Research Methods For Product Design (Portfolio Skills Product Design)

Synopsis

This book provides the reader with a comprehensive, relevant, and visually rich insight into the world of research methods specifically aimed at product designers. It includes practical case studies and tutorials that will inform, inspire, and help you to conduct product design research better.Product designers need a comprehensive understanding of research methods as their day-to-day work routinely involves them observing people, asking questions, searching for information, making and testing ideas, and ultimately generating 'solutions' to 'problems'. Manifest in the design process is the act of research. Huge technological advances in information, computing, and manufacturing processes also offer enormous opportunities to product designers such as the development of "intelligent" products and services, but at the same time raise important research questions that need to be dealt with. Product designers are, in many ways, best placed to address these challenges because of the manner in which they apply their design thinking to problems.

Book Information

Series: Portfolio Skills Product Design

Paperback: 192 pages

Publisher: Laurence King Publishing (December 3, 2013)

Language: English

ISBN-10: 1780673027

ISBN-13: 978-1780673028

Product Dimensions: 8.8 x 0.8 x 11.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ Â See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #212,485 in Books (See Top 100 in Books)   #114 inÂ Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design

Customer Reviews

I'm surprised that no one has reviewed this book previously-- I bought a copy when it was published, nearly two years ago, and have referred to it frequently for ideas and reminders. The authors have compiled a thorough overview of more than 50 specific research methods that can be applied by students, teachers, and practitioners of product design, and many of the methods are relevant to systems design and service design contexts also.The methodologies are organized in practical categories (chapters) with titles like "Looking," "Asking," "Making," and "Testing." The opening chapter is a succinct explanation of and argument for the importance of conducting iterative

(recurring) research as an element of product design, and the final chapter focuses on effectively communicating the results of one's research. Each chapter ends with two brief (2-page) case studies that explain how companies like Ideo, Adidas, and Dyson use research to assist "real world" product design. Also appended to each chapter are two tutorials (again, 2 pages each), covering a few more details of selected research techniques, such as "How to conduct an ethnographic study" and "How to write a great questionnaire."While the tutorials won't help a raw beginner to master a technique, they are excellent starting points. If used in conjunction with other, more detailed resources (or in a classroom with support from an instructor), these tutorials-- as well as the other descriptions of research methods-- should help designers avoid common errors and establish positive starting points for useful research.This book is not, in my view, a stand-alone replacement for a comprehensive research methods class...

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