

---

# DESIGN INQUIRY & RESEARCH

## QUALITATIVE ANALYSIS

---



# READING ASSIGNMENT DISCUSSION: Key Takeaways – Part 2

- Design Research
  - Inspires imagination and informs intuition.
  - Innovation: 3 Different Questions via research
    - Generative - human centered, people's needs
    - Evaluative or Formative – continual learning
    - Predictive – related to data research
- Develop Questions based on your end users needs



## PERSONAS



Young Professional:  
Hannah



Teen/Young Adult:  
Josh



Family/Parent:  
Stephanie



Senior/Older  
Adult: John

# READING ASSIGNMENT DISCUSSION: Key Takeaways – Part 3

- Eliminate the “Loudmouth”
  - Try “brainwriting”
- Brainstorming:
  - Be Visual
  - Go for quantity - develop 100’s of ideas
  - Utilizing “and” instead of “but”
    - Like, Concern & Suggest



[image: Flickr user Marco Arment]



<https://challenges.openideo.com/blog/seven-tips-on-better-brainstorming>



# TEAM PROJECT: FAST CASUAL - PRESENTATIONS

**8 minutes max everyone must present**

- Team 1
- Team 2
- Team 3
- Team 4
- Team 5
- Team 6

# TEAM PROJECT: Fast Casual Dining – Concepts to Consider

## ■ **Priority**

- What design aspects does your venue place a higher value on? Order of importance

## ■ **Hierarchy**

- What is the organizational size of the space(s)?
- Do certain elements appear to be more important? Why?

## ■ **Character**

- What is the image projected by your venue?

## ■ **Density**

- How is the size (SF) utilized? How compressed does it feel?
- Low | Medium | High

## ■ **Service Grouping**

- Are services centralized or decentralized

# TEAM PROJECT: Fast Casual Dining – Concepts to Consider

## ■ Activity Grouping

- Are activities integrated or compartmentalized?
- Do the activities promote interaction?
- Centralized or Decentralized?

## ■ People Grouping

- What is the social environment?
  - Individuals | Small Groups | Large Groups
- Influences functional organization of the venue

## ■ Relationships

- Interrelation of Functional elements...Public Spaces
- How is the environment effectively serving the Personas?

## ■ Communications

- Is information effectively being conveyed?
- What patterns are created?

# TEAM PROJECT: Fast Casual Dining – Concepts to Consider

## ■ Neighbors

- Is there a relationship to adjacent venues?
- Independent or Interdependent?

## ■ Accessibility

- Wayfinding
- Is it clear where to enter/exit?
- Signage and Symbols

## ■ Flow

- What are the patrons traffic patterns?
  - Multi-directional | Segregated | Sequential

## ■ Flexibility

- Are there opportunities for expansion, convertibility, versatility?

# TEAM PROJECT: Fast Casual Dining – Concepts to Consider

## ■ Safety

- What safety precautions are taken?

## ■ Security

- Protection of property and movement of personnel

## ■ Energy Conservation

- Sustainability, is this important? If so, how is it implemented

## ■ Cost

- Economy of ideas
- Consider how budgetary constraints may have informed the design/concept.

## Team Project: Fast Casual Dining

### Lessons Learned & Questions To Consider

- What Qualitative aspects of the venue added or detract from the overall experience?
- Based on your analysis, what is the value proposition to the customer?
  - What makes the venue attractive to their customer?
- What differentiation tools did you observe?
- Patterns point to Opportunities...What Patterns did you observe?

# Team Project: Fast Casual Dining

## Lessons Learned & Questions To Consider

- Design is not an afterthought
  - Were you able to Identify the Customer Journey?
- Human-centric design approach is a differentiator
- Utilizing a Design thinking Strategy will enable you to solve business related problems

# DESIGN THINKING: Case Study 01: Design Thinking for Improved Healthcare

Review Case Study: posted to MIS Site

1. What Design Thinking Strategies were utilized?
2. How did the Patient Journey inform the Design Process and Patient Experience?

User Experience Defined

Design Thinking: Owner's Perspective



## Team Project: Fast Casual Dining - The Design Challenge

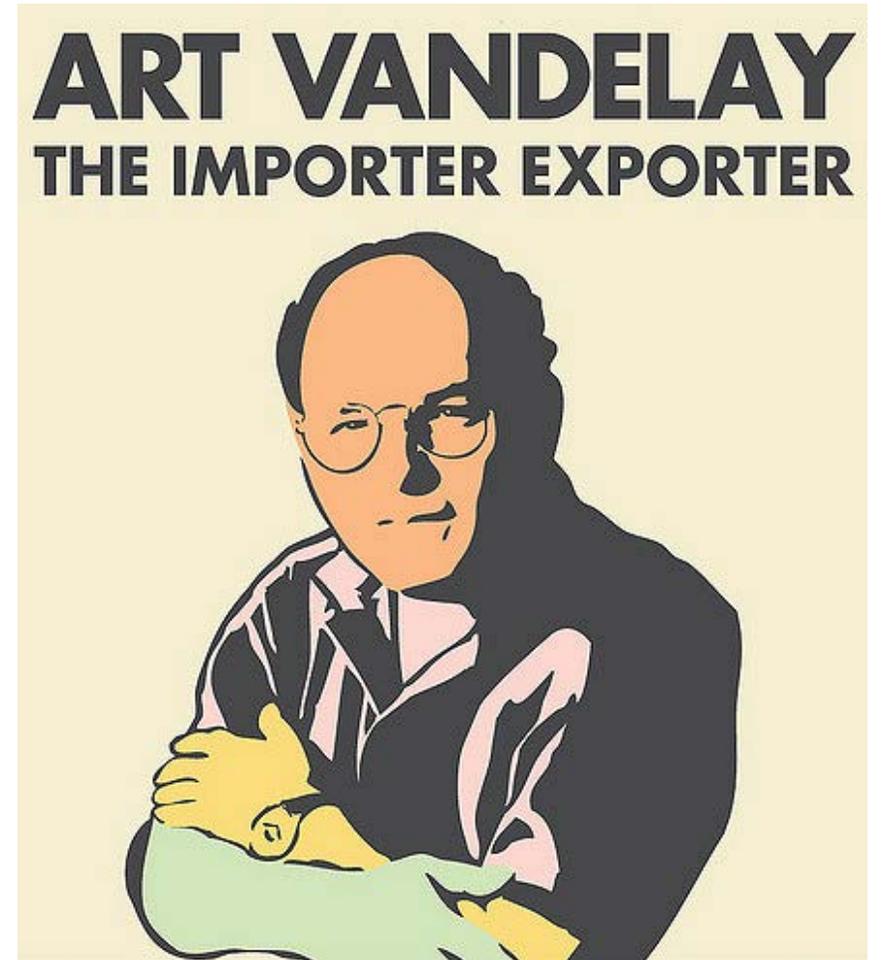
- Vandelay Industries is opening a new Fast Casual venue



- Your team has been hired as the Creative Consultant

## Team Project: Fast Casual Dining - The Design Challenge

- Understand your Client's Needs
  - Vandelay Industries needs your guidance to develop the front of house experience.
  - Important elements to address:
    - Key design features
    - Functionality
    - Building Materials
    - Flow (Patron & Staff)
    - Services
    - Seating



## Team Project: Fast Casual Dining - The Design Challenge

- Core Concepts in your Presentation
  - **Context:** Neighborhood, adjacent competition if any.
  - **Precedents:** What has been done before? What other examples are available from other markets?
  - **Conceptualize:** sketch-out and story board your ideas. What does the experience want to be? Create your napkin sketches

# Team Project: **Problem Seeking** – 5 Step Process

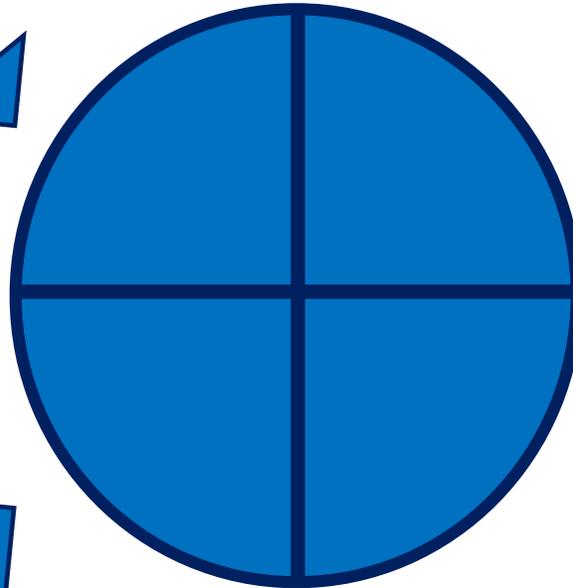
1. Establish **Goals**
2. Collect and Analyze **Facts**
3. Uncover and Test **Concepts**
4. Determine **Needs**
5. State the **Problem**



# STUDIO CONCEPTS: *The Whole Problem* – 4 Considerations

## Function

People  
Activities  
Relationships



## Economy

Initial budget  
Operating costs  
Life cycle costs



## Time

Change  
Growth  
Schedule



## Form

Site  
Environment  
Quality



## Team Project: Fast Casual Dining - The Design Challenge

- Key Design Constraints – Extreme Services
- Each team must select an extreme service from the following list to incorporate into your proposed solution:
  - **Speed:** create a faster service model, extreme efficiency
  - **Casual:** increase the informal experience
  - **Social Interaction:** create distinct opportunities for people to converse and interact
  - **Multi-serve:** add a complimentary or adjacent service (banking, technology, food offering, library, art gallery, etc.)

# Team Project: **Fast Casual Dining - The Design Challenge**

- **Option #1: The Sterling, 1815 JFK Boulevard**
  - <http://www.mscretail.com/property-listing/the-sterling/>
- **Option #2: 914 Chestnut Street**
  - <http://www.mscretail.com/property-listing/914-chestnut-street/>
- **Option #3: 1835 Market Street**
  - <http://www.mscretail.com/property-listing/1835-market-street/>
- **Option #4: 1128 Walnut Street**
  - <http://www.mscretail.com/property-listing/1128-walnut-street/>
- **Option #5: 1700 Walnut Street**
  - <http://www.mscretail.com/property-listing/1700-walnut-street/>
- **Option #5: 1704 Walnut Street**
  - <http://www.mscretail.com/property-listing/1704-walnut-street/>

## TEAM PROJECT: FAST CASUAL - PRESENTATIONS

### Order:

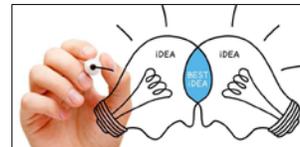
- Team 5
- Team 3
- Team 6
- Team 4
- Team 1
- Team 2

### Guidelines:

- Each team has 6 minutes to present.
- Minimum of two presenters
- You are encouraged to visit your site
- Define the look & feel through precedents and prior analysis
- Use your sketching skills to communicate ideas
- Presentations will start at 3:30 pm sharp

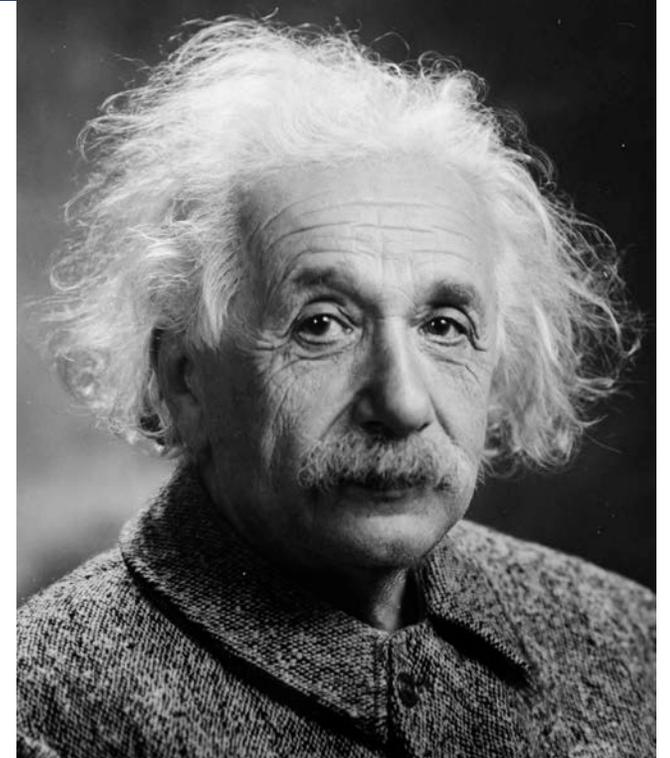
# Team Project: **Problem Seeking** – 5 Step Process

1. Establish **Goals**
2. Collect and Analyze **Facts**
3. Uncover and Test **Concepts**
4. Determine **Needs**
5. State the **Problem**



## Design Thinking: Problem Seeking – Final Thoughts

1. How did you utilize the 5 Steps?
2. What were your key takeaways?
3. How did our class inform your understanding of the “Whole Problem”



“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions  
-Albert Einstein

# DESIGN THINKING: Case Study 02: Patient-first thinking in Healthcare

Review Case Study: posted to MIS Site

1. What Design Thinking Strategies were utilized?
2. What other industries did they look to for ideas?
3. How did the hospital reduce patient fears?

## Reminders: Class Assignments and Follow-up

- The Journal is due on Blackboard no later than Friday, September 8, 2017 at 11:59 PM
- Reminder: Please complete your on-line reviews. It is important that you fill them out.

---

# THANK YOU!

It's been an absolute pleasure working with you these past few weeks. Thank you for your hard work and dedication. I hope that you found this class engaging and I'm certain you will be able to translate what you learned into your professional environments.