Words only transcript of DDM2020 interview 5 27th July 2020 – Liz Cooper PhD research

I = interviewer; P5 = participant. Refer to DDM2020 dataset documentation for more information.

1	I	so let's get going and so I saw on your LinkedIn
2		profile that you've done a particular piece of
3		design work for a company could remind me of the
4		product
5	P5	right so erm the product was part of erm an
6		internship that I was er doing with erm a company
7		called ((company name)) but they are now based in
8		in europe and they are referred to as ((company
9		name)) erm and this project was so they are er
10		basically a bicycles manufacturing company
11	I	mhm
12	P5	and erm my internship was to basically to really
13		try and use my my product design degree and my
14		product design study and my erm whole idea and
15		sort of passion of with sustainability
16	I	mhm
17	P5	and trying to apply it within the work that they
18		do
19	I	mhm
20	P5	so from that we sort of developed this brief
21		which was to design a balance bicycle which is
22		basically one of the first things that children
23		start using when when they're sort of learning
24		how to ride a cycle and erm the idea was that I
25		would really sort of apply my sort of
26		sustainability knowledge
27	I	mhm
28	P5	to that project while they would help me with the
29		design of a bicycle which was something that I
30		was unaware of
31	I	yeah
32	P5	so I basically sort of got the sustainability
33		aspect into designing bicycles and they gave me
34		the whole erm the information the learning and
35		the knowledge of everything that goes into
36		designing a bicycle so
37	I	okay and you said that you said that you worked
38		on the brief together do you mean that you
39		developed project brief with the company or how
40		did how did the project brief come about
41	P5	so I think they already had a sort of background
42		of what I was doing

43	I	mhm
44 45	P5	and so when I started my internship they had a couple of ideas about how I could use my time
46	I	yep
47 48 49 50 51 52	P5	while I was interning and we sort of went over that we discussed that and they said hey you know these are our ideas but this is your internship this is your project like we want you to do something that is beneficial to you and your degree and your learning
53	I	mhm
54 55 56	P5	so while they had some inputs about what they think what they thought would be easy and best for me
57	I	mhm
58 59 60	P5	erm we sort of negotiated that and we came you know to a conclusion that we'd do a sustainable balance bicycle
61 62 63 64	I	mhm and I suppose as well as it being useful for you in terms of the experience it was something that was good for the company as well to get your to get this design work done right
65 66 67 68 69	P5	definitely I think their you know from their perspective it's all about the aluminium the steel you know a lot of possibly unsustainable the materials that go into into designing bicycles that may just end up in landfills
70	I	yeah
71 72 73 74	P5	and are not are not recycled they're not you know they're not designed for reuse so the idea was that you know you bring that aspect and teach us how that could be incorporated
75 76	I	okay and was the product made at all in the end or
77 78	P5	um it was not no so it was a very it was a very short internship
79	I	yeah
80 81	P5	um because I was you know undertaking it in the summer
82	I	sure

83 84 85	P5	between my between my university yes so it was it was definitely not it was not it didn't you know go into anything large scale
86	I	yeah
87 88 89 90 91	P5	but I think erm it definitely kind of definitely got to a point where if I wanted to I can definitely in the future go and you know work with people and get it to the point where it can be maybe made or manufactured
92 93 94 95 96	I	yeah okay erm and so I was gonna ask what your particular role is in the design but it sounds like you you very much took this project and you did all of the design work or did you work with others on the design work how did that work
97 98	P5	erm I worked with er one of the er senior designers
99	I	okay
100 101 102 103 104 105 106	P5	who was in the office and he was very much just helping me with understanding like you know like I said the whole erm the understanding of bicycles and how they're manufactured and you know everything that goes with all that you know how the design erm of the bicycle can really affect every aspect when you actually drive it
107	I	yep
108 109 110 111 112	P5	and you experience that right on the bike so that is something I was completely you know pretty much oblivious to in in designing so I think that's where I was helped the most I was working one of the senior designers
113	I	okay
114 115 116	P5	and he would sort of give his input now and again about how he thinks that this could work or you know
117	I	yeah
118 119 120 121	P5	couldn't work because of reason x or reason y and how I should erm you know even go about conducting my my design research to understand how this bike needs to be designed
122	I	yep
123 124 125 126	P5	because was it for well children between the age of one and four erm how do I understand the you know the research that the user didn't think that I was sort of helped

127	I	yeah
128	P5	on and I worked along with the senior designer
129		but I think the rest was pretty much was taken up
130		by myself
131	I	yeah
132	P5	erm I was also I also worked with one of the erm
133		one of the one of the employees in the office who
134		helped me with erm with the cad with the
135		modelling
136	I	yeah okay
137	P5	so sort of turning my my design from paper to
138		like a three d model
139	I	yeah
140	P5	visually so that that was what I got help on as
141		well but
142	I	okay
143	P5	yeah so it was it was definitely not I wouldn't
144		call it an independent project it was definitely
145		sort of going back and forth working
146	I	yeah
147	P5	with you know using the expertise from from the
148		team um yeah
149	I	okay and erm what were some of the things that
150		you had to make design decisions about this
151		project
152	P5	um I think oh there was definitely a lot
153	I	yeah haha
154	P5	you know there's design decisions that every at
155		every stage everything
156	I	sure
157	P5	and of course that they're different all the time
158		I think for me starting out was initially of
159		course research right what kind of bicycle do I
160		want this to be
161	I	mhm
162	P5	so my you know that was my first sort of decision
163		so that was informed by the kind of research that
164		I did about what already existed
165	I	mhm

166 167	P5	the kind of you know children's balance bicycles that already exist
168	I	yeah
169 170 171 172 173 174 175	P5	in the market you know what are the what are the ones that are doing well and ones not doing well and why other ones you know not doing so well because for me it was more sort of bringing that um you know we want to make this about almost eighty per cent recyclable or biodegradable materials
176	I	okay
177 178 179 180 181	P5	so it's you know it's completely it's natural there's no there's no no steel or aluminium or as as completely less as possible um so that was another aspect where I had to make a lot of design decisions
182	I	yeah
183	P5	about materials
184	I	yep
185 186 187 188 189 190 191 192 193 194	P5	and I think you know that was the whole that sort of informed my my whole project because I was trying to use this there's you know these balance bicycles that exist within the market within in the industry that are made from aluminium and steel and you er know possibly non recycled rubber um so I was sort of bringing that aspect of how do I keep the essence of this of this cycle but completely strip it out of these these materials
195	I	mhm
196 197 198 199 200 201 202 203	P5	and and add in something that creates you know maybe sustainable value for er the user as well as to the environment so that was my one of my biggest decision I spent a lot of time doing that sort of research on materials what would be appropriate what would work erm and then I think the next step of those decisions was how did these materials inform the actual physical design
204	I	mhm
205 206 207 208	P5	of the bike how does it how does the property of material affect how this this bike is designed how it looks how it functions and performs so yeah does that answer the question
209 210	I	so you yeah definitely and so it so you went about choosing the most appropriate materials

211		first and then figuring out how to fit the
212		concept around
213	P5	yeah yeah so I definitely I you know like I said
214		I started with the research to understand what's
215		already there
216	I	mhm
217	P5	on the market and then I think from that I sort
218		of moved on to collaborative research about just
219		about sustainability sustainable materials you
220		know
221	I	yep
222	P5	what you know what do we classify as a
223		sustainable material what would make this this
224		bike sustainable if I chose this material and
225		definitely once I had a better understanding of
226		these materials I started to experiment with
227		different er different designs with different
228		concepts about how this bike could look
229	I	yep
230	P5	and that's when I had a lot of expertise from the
231		senior designer
232	I	okay
233	P5	um you know sort of telling me that it this
234		doesn't work or this wouldn't work or in bicycles
235		they have this and just really understanding the
236		different parts
237	I	yeah
238	P5	of a bicycle as well which I didn't I didn't know
239		and that was sort of you know I think definitely
240		the longest phase because I had to play around
241		with it
242	I	yep
243	P5	to see how the chosen materials would affect the
244		design how it could be incorporated erm yeah
245	I	so it sounds like the most important decisions
246		were really about which materials to use in terms
247		of the sustainability project
248	P5	yep yep
249	I	so could you tell me a bit more about how you
250		went about choosing the materials
251	P5	right so I think um that was definitely I had a
252		little understanding of materials from my my

253		course itself right so we had a whole unit about
254		erm sort of understanding sustainability within
255		product design
256	I	yep
257	P5	and different materials and this whole concept of
258		dematerialising products that already exist to
259		give them a sort of new new value with you know
260		better materials so I had a little bit of that
261		already with me which I brought myself and then I
262		think erm what helped me was also to really
263		research about the materials that are being used
264		currently
265	I	yeah
266	P5	within manufacturing of bikes so you know they're
267		you know they've taken this raw materials they're
268		turned into products and then they're ultimately
269		thrown
270	I	yeah
271	P5	into the landfills and you know the number of
272		carbon dioxide that is erm you know that is
273		released when they produce steel erm and how a
274		lot of british chain cycling shops don't have the
275		means to recycle their er their bikes
276	I	yeah
277	P5	because of the way they're made and the way
278		they're manufactured so that was my sort of first
279		sort of understanding trying to deconstruct the
280		the bicycle industry with what is currently out
281		there in terms of materials and then bringing my
282		own thought of erm you know what I had already
283		maybe discuss or read about within my within my
284		course within my degree and just using that to
285		build on my research so I I think I began to have
286		these thoughts about what about this what about
287		that and then you know the minute I had that I
288		would discuss it with the people I was working
289		with and then you know I would sort of build upon
290		that research read about it the properties erm
291		what it's used for isn't even suitable
292	I	yep
293	P5	for this kind of this kind of a product so yeah I
294		think it was definitely sort of a mix of my own
295		my own knowledge from my course and then just
296		sort of talking to my colleagues and then you
297		know a lot of reading yep

298	I	and did you did you have a situation where you
299		shortlisted one or two or three materials and
300		then you had to choose or was it always quite
301		clear which was the best

302	P5	um I think I definitely yeah I think it was it
303		was the first one I definitely had a couple of
304		materials erm and they were sort of in my mind so
305		as I did research I probably eliminated a couple
306		of them er thinking that no this doesn't work
307		because maybe the properties of this material
308		don't erm you know doesn't play along with the
309		strength of the bicycle erm it it's not the most
310		appropriate I think as I did sort of desk and
311		secondary research that was definitely a couple
312		in my mind that were just then pushed away on the
313		side and then you know as you as I did more
314		research a tried about even more materials and I
315		came you know erm I was sort of saying you know
316		I'm reading about one material and I find that oh
317		this doesn't seem very appropriate

| 318 | I | mhm |

319	P5	but that same maybe that same article gave me a
320		reference to something else that is possibly
321		similar to the material I was reading about

| 322 | I | yeah |

323	P5	so then it prompted me to that page and then you
324		know I go on reading a little bit more so it was
325		definitely a list and then you know at the end of
326		it the the bicycle it obviously it does it's not
327		made of one core material like

| 328 | I | yeah sure |

329	P5	you know you can't use one material for the whole
330		bicycles there's there's a couple of different
331		two or three maybe three or four different
332		materials because ultimately you have you know
333		your wheels which are erm rubber or you know it's
334		er erm it's it's rubber and then you have erm the
335		steel for the spokes

| 336 | I | mhm |

337	P5	of the wheels so you have all of that erm so
338		there's definitely there's definitely a list and
339		then you know I think my research was sort of
340		like informing erm what was best what was not and
341		at the same time I was carrying out my sort of
342		visual designing of how this could look so I
343		think that together was sort of helping me
344		helping me make decisions

345	I	and did you find any erm databases for example or
346		tools that that help you that give you them
347		materials properties and compare them

348	P5	erm I definitely did yeah I'm pretty sure I I
349		came across quite a lot of databases and erm I
350		also if I'm not wrong I had erm a couple of erm
351		actually quite a lot of information from my my
352		work in my course about certain materials

| 353 | I | okay |

354	P5	such as erm plywood and you know the different
355		kinds of wood because that's something that was
356		sort of ongoing within my course and we had the
357		opportunity to talk to people to different sort
358		of manufacturers in the industry about these
359		materials so I had a level of that information as
360		well but in terms of the properties for the
361		materials I was researching specifically for this
362		project erm I definitely did come across a couple
363		of databases that really helped me understand the
364		nitty gritty of this material

| 365 | I | and did they include the sustainability |
| 366 | | properties as well or just |

| 367 | P5 | sorry |

368	I	did they did those databases include erm
369		sustainability properties as well or just the
370		kind of practical

| 371 | P5 | erm I think that I think it was a mix |

| 372 | I | okay |

| 373 | P5 | um it was definitely I was definitely on the |
| 374 | | lookout for those self sustaining |

| 375 | I | yeah |

376	P5	properties but you know not every er you know
377		article or website has that information that I
378		was looking for so it was definitely a lot of
379		reading just you know some of the information
380		maybe not so relevant so you know I had to read
381		all of that to really understand what this
382		material was about and whether it was really
383		whether it was going to be appropriate or not um
384		yeah

385	I	so it sounds like it probably took quite a bit of
386		time to research and choose the materials and
387		maybe it wasn't that easy

| 388 | P5 | it yeah it definitely took it definitely took |
| 389 | | time yeah I know it wasn't easy considering that |

390		it was just me alone er sort of you know trying
391		to sort of trying to figure that out er for me I
392		think designing has always been about like co
393		creation and working together
394	I	yeah
395	P5	so erm the fact that it was just sort of me alone
396		trying to sort of find these answers and these
397		solutions it was definitely it was it was a
398		difficult process and I think what made it
399		slightly harder was that I had a very short er
400		timing in this internship
401	I	yeah
402	P5	so the whole project that would you know
403		otherwise in the industry take a year and a half
404		or two years even yeah was just really condensed
405		down er you know in the span of like a month and
406		a half
407	I	okay
408	P5	so there was at every phase I think of the design
409		project I had to cut down on everything that I
410		did and just keep it to the point so yeah
411	I	yeah so did you end up having to make the
412		decisions yourself you you got some erm advice
413		from the senior designer but did you did you make
414		decisions together or did you make the decisions
415		yourself in the end
416	P5	erm it was it was I think it was mostly about me
417		having an opinion a point of view
418	I	okay
419	P5	you know taking my research to them and saying
420		this is what I found this is what I think what do
421		you think about it and then they would you know
422		they would guide me based on based on their based
423		on their thoughts and based on their expertise
424	I	yeah
425	P5	so I I guess you could say it was a little bit of
426		a at some point it was sort of a collaborative
427		decision but a lot of you know a lot of touch
428		points I was sort of taking the decision and then
429		presenting it and then if they if they thought
430		that maybe you know there's you know there's
431		something that is missing or something that is
432		not okay then they would sort of bring it up but
433		I think it was mostly me sort of taking charge
434		taking the decision and then saying this is what
435		I think or just ((inaudible))

| 436 | I | and would you say that your own values came into |
| 437 | | your decision making |

| 438 | P5 | err when you say values you mean values as a |
| 439 | | designer or just personally like |

| 440 | I | I mean I'm wondering if you if you have your |
| 441 | | personal values come through in your design work |

| 442 | P5 | um |

| 443 | I | or if it's quite a separate role |

444	P5	yeah definitely um I'm not sure within this
445		project particularly I'm just sort of trying to
446		think back two years ago when I was doing this
447		project er but I think overall in my in my design
448		definitely there's there's some things that I
449		sort of think that yes this design this process
450		the research needs to have you know needs to have
451		that sort of standards that mark

| 452 | I | mhm |

453	P5	it needs to pass these certain things as what I
454		feel as an individual as a designer I should be
455		able to contribute to my to my project I think
456		that this project was specifically that like okay
457		this is you know um it's not just another project
458		it's not just another internship like I've got
459		this really beautiful opportunity to bring this
460		whole idea of you know sustainable er you know
461		natural materials er something that's not
462		producing you know tonnes and tonnes of carbon um
463		when you know the steel is manufactured erm so I
464		I was sort of taking I was trying to take it very
465		seriously in the hope that I can actually produce
466		something that if I wanted to one day it could be
467		translated into you know reality into being into
468		being manufactured so it was definitely sort of
469		trying to make sure that at every stage every
470		decision it was as realistic as I thought it
471		could be at that point in my in my design journey

472	I	okay and you mentioned having erm had quite a bit
473		of sustainability in your design education did
474		your your interest in sustainable design was that
475		developed during the course or did you already
476		were you already interested in sustainable design

477	P5	um I think I would say a mix of both but I think
478		definitely definitely leaning more towards a
479		development in my course so I think when I when I
480		sort of enrolled onto this course I was
481		definitely I would say quite oblivious towards
482		you know sort of sustainable design and what

483		sustainable product design was it sounded
484		interesting because to me at that point you know
485		as erm a seventeen or eighteen year old erm
486		having not much knowledge of sustainability and
487		sustainable design erm I would have looked at it
488		as recycling and you know er better sort of
489		better manufacturing and reusing materials

| 490 | I | yeah |

491	P5	and how materials are creating an impact on the
492		environment which was already something I'm very
493		passionate about

| 494 | I | right |

495	P5	so I think as I was studying onto the course and
496		you know learning more about sustainability and
497		how that can be intertwined with design and
498		especially products that sort of got me I would
499		say more excited about actually being able to
500		create change erm in in the industry so I would
501		definitely say that aspect of learning sort of
502		pulled me much more in into the whole idea of the
503		sustainable design yeah

504	I	and so if you think of the context of your
505		internship and the different people in the
506		company who do you think is responsible for the
507		sustainability of a product

| 508 | P5 | ahh um are you are you asking me in in particular |
| 509 | | to this project and this |

| 510 | I | I guess both I mean in this project and and if if |
| 511 | | that's the same as your general view |

| 512 | P5 | um I think it yeah it I mean I feel like I mean |
| 513 | | sustainability it's such a it's such a big topic |

| 514 | I | yeah |

515	P5	right um for me initially you know sustainability
516		and sustainable design was all about the
517		environment but now I look at it and I'm just
518		like wow I mean there's so much more to it you
519		know like it has these three pillars it's you
520		know it's social it's a social responsibility its
521		economic its environmental so there's so much to
522		it and I think ultimately it's just for any
523		project it just comes down to the business and to
524		the values

| 525 | I | yeah |

526	P5	if these are your values and if this is your sort
527		of your mark that you want to make erm no matter
528		what project you do the business or the you know

529		the project team or you know whoever's leading
530		the project whoever's involved in the project
531		it's everyone's responsibility to make sure that
532		it's it's um it's getting to that market it's
533		getting to that point and beyond to create that
534		sort of sustainable impacts I would definitely
535		not say it's not the designer it's not the
536		project manager
537	I	yeah
538	P5	it's not the you know it's it's not the CEO it's
539		just it's the values of the business it's about
540		who they want to be
541	I	yeah
542	P5	and what they want to what they want to do you
543		know how they really want to create that impact
544		how they want to achieve that sort of level of
545		social economic and environmental sustainability
546		which erm you know being realistic I think
547		possibly in one project achieving all three may
548		be not possible um but I think overall if you're
549		if you're doing if you're working towards a goal
550		of social economic environmental in everything
551		that you do um then I think it's something that
552		the whole organisation needs to hold that needs
553		to carry forward and if that's your if that's set
554		as a value then everyone who's a part of that
555		that business and organisation sort of should
556		share that value I think in essence so if that's
557		the case then I think in every work that you do
558		that you produce so make sure subconsciously in
559		your mind you have sort of that process that okay
560		this has to has to has to make a mark it has to
561		pass that that you know that level of
562		sustainability
563	I	mhm and what if the company doesn't have those
564		values what about a designer who who works in a
565		company that doesn't focus on sustainability can
566		a designer have any responsibility in that case
567	P5	um I oh tough question but um I definitely think
568		you know of course everyone I completely
569		appreciate everyone even as designers that
570		individuals have different values
571	I	mhm
572	P5	me as an individual and as a designer really
573		prioritise sustainability and the focus on that
574		sustainable change and you know the the change I
575		can actually create within our economy and within
576		our world but you know like you said maybe some

577		people some people don't you know they don't
578		maybe you know they don't work for a company that
579		has those values personally the designer they
580		don't they don't have the values I think I feel
581		like if you are working or you're not you know
582		you're part of an organisation or business that
583		doesn't share those those sustainable values I
584		think as an individual as a designer you should
585		definitely share what you feel share your values
586		and share why you think it's important if it's a
587		design company that's you know you're passionate
588		about creating some kind of change you're trying
589		to get something out there you're trying to
590		create that difference I think knowing the value
591		of your actions and particularly your maybe
592		unsustainable actions on the on the economy is
593		very important so if you're choosing not to
594		prioritise sustainability within any kind of work
595		that you do I think as a designer you should
596		really you should question that you should sort
597		of you know read and share as much as you can
598		about why and how this sort of sustainable socio
599		economic environmental impact is important and
600		why it's important how is it creating change
601		because ultimately I think as designers we're all
602		here to we want to make change we want to make it
603		better for you know whatever industry you're it
604		is that you're focused on and whatever work it is
605		that you're doing um but I think it's about just
606		having those values at the heart of the work that
607		you do otherwise I just think I mean there's no
608		point like I don't want to come across as being
609		like judging anyone or anyone's work but I think
610		there's just no point if you don't if you don't
611		understand the the serious impact that a focus on
612		this kind of sustainability can have and that you
613		can create there's just there's no point in the
614		work that you do yeah hopefully that answers the
615		question
616	I	yeah sure um and then I don't know if you can
617		answer this but you you hinted a bit at the fact
618		that the way you worked on your internship was
619		necessarily was not necessarily typical in terms
620		of how you might work if you were working in the
621		company are you able to expand a bit in terms of
622		you said you were quite working on your own did
623		you see how it was working for a kind of normal
624		project embedded in the company and what was
625		different
626	P5	um okay I'm yeah I'm not sure if I if I can
627		completely answer

628	I	yeah
629 630 631	P5	I'm going to try so I think like I was I was telling you it was definitely it was an independent project
632	I	mhm
633 634 635	P5	I think their idea was that I am here to learn as much as I can even if that means making mistakes within the design process
636	I	sure
637 638 639	P5	so you know their thinking was we're not you know we're not going to spoon feed er about every decision
640	I	yeah yeah
641 642 643	P5	so you know for about a year using your you know your knowledge everything that you know so far erm use that make decisions and then share
644	I	yeah
645 646 647 648 649	P5	your thoughts and visions and then you get our opinion and our feedback um if I were to compare that to a real life sort of project you know as as a working designer I will definitely say it's it was a little different
650	I	mhm
651 652	P5	and I'm not sure if I'm if I'm actually that person to you know
653	I	yeah so just just to see what your views were
654 655	P5	I you know I think I was mentioning to you and I've never actually had proper work experience
656	I	yeah
657 658	P5	I just you know undergrad and I finish and now I'm doing my master's
659	I	yeah
660 661 662 663 664	P5	so between that I had two sort of these internship opportunities but I have you know as I've spoken to a lot of designers and experienced now working in my master's course erm which is very industry based
665	I	uhu
666 667	P5	I've definitely learned and sort of had erm more of a liking towards co creation
668	I	yeah

669	P5	and sort of working together even if that means
670		that everyone in the team has different skills at
671		least it means that everyone is on board with
672		what's going on
673	I	yeah
674	P5	and what your what your aim is whereas I found in
675		the in my internship it was it was definitely erm
676		I think it was a new office it so there was you
677		know hardly about five or six people and each of
678		them was erm doing their own so you know one of
679		them is focused on graphic the other one is
680		focused on erm three d visualisation the other
681		one is sort of focused research so I think it was
682		everyone is sort of in their own erm their own
683		space their own responsibilities and while I felt
684		like they together were that team of co-creation
685		me as an sort of kind of external party so just
686		jumped in for a short period of time didn't
687		exactly catch on to that sort of that team I
688		didn't exactly ((inaudible)) while I was working
689		with one of the senior who led the team and a
690		senior designer as well I feel like I was still
691		quite independent and you know that were still a
692		couple two or three other people were kinda
693		oblivious to my research process so it was not it
694		was definitely not like teamwork
695	I	yeah
696	P5	but I wouldn't say that you know that I did
697		everything myself because that was you know that
698		would be physically it would be impossible it was
699		definitely sort of the co decision making with
700		people who obviously had the expertise that I
701		don't have
702	I	yeah
703	P5	erm
704	I	okay
705	P5	does that answer the question
706	I	yes I was just interested to sort of see what
707		you'd observed amongst the other people working
708		there so yeah that's interesting so it sounds
709		like you feel that maybe teamwork is is a better
710		way of doing design
711	P5	yeah yeah I think that's something I I sort of
712		got during my during my master's course yeah and
713		then um it's definitely something I realised that
714		I don't know erm gets me more excited for the
715		actual project it gets me more motivated to do

716		work because it means you can share your
717		knowledge or information your research within
718		these four or five people that you're working
719		with who are also working towards the same goal
720		to achieve the same thing
721	I	yeah
722	P5	um it's also this idea of you know brainstorming
723		and co creation and design sprints and all of
724		that that sort of get you excited and in the zone
725		because you know somebody will say something and
726		that will really you know maybe someone in my
727		team will have an idea and that will prompt me to
728		have another idea
729	I	yeah
730	P5	and then you know third person will have another
731		idea so I think it's definitely that that sort of
732		engagement which erm I've learned in the past
733		couple of few months that is very important to
734		design any design process you're definitely you
735		know you can be the most most skilled and
736		brilliant designer out there but you you just
737		can't do it by yourself
738	I	okay but does it also sometimes lead to
739		disagreements
740	P5	definitely it definitely does and I think that
741		that's one one of the maybe the downsides of team
742		work and sort of cocreation yeah and my course is
743		that we're constantly you know for every project
744		probably changing teams just so that you get an
745		opportunity to work with all the different people
746		in your course and engage with the different
747		backgrounds that they have
748	I	yeah
749	P5	so the the downside is that it you know probably
750		creates a lot of tension a lot of work tension
751		especially when someone's learning or someone's
752		enthusiasm is completely different from yours you
753		know you may have a completely different attitude
754		to someone else so you can come across as as
755		headstrong or being bossy you know taking taking
756		charge or you know being the leader when you know
757		someone someone else is completely the opposite
758		so I've noticed that that might you know it might
759		create a little bit of a a little bit of friction
760		but I think it's it's just how it is
761	I	yeah

762	P5	you know you just have to if you're if you're
763		working long term or you know you're going to be
764		working long term with this group of people I
765		think eventually there has to be it's okay to
766		disagree but you have to make peace with the
767		disagreement I mean you know in a professional
768		working team I think it's very difficult if you
769		start being erm f you start being petty towards
770		the other person because they have different
771		opinions and like you know and they disagree but
772		as long as you as long as those disagreements I
773		think add value to your work and you keep pushing
774		you on I think the the tension is okay but it's
775		definitely there

| 776 | I | yeah |

777	P5	and it's also it's just one of my worries that
778		I'm expanding so much of it within my course that
779		when I actually go out there and you know start
780		working ((inaudible)) environment as a designer
781		it's going to be much worse

| 782 | I | no why |

783	P5	erm yeah I don't know um it's it's definitely
784		that's definitely a downside but I think you need
785		to be in the right mindset to have all of that to
786		sort of know and accept all of that that yes
787		these are the negative things in my experience
788		working team but it's okay because we all have
789		these shared set of values we are passionate
790		about what we're doing erm we all want to create
791		change and these disagreements only would
792		probably help us learn

793	I	okay well those are all the questions I had erm
794		was there anything else that you'd like to add or
795		that you thought I might have asked about

| 796 | P5 | erm no I think I think I've spoken a lot haha |

| 797 | I | okay good |

| 798 | P5 | hopefully this has been helpful |

799	I	yeah definitely no it's I'm just talking to
800		different people and getting different kind of
801		stories of of design projects and hearing what
802		happened so yeah it's really interesting thank
803		you so much for taking the time to do this erm

| 804 | /end/ | |