00AM – 09:05AM**     ***Welcome***  
**Alladi Venkatesh**

**09:05AM – 09:15AM**     ***Introductory Remarks***  
**Sanjay Dalal**  
President & Managing Director, Innovation Index Group

**09:15AM – 10:05AM**     ***Design and the World of Business***  
**Kathryn Best**  
Design Professor, University for the Creative Arts, Consultant, Author, UK

Design management – the management of design strategies, processes and projects – explores the connection between design and business. As the role of design in the world continues to broaden, organizations are increasingly viewing design as being integral to their decision-making processes. What is the connection between design and business strategy? How can design shape decision-making processes, and help identify new opportunities? In what ways can design contribute to business success? This session will build on the material in the speaker's ongoing work on Design Strategy, process and implementation.

**10:05AM – 10:55AM**     ***Driving to Trafficking – From Efficiency to Experience in Design***  
**Richard Harper**  
Principal Researcher, Microsoft

In this presentation I will remark on how the design problem has shifted. If, for the past half a century or so, designers focused on 'efficiency and effectiveness' in human machine interaction, now there has been a turn to design for 'experience'. But if that is the case, what does that mean? The phrase

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'experience design' is used commonly, but hardly ever specified. I will argue that one can answer this question by reflecting on the kind of model of the human that underscores design for efficiency and the kind of model for what are now thinking of as design for experience. This will be illustrated with reference to the difference between design for driving and design for trafficking: as I shall so, these are very different things indeed.

**10:55AM – 11:15AM**     **Coffee Break**

**11:15AM – 12:05PM**     ***An Ethnographic Perspective on Sustainability:  
What Green Really Means for Design***

**Norman Stolzoff**

President, Ethnographic Insight

**Environmental Sustainability – An Emerging Frontier:** The topic of environmental sustainability represents a new frontier for businesses. Sustainability is not only complex at the conceptual level, but is also complex in the way that consumers understand and deal with it in their everyday lives. From a marketing perspective, companies are currently struggling to understand who the target consumers are, what their needs are, how to design innovative eco-friendly products and services, and how best to communicate about their green initiatives with these targets.

**Some Current Perspectives and Limitations:** Until very recently, however, consumer insights in this space have been limited to survey-based approaches that primarily captured attitudinal data. In terms of market research, there has been very little behavioral data gathered on what people are actually doing rather than what they say they are doing (in surveys). In addition, most analysts of the green marketplace have been unable to accurately account for social and cultural variables driving green behavior because of their reliance on choice models and methodological individualism.

**This Presentation:** In this presentation, we explore the advantages of using the anthropological approach and ethnographic methods to understand how environmental sustainability issues impact consumers and how these consumer attitudes and behaviors, in turn, affect their interaction with products, services, brands, and companies.

**Examples:** Specific examples with implications to product design based on our field work will be presented.

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**12:05PM – 12:45PM**      **Lunch (Provided)**

**12:45PM – 01:35PM**      ***NANO: the People's Car – A Design Story from India***  
**Seema Khanwalkar**  
Center for Environmental Planning and Technology  
Ahmedabad, India

It is becoming increasingly evident that cars have become the leading examples of 'emotional design.' They are 'objects of desire' and their utility value is second to the pride in owning them and their symbolic value.

This presentation will explore the automobile design in India in relation to the emotional quotient of the average Indian. The aim being, to understand, how design 'sells' to the average Indian.

What are the implications, images, and the reference points that could possibly influence the acceptability of a car design in India?

This presentation will take the Tata Nano as a case in point. The presentation is influenced by semiotic approach to design. The presentation will highlight the significance of semiotic concepts in understanding the value of a design in a given socio-cultural context.

**01:35PM – 02:25PM**      ***Design Considerations for Community Portals in Master-Planned Developments: The Case of Real del Sol in Tecamac, Mexico***  
**Victor M. Gonzalez**  
Manchester Business School, University of Manchester and  
CRITO, UC Irvine

This talk will discuss design considerations for community web portals as social networking systems. We analyze the social interaction approach, design considerations and socio-technical requirements with regards to community portal technology employed in a master-planned urban development in Mexico. We focus on how the human and social concepts and local contextualizations affect technology design and use. In response to our analysis, and to face the challenge of designing for variability and diversity, we present the communicative ecology model as a conceptual tool to help researchers and designers grasp the situated context and purpose of these systems in order to inform the design and development of better community technology.

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**02:25PM – 02:45PM**      **Coffee Break**

**02:45PM – 03:35PM**      ***Investigating the Effect of Customer Experience on Car Purchase Decisions:  
An Opportunity to Design Higher Quality Interactions***

**B. Christopher Han**

Dept. of Management Science & Engineering  
Stanford University

The experience of buying a car has often been noted as being frustrating and stressful. In large measure, the negative experience seems to be tied to a customer's interaction with a salesperson. Why is this so? And how can the experience be improved? In this talk, I present the findings of my ethnography of two car dealerships in Northern California. Furthermore, I share the preliminary results of my on-going research that develops a framework for assessing interaction quality and for understanding its influence on the customer's purchase decision. The insights gained through my research can serve as the basis for designing high quality interactions for car sales and, more broadly, for other personal exchange interactions.

**03:35PM – 04:05PM**      ***Summary & Comments***

Moderated by **Frédéric F. Brunel**

Professor, Design Management and Aesthetics  
Boston University