Hani Mebar

Applied Design research

Pre-assignment Oct 31,

**What are the key features of the research approaches that the selection is based on?**

**Case study research methods key features are-**

* Used by business and/or administrative groups
* Can be used in development work to help produce suggestions for development.
* Produces knowledge about a current situation in an actual operational environment.
* Requires in-depth knowledge and detail about the case; good for helping understand the complexity of a case.
* Does not look at wider scope but instead focuses on details of how and why a situation occurred.

Case study research can be applied to an individual, a group of people, an organization, an event, an operation, a process, and a geographic area.

**Action research methods key features are:**

* It is a participatory method that requires a group to solve a practical problem to achieve a change. (Used a lot in schools for example or attempting to change social behavior).
* It is based on a problem and focuses on practice – eg how a group or persons should create new habits.
* It tries to solve the problem by coming up with how a practice or habit should be rather than how it currently is.
* Focuses on collaboration, introspection, and working together with the researcher and the participants
* Preference that the research and solution is done that includes people very close to/inside the situation or problem. The researcher just brings a different perspective to the problem, but it has to be solved internally.
* Action research targets to change the current reality.

**Constructive Research methods key features are:**

* Used when required to generate a plan, technique, or model.
* Develops a theoretically well-founded solution to a problem and thus produces new knowledge for doing business and contributing to the scientific community.
* The solution can be used in multiple organizations vs just the target org.
* Forms a concrete, practical and meaningful output like a new product, system, model, or plan.
* Similar to action research in that it aims to change an organizations operations and practices. The difference is that it takes theory to solve a problem.
* Evaluation of the solution has to take place in practice – ie it needs to be applied in real life to see how well it does what it was designed to do.
* Required collaboration, observation, group discussions, surveys, interviews, because it helps future users.-

**Service Design research methods key features:**

* Mainly for customer-oriented improvement plans
* Requires a clear process with methods and tools that can be easily applied. They turn a vague concept or idea into something clear and testable.
* Aims at optimizing both the products and service experience and making them more functional, economical, sustainable, ecologically sustainable, and beautiful or aesthetically pleasing.
* Applies design methods and processes to services.
* Can be applied at all levels of a solution, for example company strategy, business models, processes, service environment, and customer contacts.
* It aims at the customer to be easy to use, valuable, and desirable.
* It aims at organizations to be influential, effective, profitable, and distinguishable.
* Development is based on fully taking the customer into account by being empathic, and having an in-depth understanding of service users’ actions, situations, needs, wishes and other factors related to service.

**What would look like the best fit in your case and why (preliminary selection)?**

My thesis idea is to try to answer the question : what methods of incentivisation will be most effective at making people purchase and/or support businesses with scientifically proven green solutions? Not talking about ‘Impossible Burger’ or Oatly (as there is now science to show they may not be sustainable or scalable without huge impact on the environment). So the science needs ot be solid – eg Hydrogen fuel cells emit water when combusted (even though it is also not scalable due to the energy required to separate hydrogen molecules, but the science is accurate and unquestionable).

And at which part of the chain (producer, consumer, or both) would the incentives yield the best results? (the results being higher adoption of green solution sales and therefore positive impact to climate). Eg should the incentives be given to mining industry? The manufacturer? How far along UP the chain do we go where we can maximise the impact?

I believe that it will be a toss up between constructive research and service design research. The reason. Reason for constructive is that it is taking a theory that when we financially incentivise a person or company they tend to move their processes to maximise or achieve that incentive when it comes tangible products or services; these also present themselves fairly quickly in financial analysis in the short term. But in the case of my thesis we won’t be able to measure it yet for another several years. Hence the theoretical part.

The service design part is that the incentive program itself needs to be an optimal and attractive experience to both ends of the chain. IE for the consumer it needs to be attractive, easy to use, valuable and desirable. For the company it needs to be profitable, effective, influential, and distinguishable.