

GOING DEEPER: DEVELOPING MY TOPIC

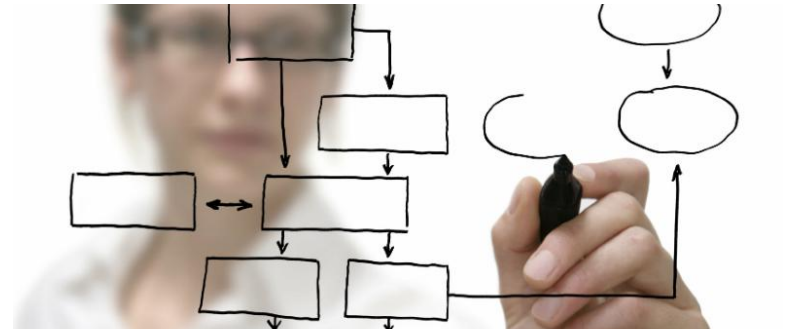
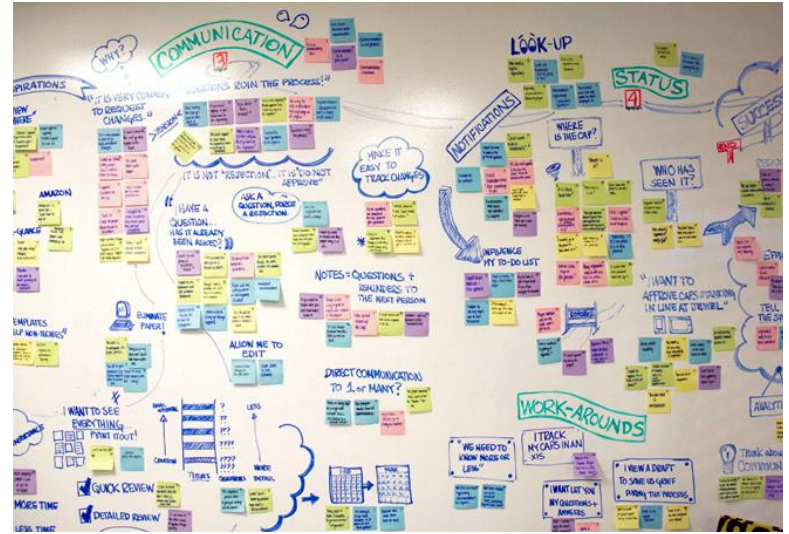
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Process

Why do I find this interesting?

As a business person and designer, what I enjoy most is the process. I love being able to be involved in each step of creating a product/project and seeing it come to life, from start to finish.

In classes at Parsons, we've learned different ways to ideate, conduct research, and prototype but now each of us has our own unique process.



Previous Experiences / Motivations

I've seen that design agencies have two areas of the business — large returning clients and small start ups. There is a lot of potential for growth in design projects. However, in my previous internship experience at The Shark Group, the process between designer and client for these projects was riddled with challenging problems. They were working with an old-fashioned model for the small start ups and couldn't scale up their operation.

This motivation is not only from one experience, but rather something that I've noticed talking to other freelance designers / Parsons students as well.

Who am I considering? Why is this important?

Freelancers aged 26-56

Their clients are start up organizations looking for freelance designers to build their brand

Points of frustration:

- Faster communication with a client
- Understanding what the client wants/needs without guessing
- Involving the client with the creative process
- High transparency
- Ease

Desires:

- High turnover rate
- Complete integration from start to finish

What social/cultural factors shape this problem?

1. Freelancing is a huge population of designers.
2. I've often encountered artists who say, "I want creative freedom and I am unable to get that in a corporate environment because you are given one task to execute."
3. In the wake of COVID-19, working from home has become somewhat of a norm, with companies changing their policies to allow this. This is a permanent change that will not be going away when COVID-19 is eradicated.

Historical Context

- Trying to “scientise” design and its process since the 60s
 - Developed “stages”: empathize, define (the problem), ideate, prototype, test
- The process involves designers asking the right questions
- Many design industries lack improvements (in technological systems), from communication in collaboration to client involvement
- Social media changed the way design agencies work
 - Power and control of media, message consumption, and trends are now in the hands of people
 - Brands realize they need to shift their communication strategies from broadcasting messages to building relationships

Historical Context cont.

Facts:

- 69% of design-led firms perceive the innovation process to be more efficient with design thinking.
- 71% of organizations that practice design thinking report it has improved their working culture on a team level.

Quotes:

- The traditional creative process is just too long. We need quick pulses. In the digital age, the pace and turnaround is so much faster. - KFC's global CMO Jennelle Tilling
- "Clients don't want to pay for unnecessary overhead anymore or talent they don't need, which gives a leg up to smaller, independent agencies and freelancers." - Gene Grabowski, partner at crisis communications firm KGlobal
- "Customers aren't looking for brands to define their journeys, but to design experiences that help them create their own journeys." To create these desired experiences, agencies need to start focusing more on the systems that deliver them. - Jeriad Zoghby, Accenture Interactive

I originally thought of this problem from the freelancer's perspective, but how does a client see this design process? What issues do they face? Why?

Reframe the Problem

Reflect: How have my ideas evolved since last class?

- I didn't feel that I could go that deeply into two chosen topics, so I decided to write more and create many more slides for one topic instead
- This time, I was able to explain more and give an insight into why this topic interests me and how it relates to my experiences
- I included both old information covered and new facts
 - I did a deeper dive into researching my topic
- This idea also includes a reframed perspective, what I would like my next steps moving forward to be, and questions for the class to add depth and dimension
- I think that this gives me better context around my thesis and idea

Moving Forward

I would like to:

1. Conduct more research and interviews to understand the complexities of the design process
2. Map out different flows for the design process
3. Research different business models

My takeaway:

I believe that we as designers need to use technology to be able to catch up with a) the situation of COVID-19 work from home b) the desire of people who freelance.

Questions for the Class

- What themes do you see here that are worth developing further?
- Can you share your experiences with freelancing or with the design process?
- How do you manage creativity?

Resources

<https://acquitygroup.wordpress.com/2013/03/15/affinity-diagramming/>

<https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

<https://uxdesign.cc/what-is-the-design-process-and-why-every-designer-should-know-about-it-baabo17eed82>

<https://www.forbes.com/sites/gregsatell/2016/02/28/if-you-want-to-innovate-learn-these-9-rules/#b03a24b5cffe>

<https://cmo.adobe.com/articles/2017/8/15-mind-blowing-stats-about-design-led-businesses.html#gs.ezfcfw>

<http://sds.parsons.edu/designmanagement/new-study-on-design-thinking/>

<https://sproutsocial.com/adapt/social-dismantled-traditional-agency-model/>