

Research on the Edge:

"A visual object is a momentary nexus of meaning binding a set of visual features from the outside world together with the stuff we already know." (Ware, C. 2008)

Cincinnati & San Francisco , USA

What must be true to launch a new methodology in the real world:

• Be brave! Find a creative curious champion who has access to funding.

• Create a simple and clear narrative and then simplify it again.

• Create a relevant demonstration of the value.

• Develop a generic case study you can share

• Create affordable and scalable engagement models

• Be willing to revise and amend deliverables

• Be open to challenge and change

• Don't try to force fit your approach into the wrong opportunity

Tricia Hertz, Ph.D., Principal Scientist, Procter & Gamble

• Methodology is well-suited to enable me to learn against my business objectives

• Methodology is based on sound research principles & theories

• Trust and believe in this consultant

• Case study is relevant and believable, enabling 'What's Possible? / How Might We? thinking.

• Cost is reasonable, easy to authorize or secure 'seed' funding

• Learning is experimental with high potential.

• Be willing to accept "This might fail!" yet know we will still learn

• Clear methodology and examples, enabled me to justify and communicate value to corporate sponsors and management

Eva Lutz: Design Research Consultant

CASE STUDY

It all begins with the Research Question or 2

Question 1:
Please draw a picture of lunch.
US and International subjects were asked to draw a picture. N=20 and counting

Question 2:
Please draw your most memorable meal experience in the last month?

N

US

INTERNATIONAL

The FlashDraw Process

The FlashDraw method is based on theories and principles that how we remember, process and perceive images is different than language or words. The human brain is hard-wired for image processing and image retrieval. Studies at MIT and the analysis of Magnetic Resonance Imaging (fMRI) support this theory showing that the same parts of our brains are activated when we are looking at an object as when we imagine an object. This supports the theory of creative meta-seeing. Meta-seeing or creative imagery is virtual imagery that is visualized internal but externalized through our physical doodles, scribbles, charts and diagrams. When users are asked to draw, they are tapping into this virtual imagery. The images created by the research subjects are the projections of the virtual imagery they are seeing in their brains.
(Kosslyn, Thompson, & Ganis, 2006)

Question 2:
Please draw your most memorable meal experience in the last month?
US users were also asked to draw a picture.
N=100 and counting

1 COLLECT

2 CODE: CONTENT ANALYSIS

3 ANALYZE

4 DESIGN/PILOT

5 TEST & CONFIRM

ANALYSIS OF OVER 100 RESPONSES REVEALED THAT OVER 65% OF RESPONDENTS DID NOT DEPICT FOOD IN THEIR IMAGES

INSTEAD IMAGES DEPICTED CONCEPTS OF TOGETHERNESS, HAPPINESS, LOVE AND BRANDS

ANALYSIS REVEALS SHARED INSIGHTS NEEDS AND CONCEPTS THAT CAN FUEL INNOVATION AND COMMUNICATION

User-generated visuals could fuel the design of visual concepts across the entire sphere of design and innovation. If the researcher seeks to understand the stored visual memory of the user, participatory visual methods must be used. User-generated images should never be considered an end-product for a design researcher, rather they are the launching point of the design process, " offering a unique (insider) perspective." (Margolis & Pauwels, 2011, p.8)
Hopefully this case study begins to illustrate the wealth of insights that are contained in user generated imagery. This case study and other on-going projects hopefully provide a starting point for the validation of a design research methodology, The FlashDraw, based on a user-generated drawings.

Incorporating new research methods in standard corporate research

How does a lone design researcher engage the business community and convince them to test and use new cutting-edge research methods? The flip-side is also true, you are a corporate researcher who would like to engage new methods and approaches, but you have limited resources and a management structure that demands results. How can you trust new methods? How can you engage in new approaches and still minimize risk and exposure? Tricia Hertz, Procter & Gamble, and Eva Lutz, Design Concepts, are currently doing just that with a new design research methodology, The FlashDraw, which was recently utilized on a research study focusing on Fabric Care FEI.

Research Research Research

iasdr 2017

Author(s)

Tricia Hertz, Ph.D., Principal Scientist, Procter & Gamble

Eva Lutz, MDes, IDSA

Design Concepts, Inc.

Organization

Procter & Gamble

Design Concepts, Inc.

University of CINCINNATI

D | A | A | P