

7.3.3 Product

The evaluated product in E2 was ChairDNA 1.2 (described in the chapter **The ChairDNA Design Tool**). For this purpose, ChairDNA had to be necessarily used with Rhinoceros.

7.3.4 Participants

The group of participants of E2 was composed by 10 Portuguese design practitioners, with recognized experience in chair design. The participants list is displayed in **Appendix 7.B.4**, while the consent forms are available in **Appendix 7.B.5**. The selection of the participant's group comprised three main criteria:

- 1) The study population was defined upon the target population of ChairDNA, which contemplates chair designers. This population was narrowed to Portuguese chair designers, according to the convenience sampling method Marshall (1996); because the sessions were conducted on the field, a criteria of proximity had to be adopted, in order to save resources. Consequently, the study characterizes the chair design of a specific region, which, although is not the main focus of the study, may be considered a contribution of the same.
- 2) Beyond the regional criteria, the study population only addresses designers with recognized work in the chair design domain. The study population was extracted from five sources, comprising winners of two international design competitions (Branco 2012; Praquin 2013) and authors represented in three Portuguese design exhibitions (Coutinho 2015; Parra 2011; Experimentadesign 2011). The study population is composed by 31 individuals, and the database can be consulted in the **Sample** chapter.
- 3) From the study population, ten individuals were available to participate in the study (32%). According to Macefield (2009), this is an acceptable number to gather significant qualitative and quantitative results. Incidentally, the participants group comprise a heterogeneous representation of the study population, regarding gender, age, workplace district, and employment type.

The participants profile was analysed in terms of their (i) demographic profile, (ii) CAD software skill level and (iii) expertise on chair design.

The demographic profile of the participants is illustrated in **Fig. 7.11**, including data related to: (i) the workplace city/town and district, (ii) gender, (iii) age, (iv) employment, and (v) education level. The workplace of the participants was geographically distributed along the following districts: Lisbon (6), Porto (2), Aveiro (1), and Leiria (1). Participants were mostly male (8 participants; 80%) and were aged between 26 and 56 (with a mean age of 39), being the majority in

their 30s. Regarding the employment type, four participants worked in a design studio, two accumulated the functions of teacher and designer, one worked in a furniture manufacturing company (Adico³), one was a freelance designer, one worked in an advertising agency and other in a technology company. The participant's education level contemplated the following degrees: all participants were graduated (nine in Design and one in Architecture); four also held a Master degree (three in Design and one in Drawing) and two also held a PhD degree (in Design).⁴

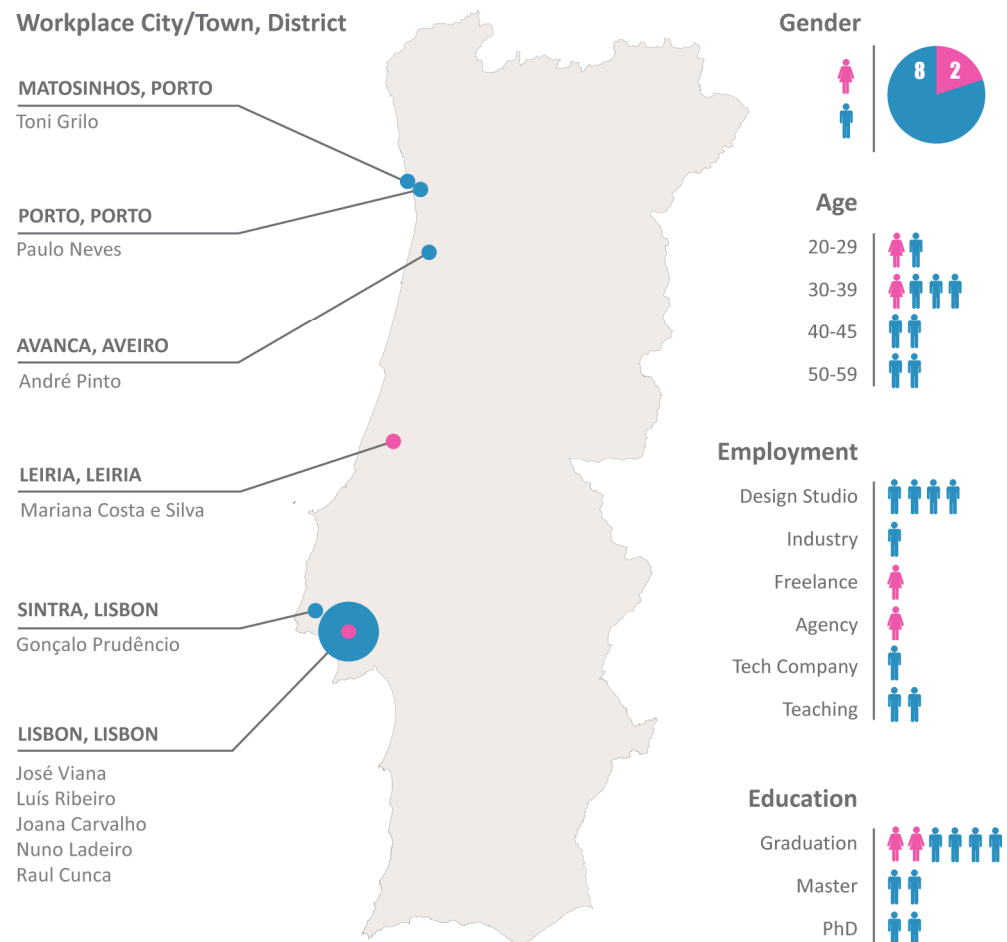


Fig. 7.11 E2 participant's demographic profile

³ Adico's website: <http://www.adico.pt>

⁴ The participant's academic degrees were undertaken at the following seven institutions: Faculty of Architecture – University of Lisbon (*Faculdade Arquitectura – Universidade de Lisboa*); *Faculdade Belas-Artes – Universidade de Lisboa*; *Universidade Lusíada* (Lisbon); *Universidade de Aveiro*; *Escola Superior de Tecnologia e Gestão – Instituto Politécnico Viana Castelo*; *Domus Academy* (Milan); and *École Boulle* (Paris).