

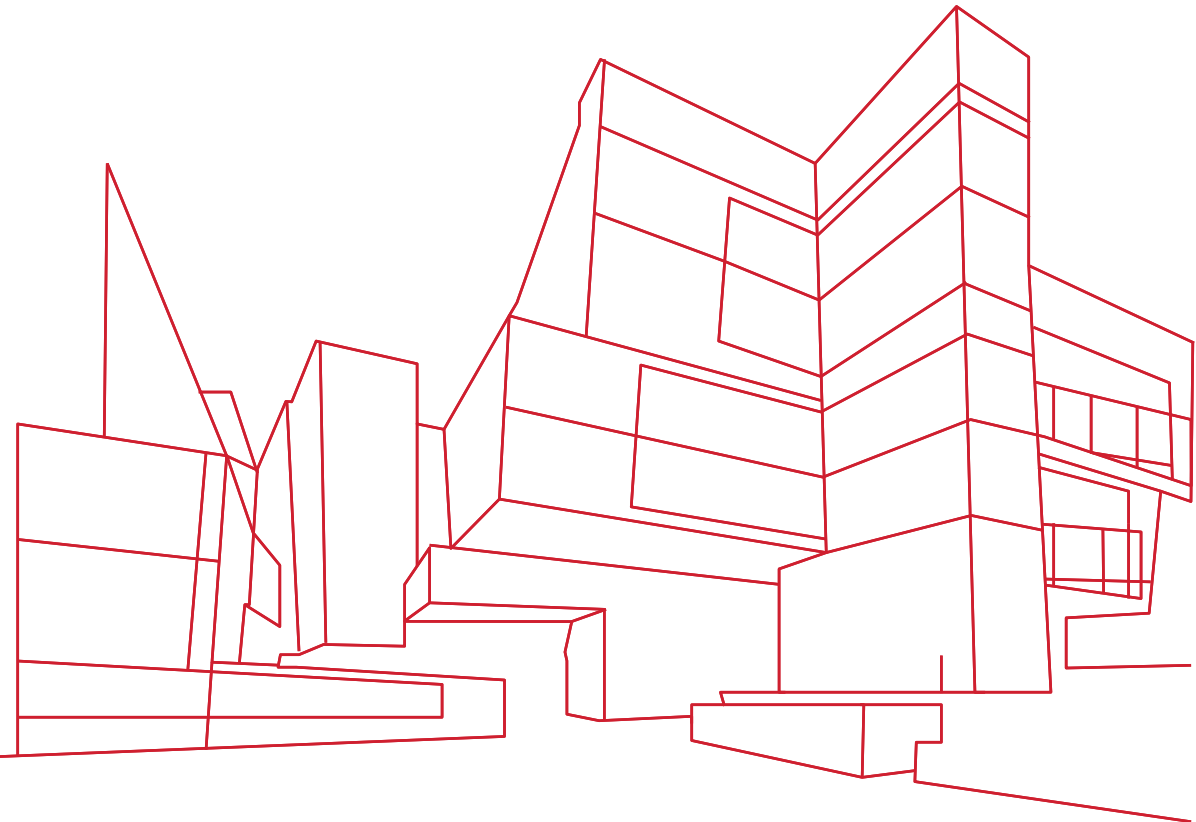
Ulsan, South Korea

# Understanding Everyday Design

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Kwangmin Cho,  
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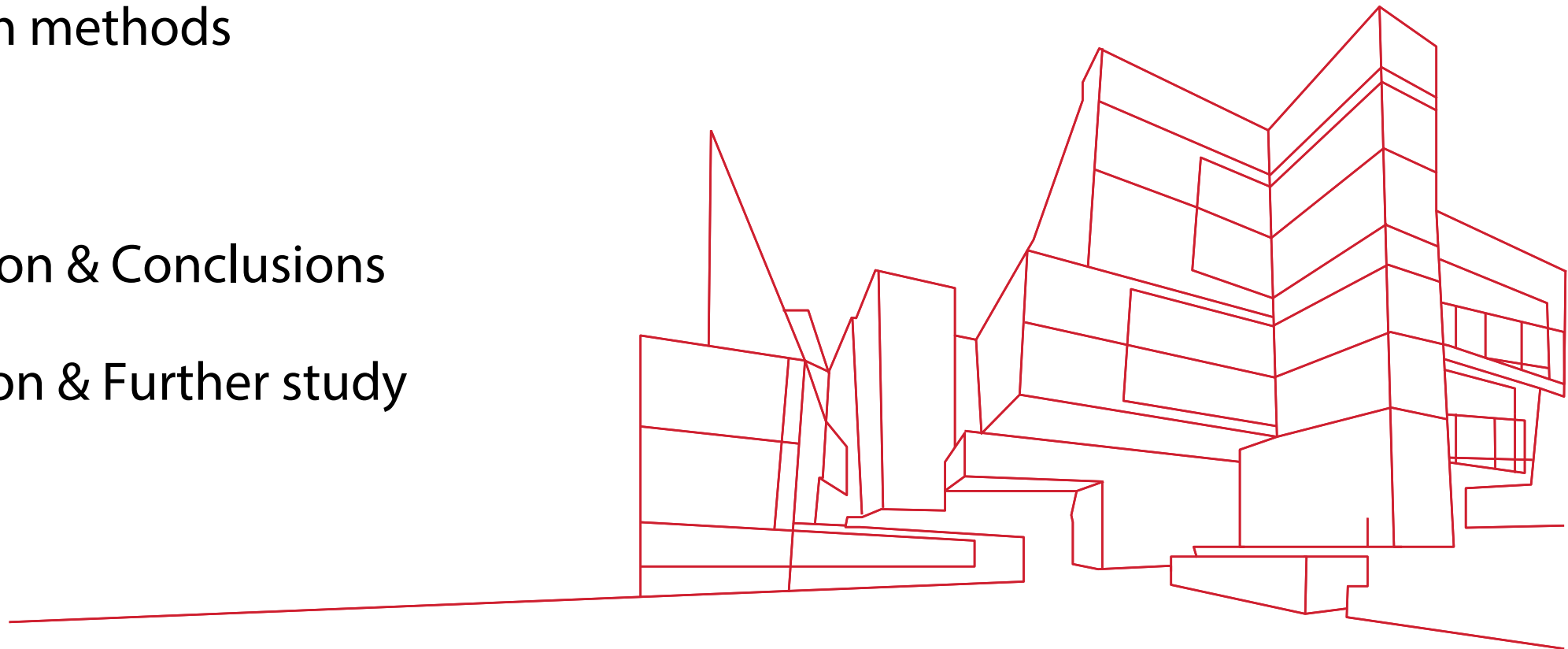
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Ulsan National Institute of Science and Technology, Korea

UNIST EMOTION LAB



# Contents

- ✓ Introduction
- ✓ Research methods
- ✓ Results
- ✓ Discussion & Conclusions
- ✓ Limitation & Further study





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<https://unsplash.com/photos/LE1SiV8KjVQ>



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# Related work

Unselfconscious culture (Alexander, 1964)

Unintended Design (Brandes, 2008)

Bricolage (Louridas, 1999)

DIY Communities (Rosner & Bean, 2009)

Sustainable Design (Blevis, 2007)





## **Everyday design (ED)**

user actively adjust to everyday situations act of creativity that entails the repurposing and resourcing of products

## **User**

Every user is a designer and they creatively and appropriately redesign and transform products.



## **Research question**

# **How to contribute to design practice based on understanding everyday design?**

1. What is Everyday design(ED)?
2. What elements effects the ED?
3. Why are users transforming into ED products?

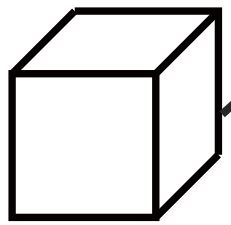
# Framework of Everyday design

*Problem driven design approach*



**Problem**

*Product based design approach*



**Product**



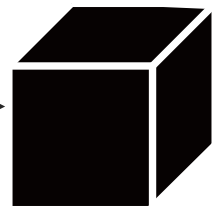
**Goal**

Sensory,  
Instrumental,  
Episodic,  
Value,  
Symbolic experience

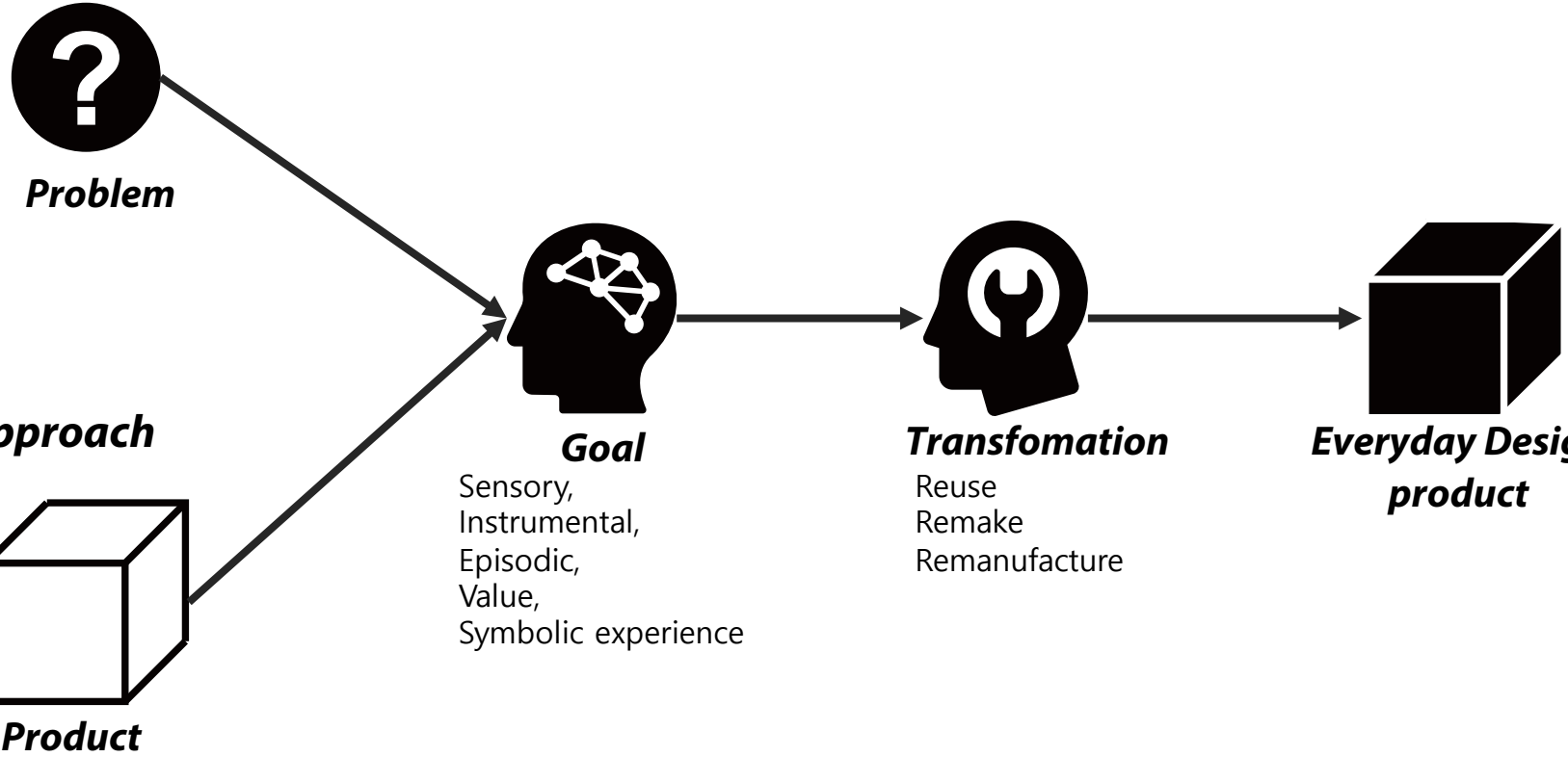


**Transformation**

Reuse  
Remake  
Remanufacture



**Everyday Design  
product**

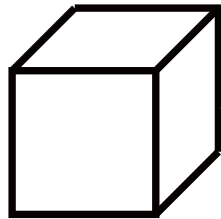


***Problem driven design approach***



***Problem***

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***Product***

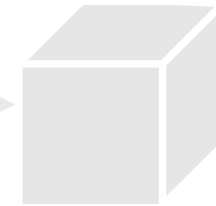


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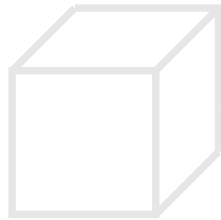


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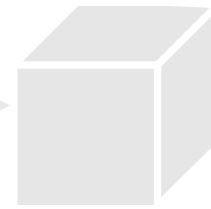
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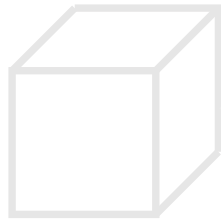
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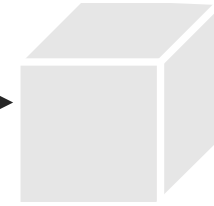
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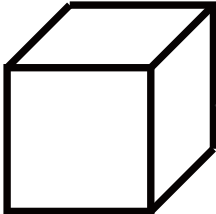
*Everyday Design  
product*

***Problem driven design approach***

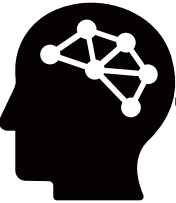


***Problem***

***Product based design approach***



***Product***



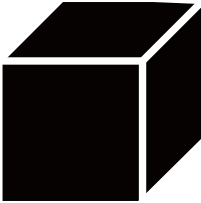
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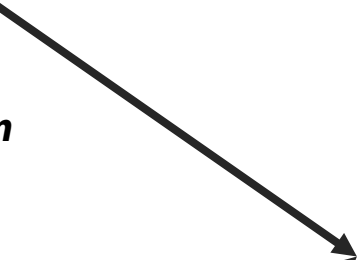


***Transformation***

Reuse  
Remake  
Remanufacture



***Everyday Design  
product***



**Problem driven design approach**



**Problem**



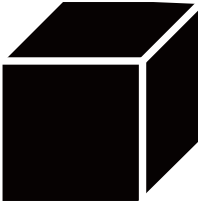
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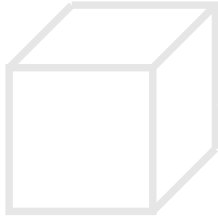
**Transformation**

Reuse  
Remake  
Remanufacture



**Everyday Design  
product**

*Product based design approach*



*Product*



**Problem driven design approach**



*Problem*



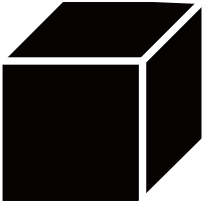
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**Transformation**

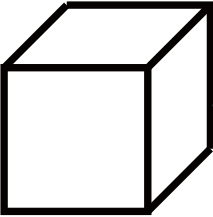
Reuse  
Remake  
**Remanufacture**



**Everyday Design**

**product**

**Product based design approach**



**Product**



# Research Method

## Material

**30 cases** collected through the method of photographic inventory collection (Desjardins & Wakkary, 2013)

## Analysis

Three researchers were involved in the analysis phase, whose background was industrial design and whose experience in design was more than five years.

The photographic inventory was analyzed in terms of **approaches, goals, transformation.**



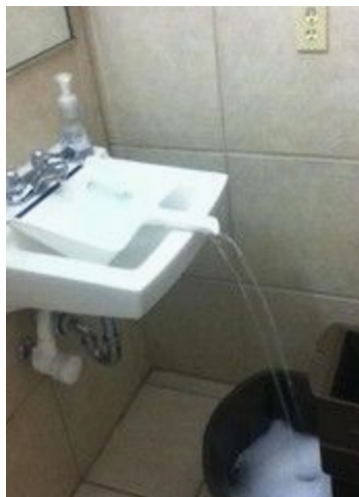
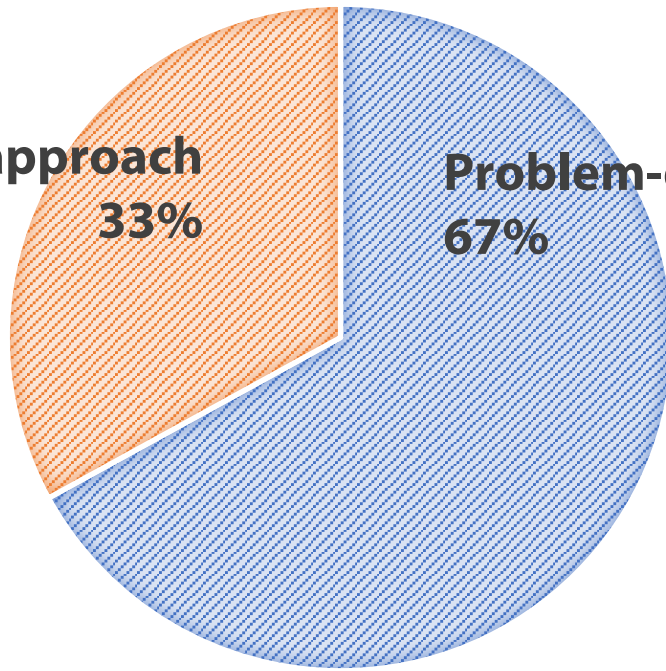
# Result \_ Approach

Product based design approach

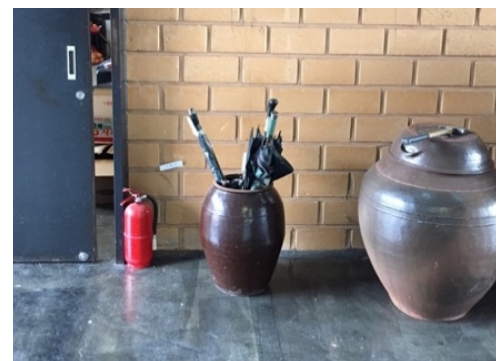
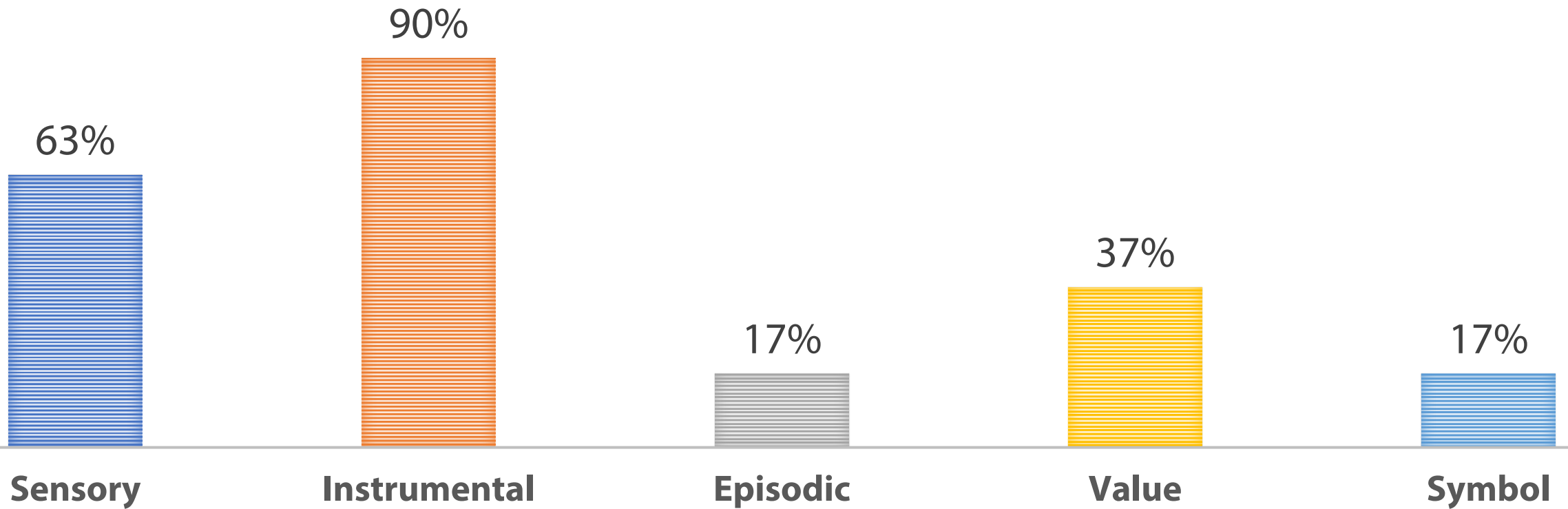
33%

Problem-driven design approach

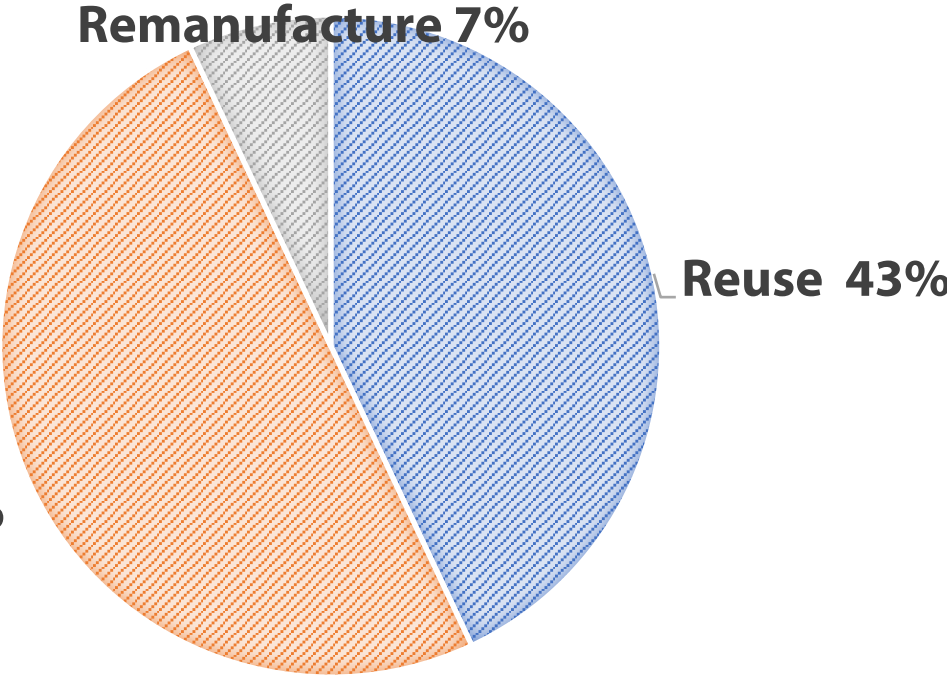
67%



# Result \_ Goal

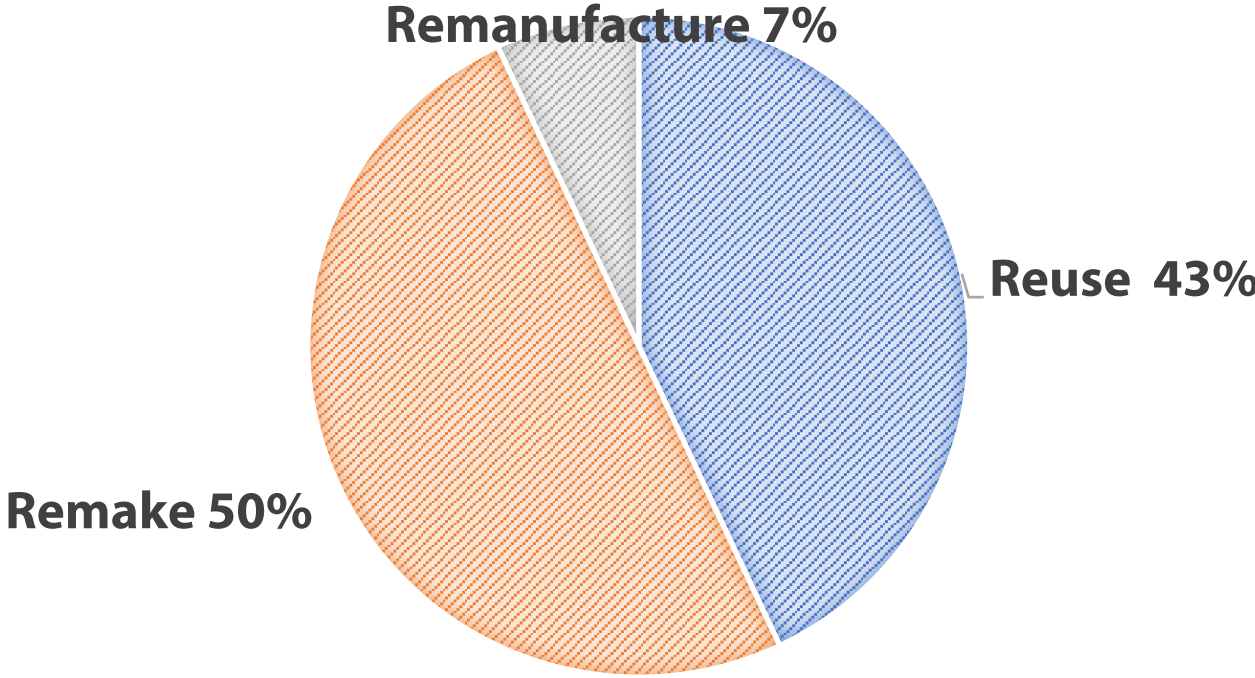


# Result \_ Transformation

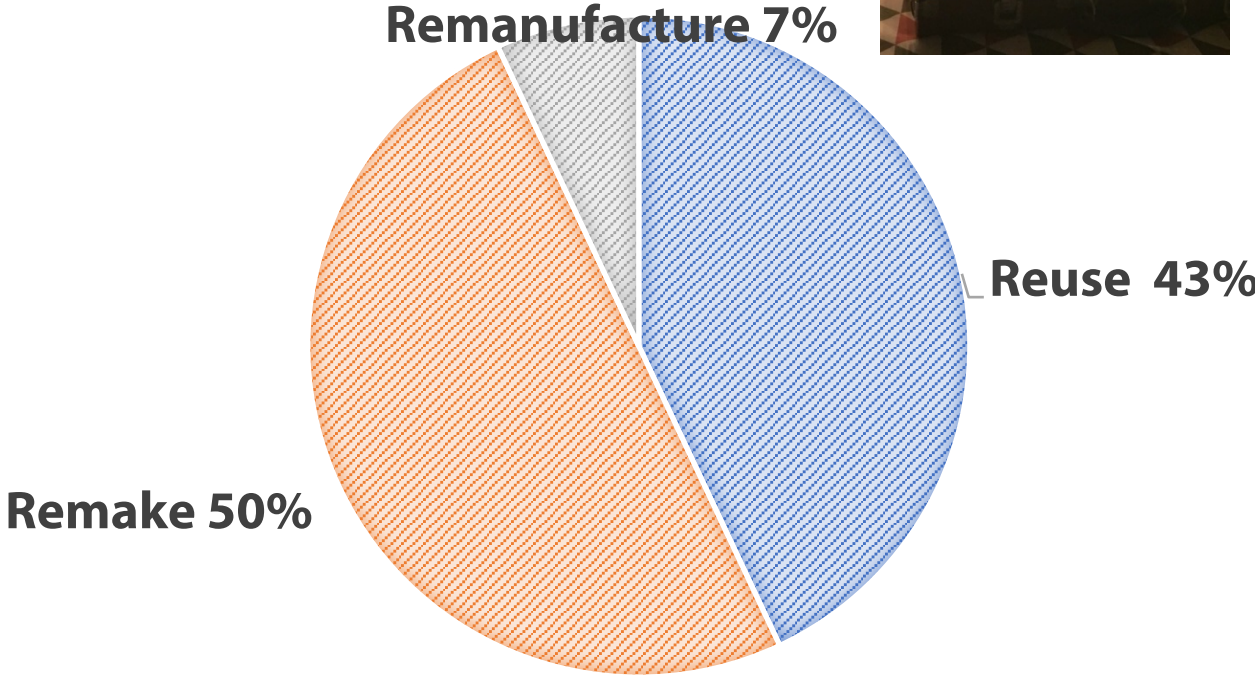


Remake 50%

# Result \_ Transformation



# Result \_ Transformation



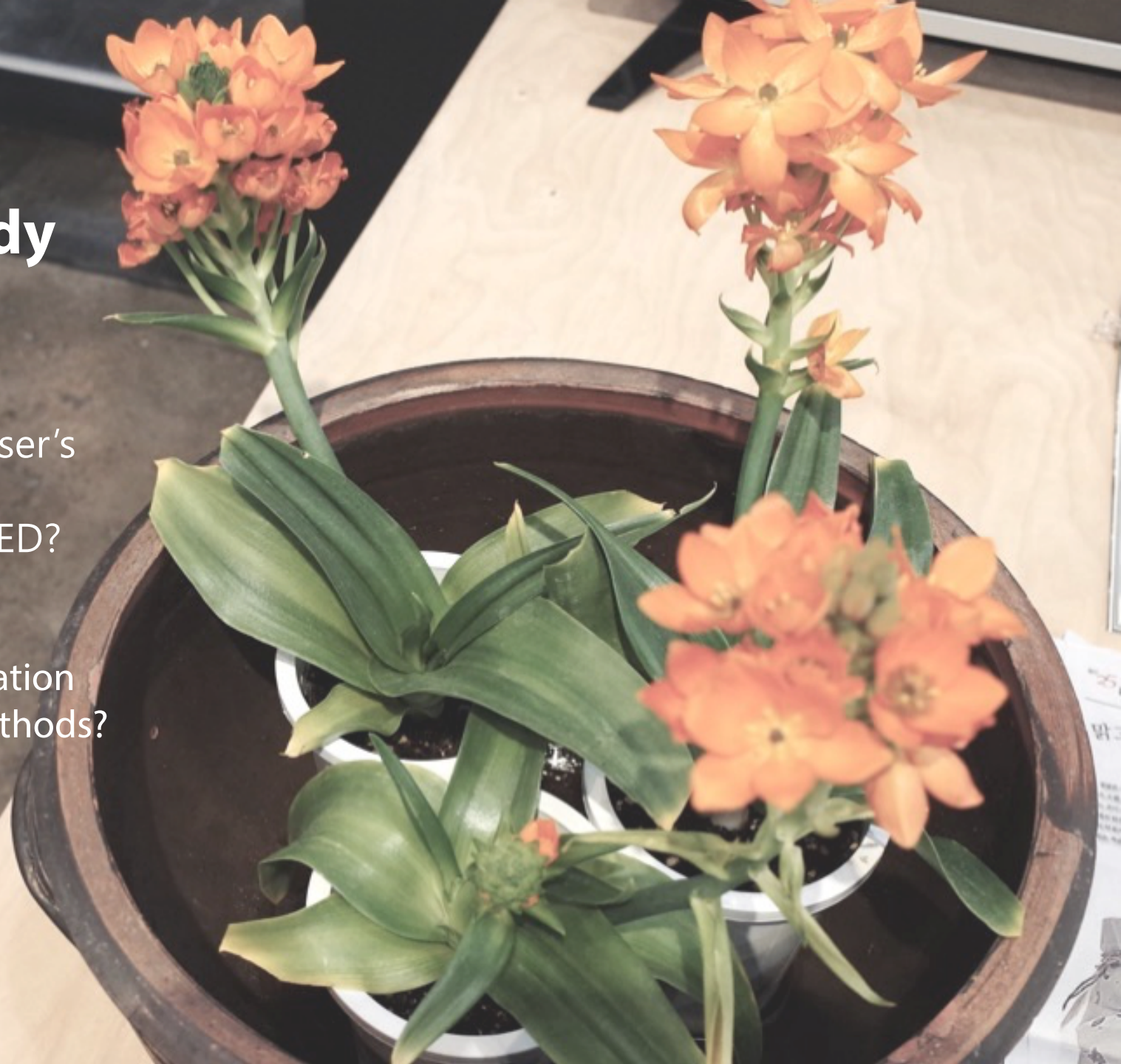


## Discussion & Conclusion

- ✓ Holistic framework of how everyday design happen and what reasons motivate people redesign original products in a systematic way.
- ✓ Sustainable design

## Limitation & Further study

- ✓ Small data set
- ✓ What affordance are involved in user's decision to transform a product if affordance play important role in ED?
- ✓ How does a process of ED differ from design practice in terms of the application of skills and knowledge, tools and methods?





**Thank you**