

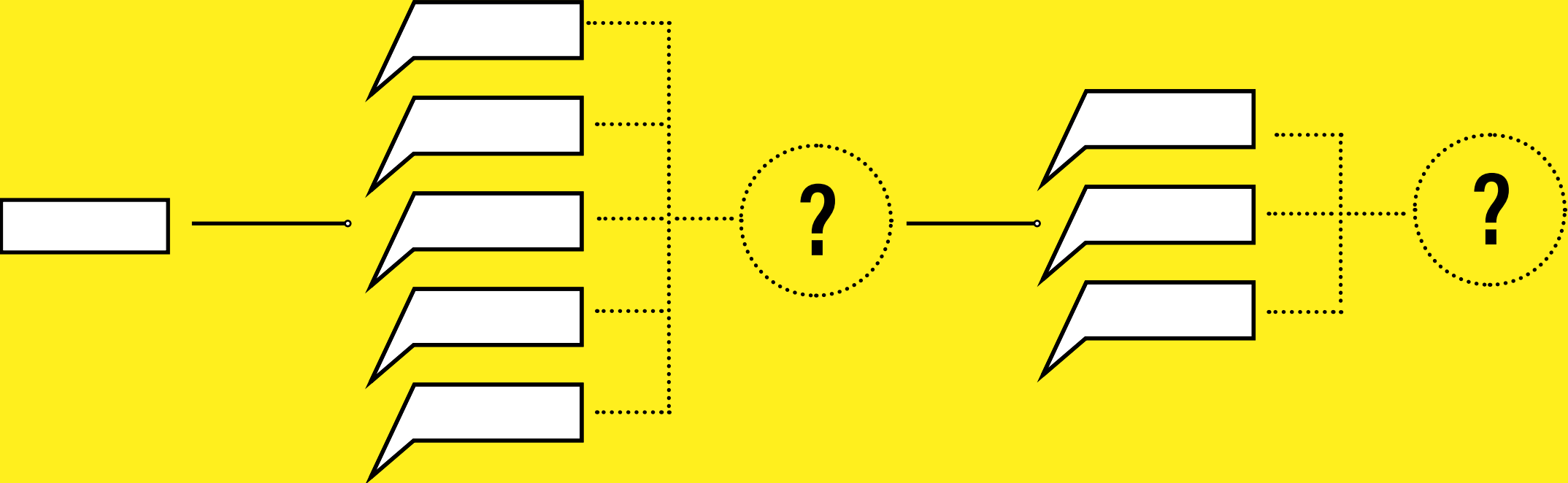
THE BIG QUESTION

# WHY DOES DESIGN MATTER?

// PROCESS

*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*

**// PROCESS**  
*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*



PROCESS

// *ideation*

*refine*

*develop*

*conduct*

*refine*

*develop*

*conduct*

**WHY DOES DESIGN MATTER?**

INITIAL INTERN IDEATION SESSION

**STEP 1**

PROCESS

// ideation

refine

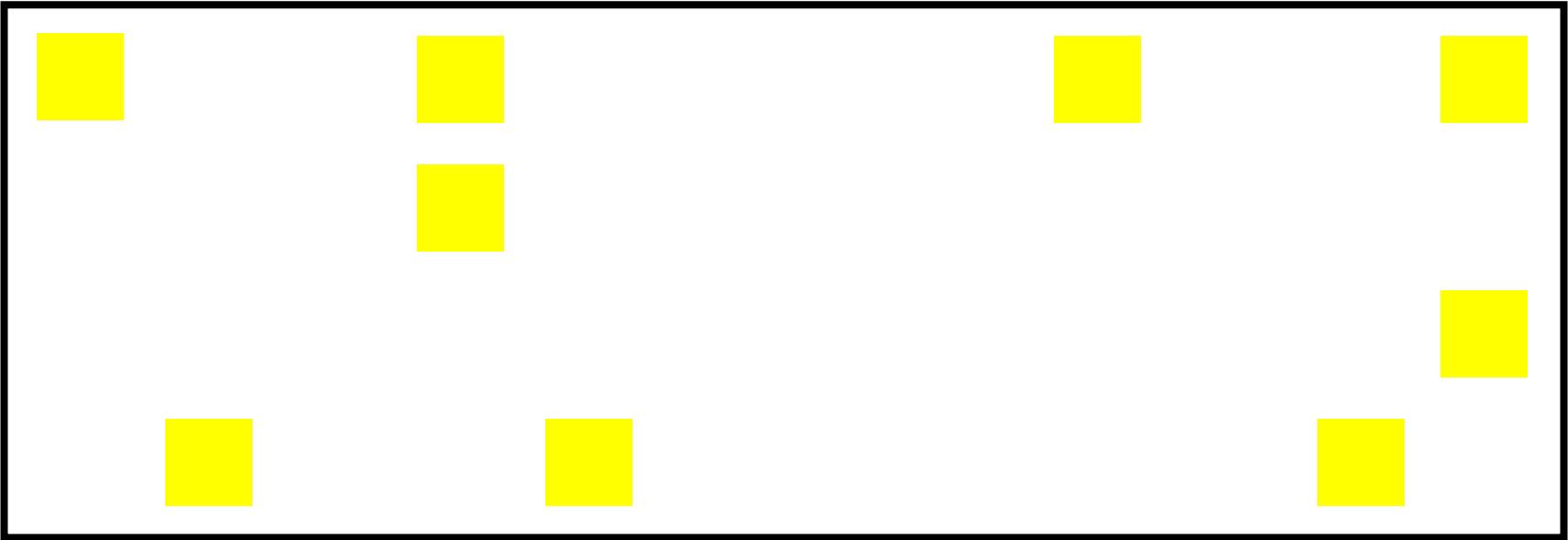
develop

conduct

refine

develop

conduct



INITIAL INTERN IDEATION SESSION

STEP 1

PROCESS

// ideation

refine

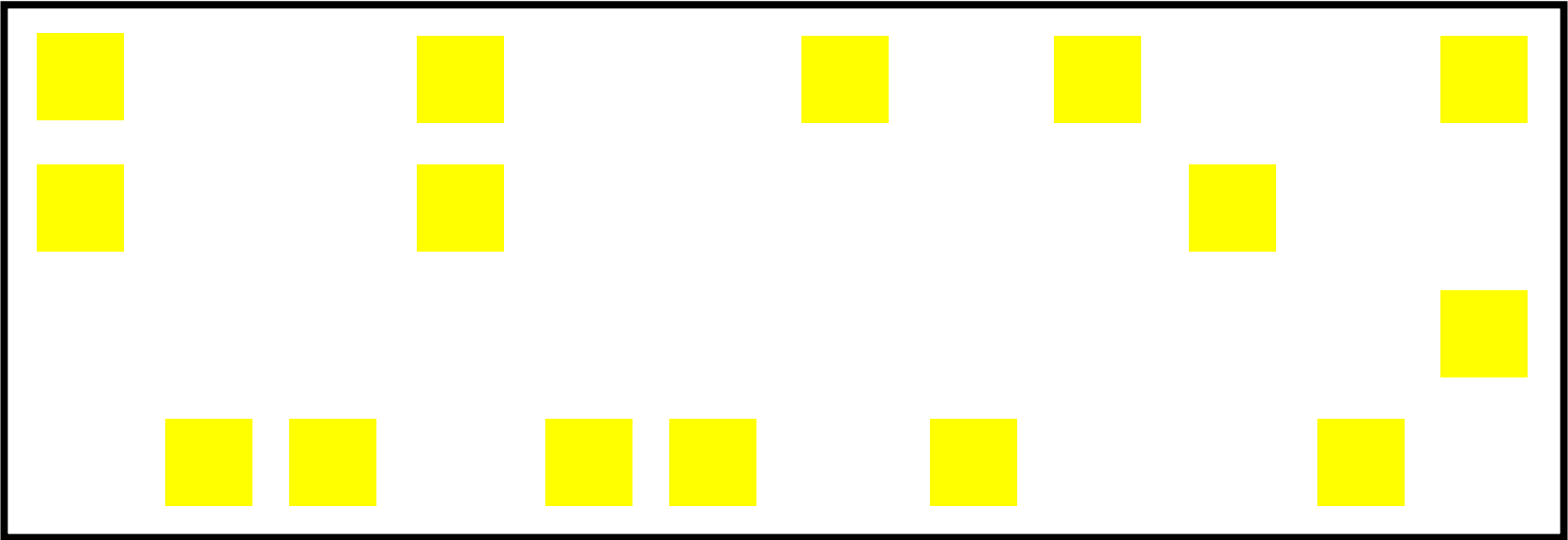
develop

conduct

refine

develop

conduct



INITIAL INTERN IDEATION SESSION

STEP 1

PROCESS

// ideation

refine

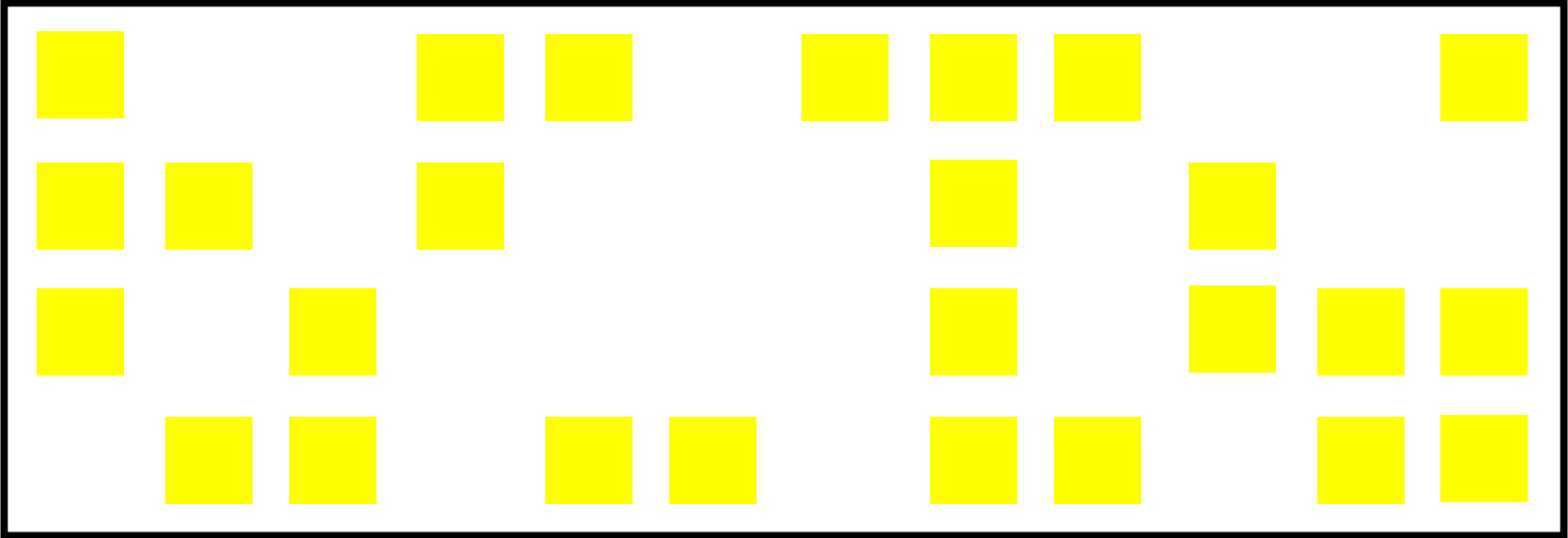
develop

conduct

refine

develop

conduct



INITIAL INTERN IDEATION SESSION

STEP 1

PROCESS

// ideation

refine

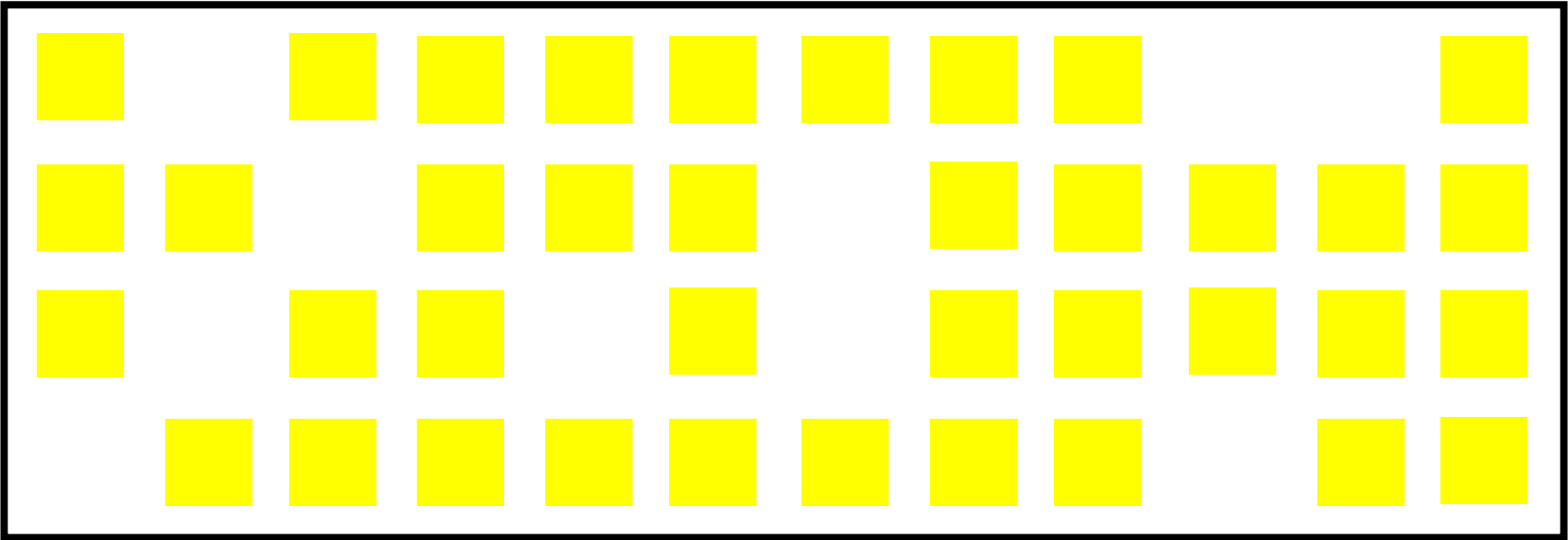
develop

conduct

refine

develop

conduct



INITIAL INTERN IDEATION SESSION

**STEP 1**



PROCESS

// ideation

refine

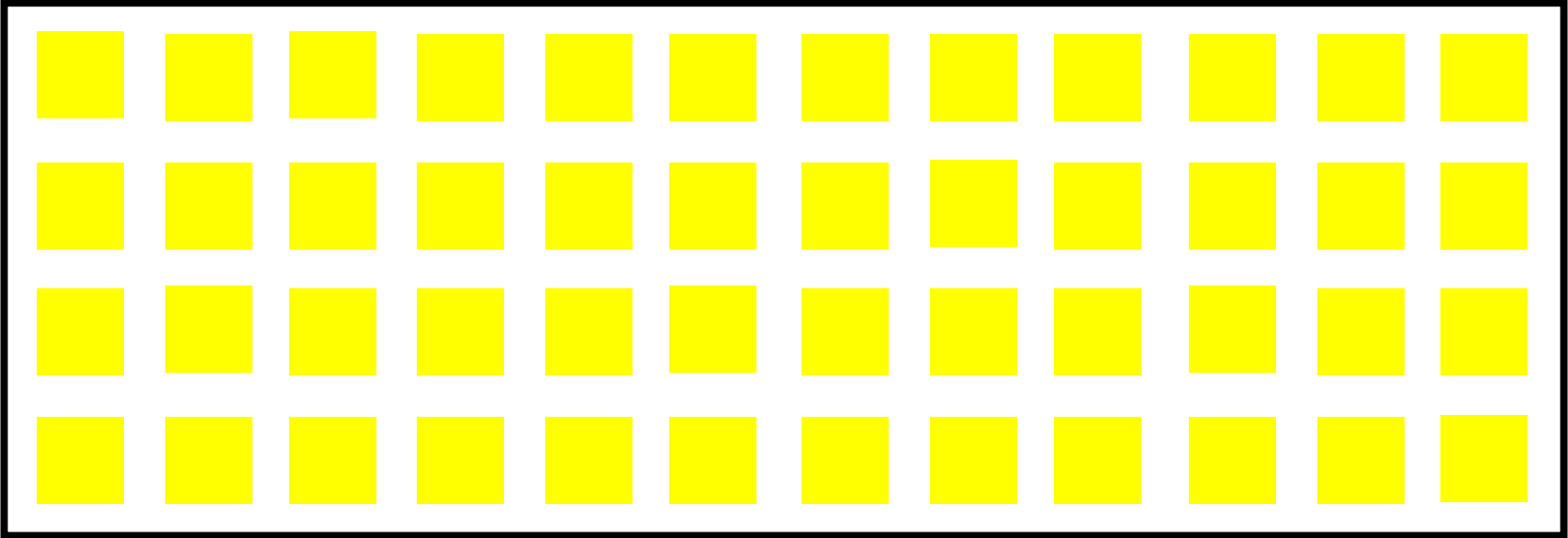
develop

conduct

refine

develop

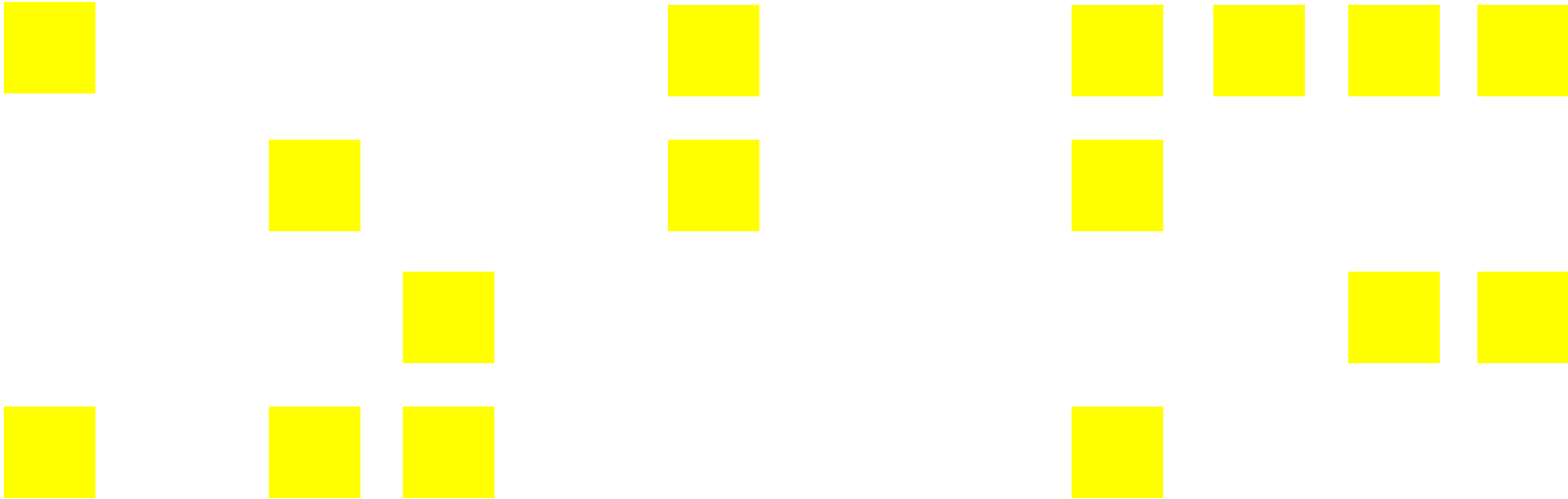
conduct



INITIAL INTERN IDEATION SESSION

STEP 1

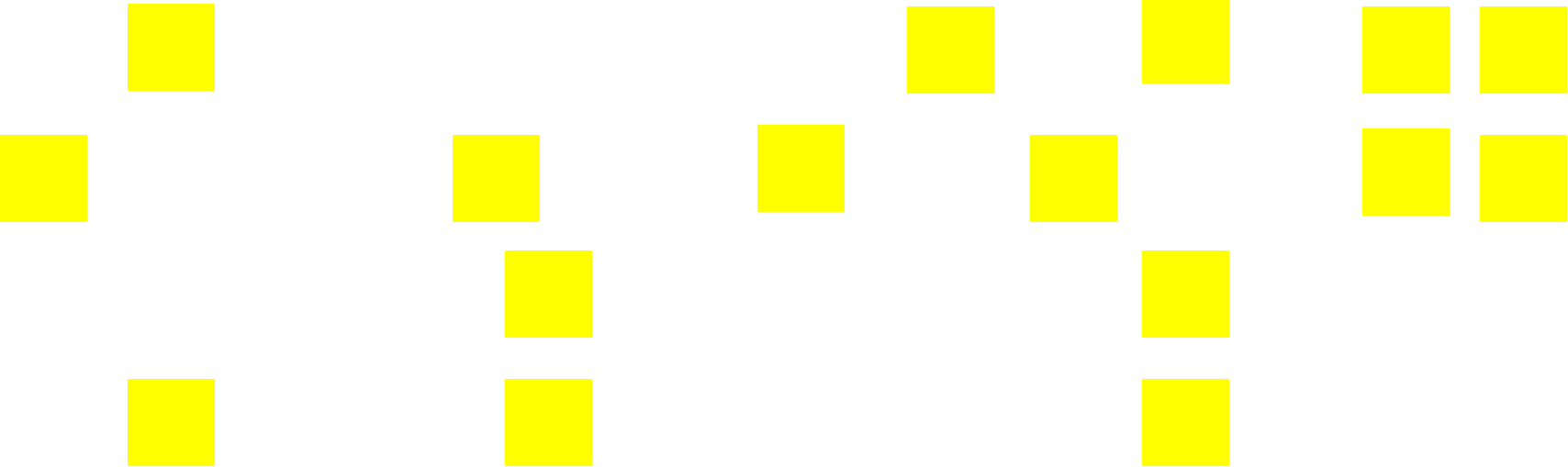
PROCESS  
*ideation*  
*// refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*



EXTRACTING KEY THEMES // DISCUSSION

**STEP 2**

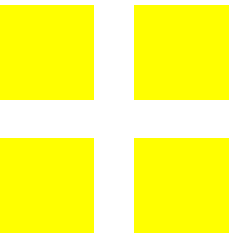
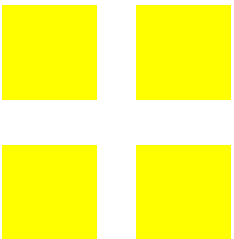
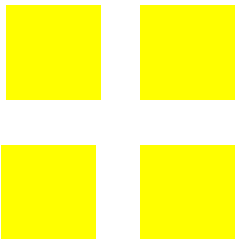
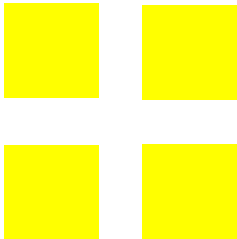
PROCESS  
*ideation*  
*// refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*



EXTRACTING KEY THEMES // DISCUSSION

STEP 2

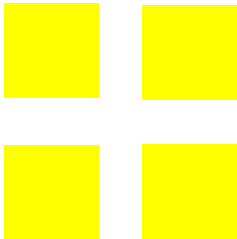
PROCESS  
*ideation*  
*// refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*



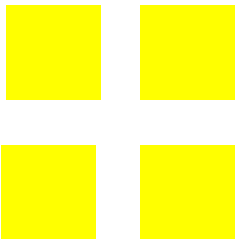
EXTRACTING KEY THEMES // DISCUSSION

STEP 2

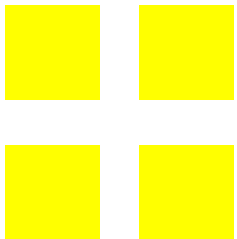
PROCESS  
*ideation*  
*// refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*



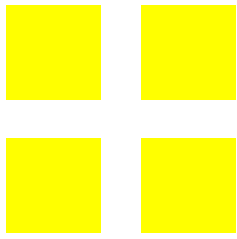
connective inquiry  
economical/ political/  
social impacts  
senses  
democratic/ inclusive  
our future/ end goals  
crisis  
recreational  
evolving society  
environmentally  
conscious



reconciliation  
spread love/  
inspiration  
global and local  
process  
experience/ the  
tangible and the  
intangible  
symbolism  
global impact  
solves problems



multi-disciplinary  
design is in  
everyday life  
community and  
culture  
products and ideas  
user impact  
design for nature  
“where” it matters  
design is one  
exploration

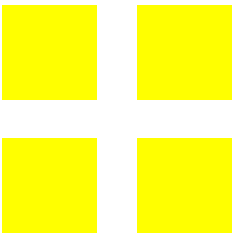
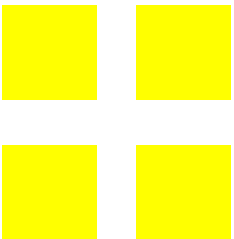
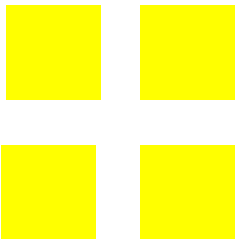
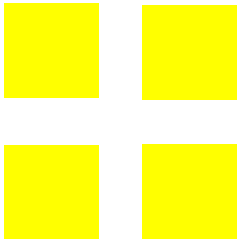


technology  
education  
responsibility  
design is  
abductive,  
inductive,  
deductive  
life ≠ survival  
relationships  
sustainability,

EXTRACTING KEY THEMES // DISCUSSION

STEP 2

PROCESS  
*ideation*  
*// refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*conduct*

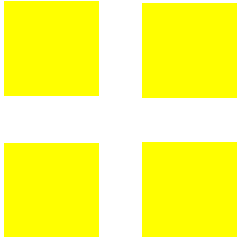


EXTRACTING KEY THEMES // DISCUSSION

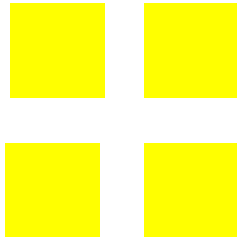
STEP 2

PROCESS  
*ideation*  
*refine*  
*// develop*  
*conduct*  
*refine*  
*develop*  
*conduct*

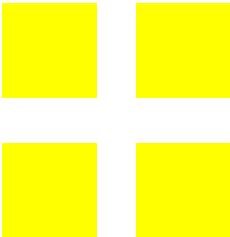
HOW WILL DESIGN  
IMPACT OUR FUTURE?



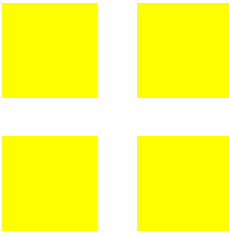
WHEN HAS DESIGN  
FAILED YOU?



WHERE IS DESIGN  
MOST EFFECTIVE?



WHAT IS A DESIGNERS  
RESPONSIBILITY?



DEVELOPING FOUR NEW QUESTIONS

STEP 3

PROCESS

*ideation*  
*refine*  
*develop*  
*// conduct*  
*refine*  
*develop*  
*conduct*

HOW WILL DESIGN  
IMPACT OUR FUTURE?

WHEN HAS DESIGN  
FAILED YOU?

WHERE IS DESIGN  
MOST EFFECTIVE?

WHAT IS A DESIGNERS  
RESPONSIBILITY?

DESIGN MIX EXPERIENCE

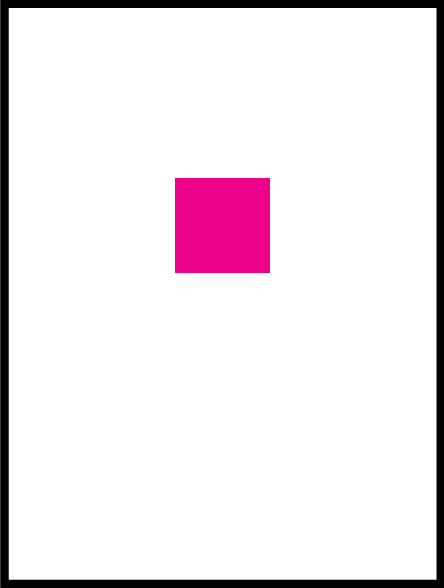
STEP 4



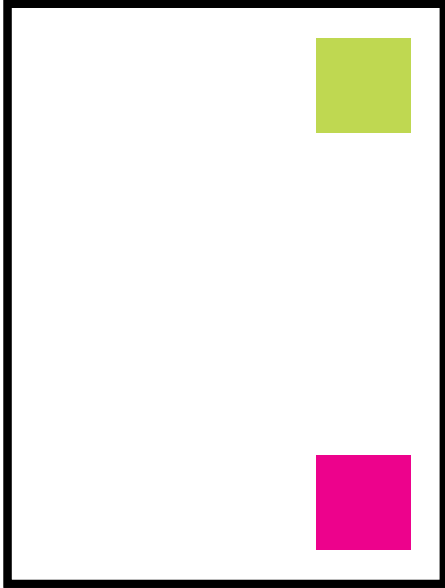
PROCESS

*ideation*  
*refine*  
*develop*  
*// conduct*  
*refine*  
*develop*  
*conduct*

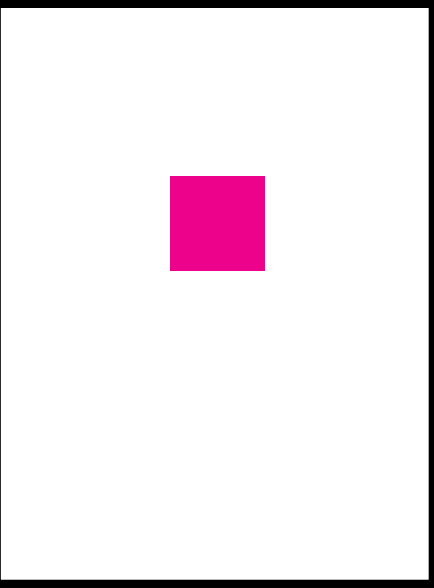
HOW WILL DESIGN  
IMPACT OUR FUTURE?



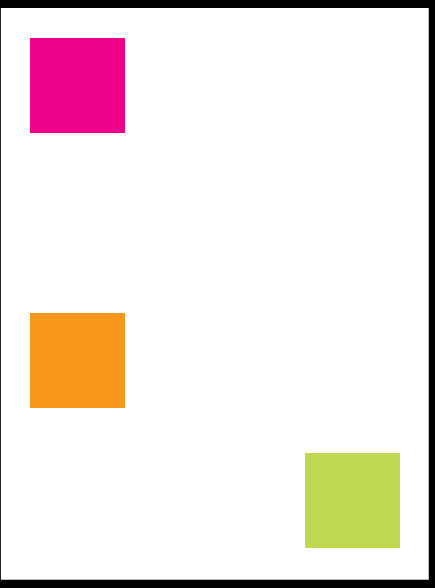
WHEN HAS DESIGN  
FAILED YOU?






WHERE IS DESIGN  
MOST EFFECTIVE?



WHAT IS A DESIGNERS  
RESPONSIBILITY?



-  sentence
-  word
-  image

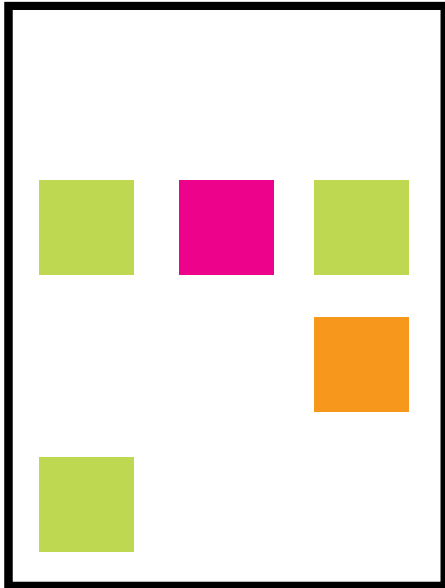
DESIGN MIX EXPERIENCE

STEP 4

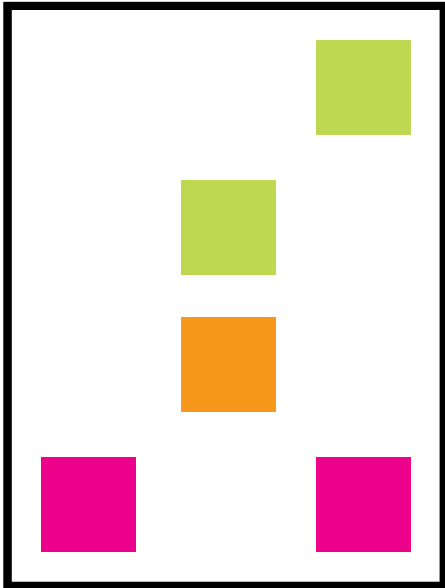
PROCESS

*ideation*  
*refine*  
*develop*  
*// conduct*  
*refine*  
*develop*  
*conduct*

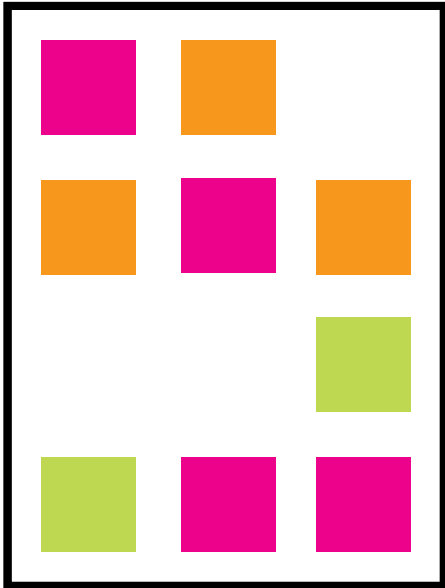
HOW WILL DESIGN  
IMPACT OUR FUTURE?



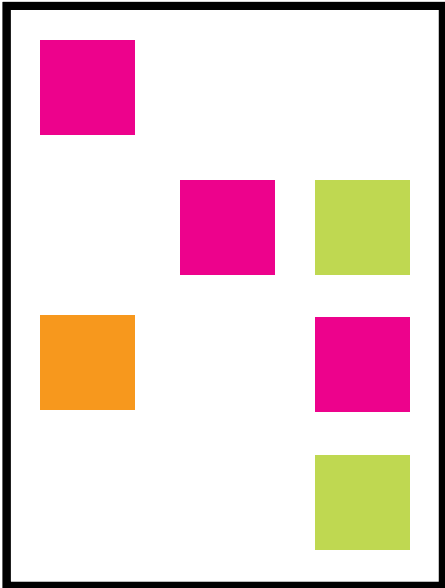
WHEN HAS DESIGN  
FAILED YOU?





WHERE IS DESIGN  
MOST EFFECTIVE?




WHAT IS A DESIGNERS  
RESPONSIBILITY?



 sentence

 word

 image

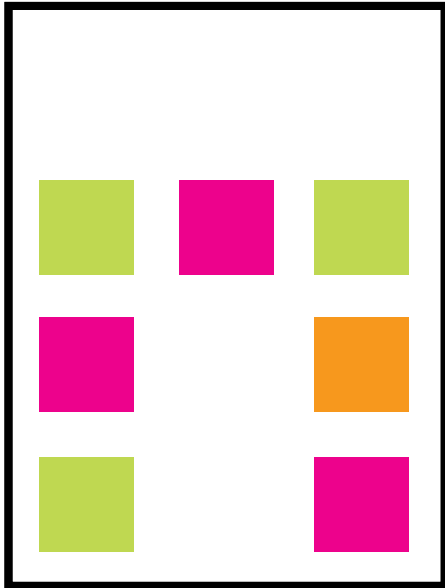
DESIGN MIX EXPERIENCE

STEP 4

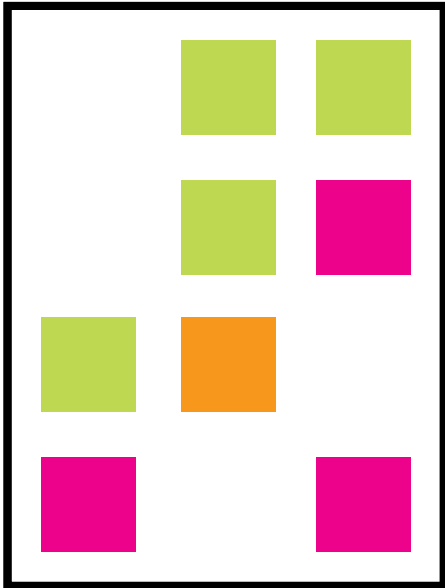
PROCESS

*ideation*  
*refine*  
*develop*  
*// conduct*  
*refine*  
*develop*  
*conduct*

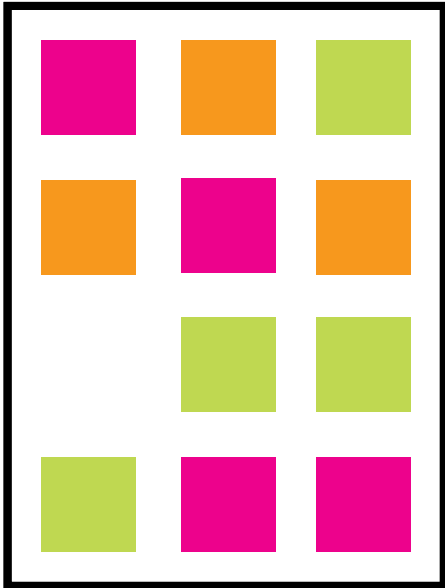
HOW WILL DESIGN  
IMPACT OUR FUTURE?



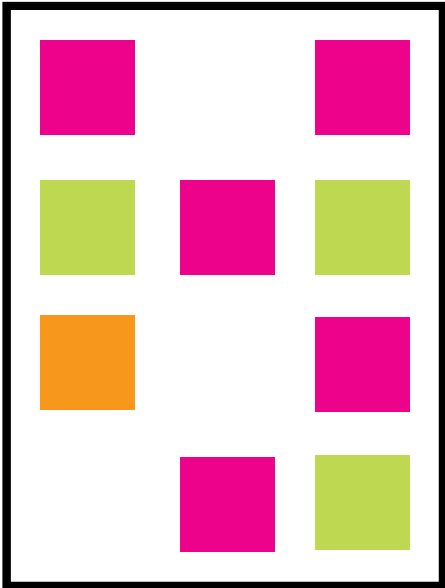
WHEN HAS DESIGN  
FAILED YOU?





WHERE IS DESIGN  
MOST EFFECTIVE?




WHAT IS A DESIGNERS  
RESPONSIBILITY?



 sentence

 word

 image

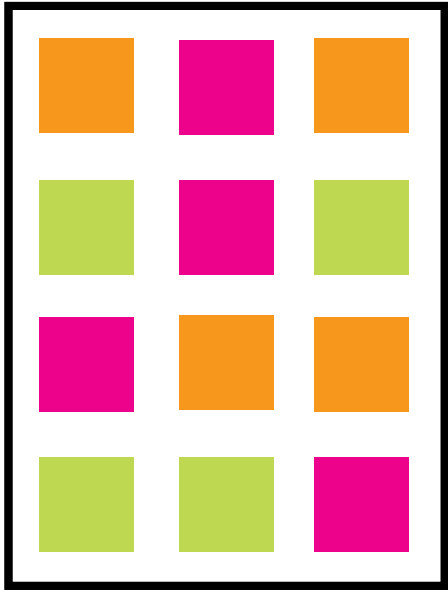
DESIGN MIX EXPERIENCE

STEP 4

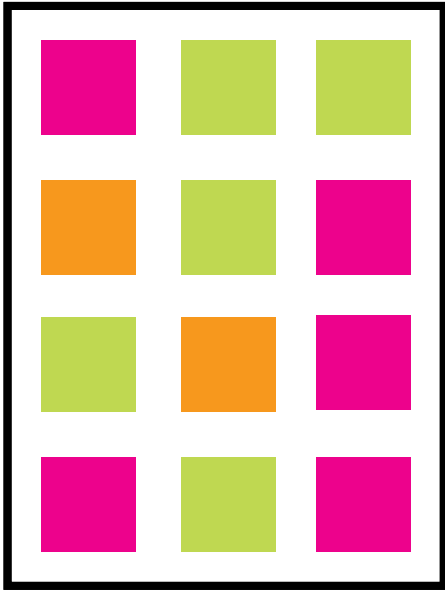
PROCESS

*ideation*  
*refine*  
*develop*  
*// conduct*  
*refine*  
*develop*  
*conduct*

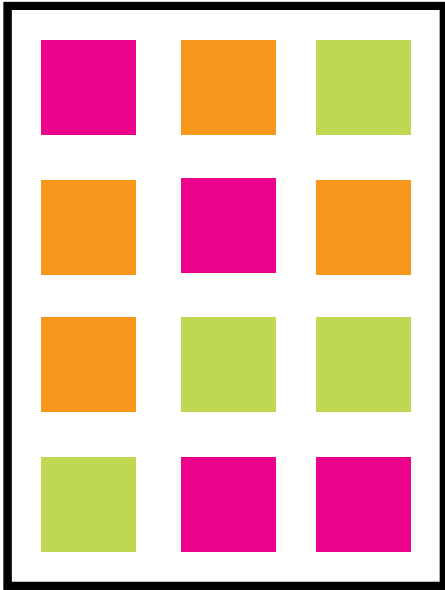
HOW WILL DESIGN  
IMPACT OUR FUTURE?



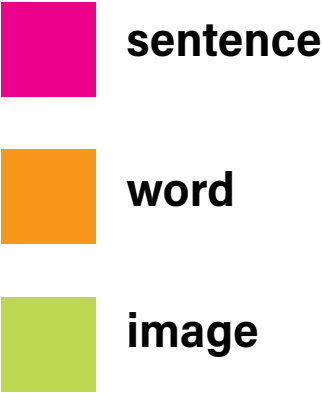
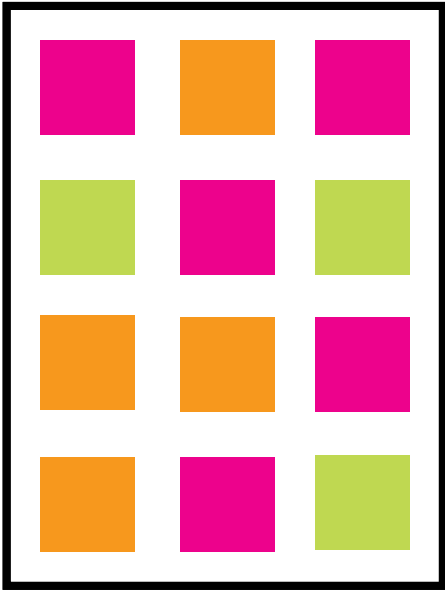
WHEN HAS DESIGN  
FAILED YOU?



WHERE IS DESIGN  
MOST EFFECTIVE?



WHAT IS A DESIGNERS  
RESPONSIBILITY?



DESIGN MIX EXPERIENCE

STEP 4

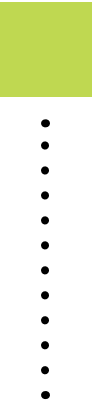
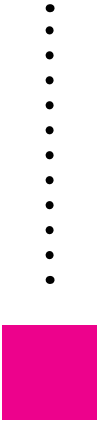
PROCESS  
*ideation*  
*refine*  
*develop*  
*conduct*  
*// refine*  
*develop*  
*conduct*



COMMON KEY THEMES

STEP 5

PROCESS  
*ideation*  
*refine*  
*develop*  
*conduct*  
*// refine*  
*develop*  
*conduct*

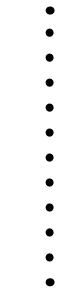


COMMON KEY THEMES

STEP 5

PROCESS  
*ideation*  
*refine*  
*develop*  
*conduct*  
*// refine*  
*develop*  
*conduct*

COMMUNITY



ENVIRONMENT

QUALITY OF LIFE



TECHNOLOGY

COMMON KEY THEMES

STEP 5

PROCESS  
*ideation*  
*refine*  
*develop*  
*conduct*  
*// refine*  
*develop*  
*conduct*

COMMUNITY

ENVIRONMENT

TECHNOLOGY

QUALITY OF LIFE

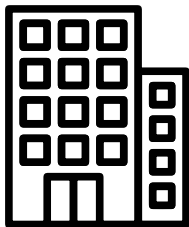
COMMON KEY THEMES

STEP 5

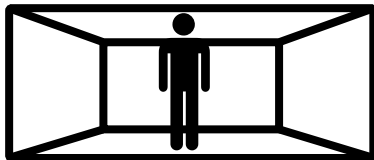
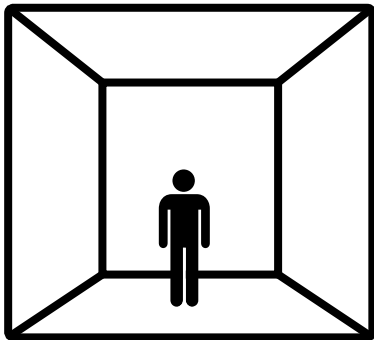


PROCESS

*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*// develop*  
*conduct*



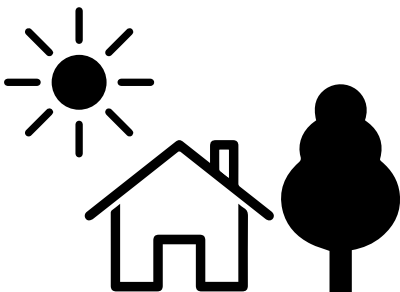
COMMUNITY



ENVIRONMENT



TECHNOLOGY



QUALITY OF LIFE

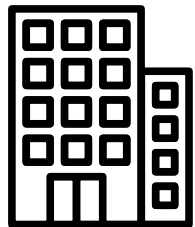


NEW INTERVIEW QUESTIONS

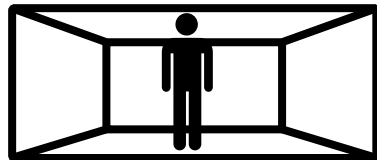
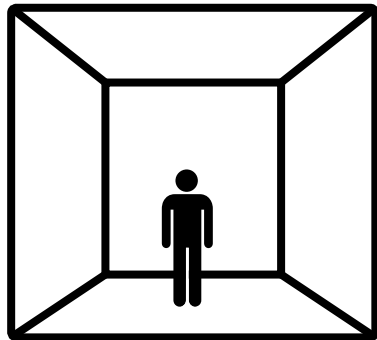
**STEP 6**

PROCESS

*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*// develop*  
*conduct*



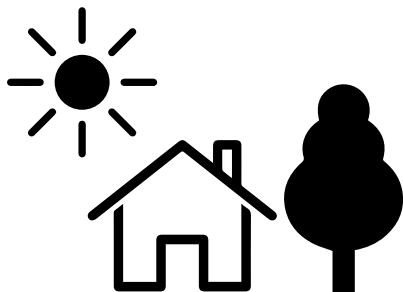
COMMUNITY



ENVIRONMENT



TECHNOLOGY



QUALITY OF LIFE



How would you  
define design?

How do you  
get to work  
everyday?

How is that  
experience for  
you?

How would  
you improve it?

What type of  
spaces make  
you feel  
comfortable/  
uncomfortable?

What can  
technology  
bring to design?

How can  
design create  
user-friendly  
technology?

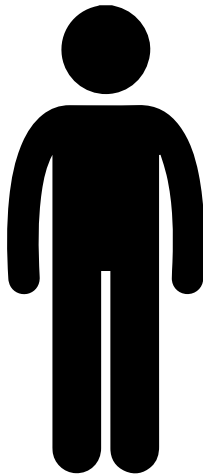
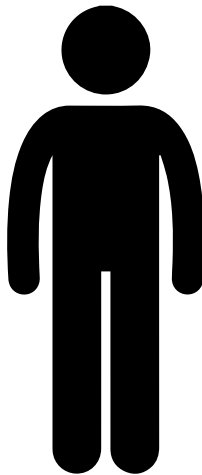
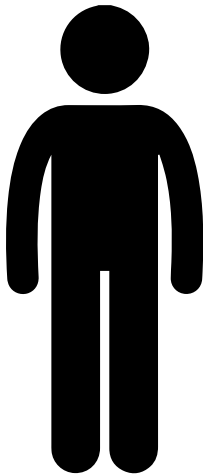
What is one  
thing that would  
improve your  
quality of life?

Can design  
solve that  
problem?

What makes a  
good design  
experience?

PROCESS

*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*// conduct*

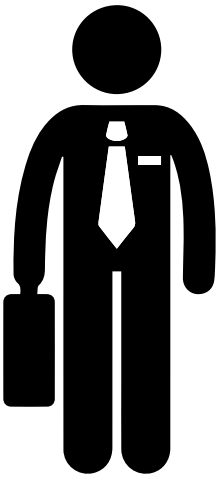
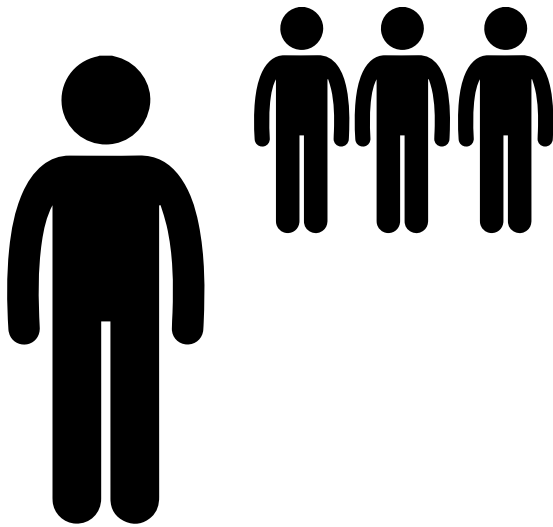


MEANS OF CONDUCTING INTERVIEWS

STEP 7

PROCESS

*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*// conduct*

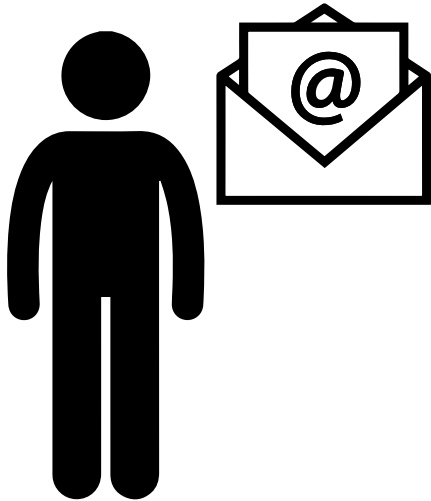
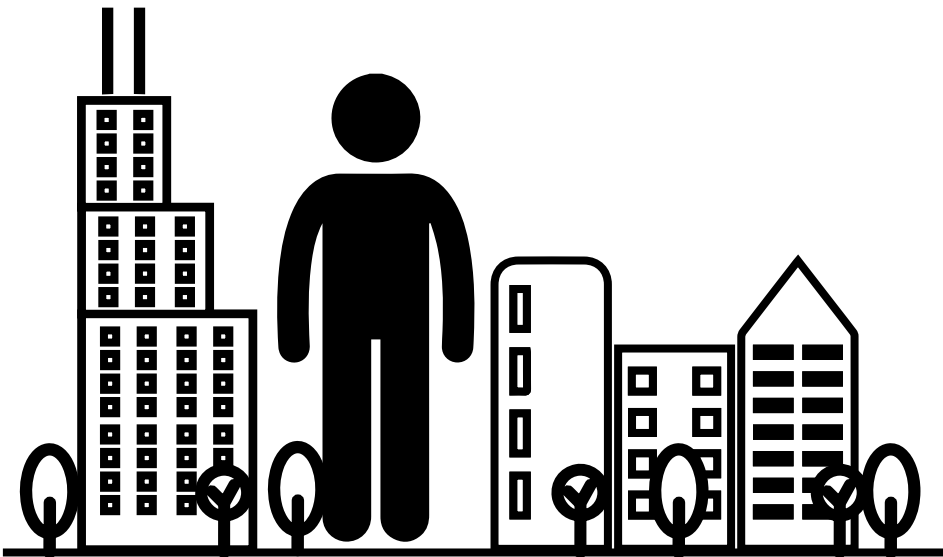
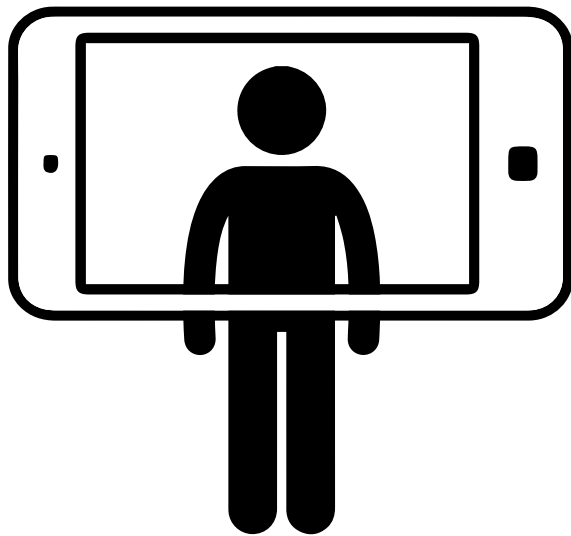


MEANS OF CONDUCTING INTERVIEWS

**STEP 7**

PROCESS

*ideation*  
*refine*  
*develop*  
*conduct*  
*refine*  
*develop*  
*// conduct*



MEANS OF CONDUCTING INTERVIEWS

**STEP 7**

// MOVING FORWARD

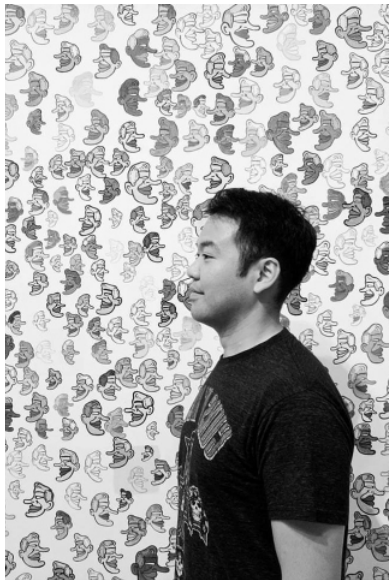
*research*  
*interview*  
*data*  
*design*  
*discussion*

**MOVING FORWARD**  
*research*  
*// interview*  
*data*  
*design*  
*discussion*



**Eric Zhang**  
**Facility Manager & Webmaster**

“Design is utilized and expressed in countless ways everywhere, but it is the planning and creation of look, personality, aesthetics, function and delivery, as a building block and framework for end goal. I drive to work every day, and though it is a consistent experience, I wish there was no traffic and consistent travel time. Comfortable spaces are somewhere in between small and big spaces, which isn’t too spacious or confined. Technology’s role in design is to unlock a new level of design that wasn’t explored before, allowing people to understand and commit to something; making things more efficient, effective, and therefore making technology easy to use through expanded understanding. Making things less frustrating to use while still looking good would be able to improve the quality of life, and that can be achieved through designing processes. Continued improvement of technology will impact future most, by allowing design experience to be efficient, functional, and aesthetic to many people and allowing then to utilize and appreciate without being overbearing.”



**Colin Liu**  
**Architectural Designer**

“Design is everything; we live in it. I drive to work every day, and it is boring; it is long, and it is expensive. I wish there was a better transit system to improve commuting experience, so I can avoid driving and better the environment. The most comfortable place is my room because it is my space. If it’s not clean and packed, it wouldn’t be comfortable. Technology improves and makes difficult things possible, but I think improving accessibility to design will create user-friendly technology. Improving our quality of life only comes through participation of companies and people, and it is only possible if everyone is involved. I think robots and machines can take over the world because it’ll be cheaper to use robots. If people are happy, I think that is a good design experience; something that makes good design experience is that it brings people happiness and joy.”



**Mir Noh**  
**Construction Engineer**

“I think design is by humans for humans. I take subway to work every day; it’s convenient but it’s long. I wish it was not boring so I always try to keep myself productive. Comfortable spaces have the right scale; wrong scale for a space is not comfortable. Technology allows us to explore what wasn’t possible before, and I think simplification through design makes user-friendly technology. While being able to pursue your goals improves my quality of life, I would be able to better pursue my goals if design can be used as a source of inspiration to solve many problems. Climate change will impact everything, and we need to be prepared. To create a good design experience, you need to have experience. They create each other.”



**Jawanza Barrett**  
**Information Systems Technician**

“To me, design is something that helps visualize or otherwise showcase an idea. I walk to work every day, and because I have multiple sites, the amount of time taken is inconsistent. I usually try to walk faster or wake up early to get to work on time. Now, since I’m an introvert, I feel comfortable when I’m not in a place where I am the center of attention; opposite is the case when I am. I think technology and design goes hand-in-hand; each advancement in technology allows designers to design easier, by introducing new tools (such as touch interfaces) for user interaction. I think finding a way to stay fit and healthy easily would improve my quality of life, and I don’t think design will be able to make humans stop being lazy; design won’t solve this problem. In terms of future, I think artificial intelligence will have the largest impact, because it’ll be so integrated into our daily lives. Good design experience will make things easy to use.”

MOVING FORWARD

research  
// interview  
data  
design  
discussion

How do you  
get to work  
everyday?

How is that  
experience for  
you?

How would  
you improve it?

What type of  
spaces make  
you feel  
comfortable/  
uncomfortable?

What can  
technology  
bring to design?

How can  
design create  
user-friendly  
technology?

What is one  
thing that would  
improve your  
quality of life?

Can design  
solve that  
problem?

How would you  
define design?

“Every project is  
unique having  
different thought  
and solution.  
Design is story  
telling.”

Gerry Christensen  
Industrial and Graphic  
designer, Detroit

“By car. I notice  
billboards along  
the way because  
they advertise  
the competitors  
in my industry”

Destiny  
Health IT, On-ground  
interviewee at Campus  
Marshalls, Detroit

“I like spaces that  
are not busy, and  
I can think and  
explore ideas in  
my head.”

Joe Cornelia  
Designer, Commonwealth

“It offers  
new ways to  
communicate  
with people”

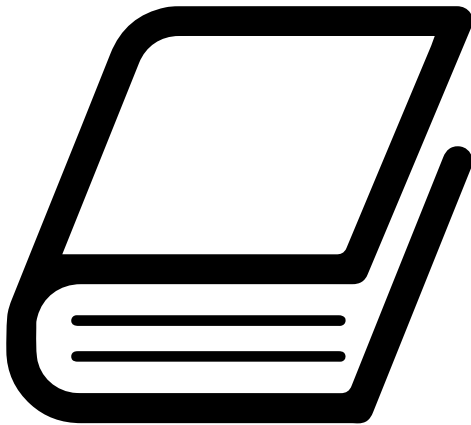
James Adamy  
Creative Director, Advert-  
ising, Commonwealth

“Public  
transportation.  
Green  
infrastructure.  
Place making.”

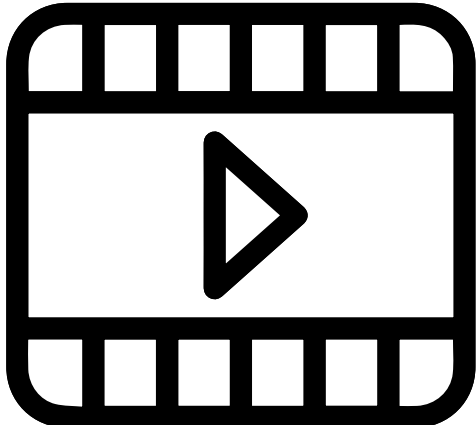
Quicken loans employee,  
On-ground interviewee  
across the Guardian,



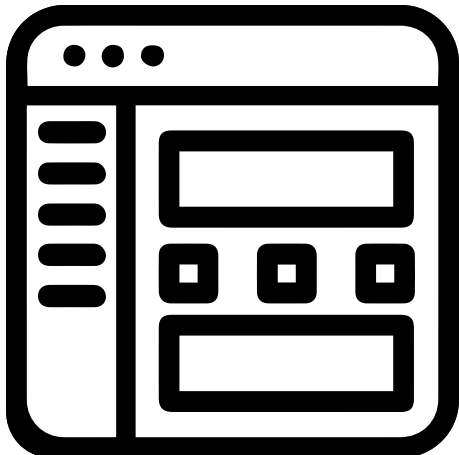
MOVING FORWARD  
*research*  
*interview*  
*data*  
*// design*  
*discussion*



BOOKLET



VIDEO



ONLINE

DELIVERABLES

**MOVING FORWARD**

*research*

*interview*

*data*

*design*

*// discussion*

**TRANSPARENT PROCESS**

**DOES DESIGN MATTER IF PEOPLE DON'T RECOGNIZE IT?**

**DESIGNER — END USER**

**DO DESIGNERS UNDERSTAND USER EXPERIENCE?**

**DESIGN ETHICS**

**WHAT IS A DESIGNERS RELATIONSHIP TO ETHICS AND  
SOCIAL IMPACT?**

**PANEL QUESTIONS**