

AHRC Next Generation Design Research Workshop

Design Action Plan

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Dr Jea Hoo Na

31st January 2018

Manchester Metropolitan University

1. Introduction of the Project
2. Funding Application
3. Managing the Project (PI's View)
4. Working as a Research Associate (RA's View)

- 2 Year AHRC funded project
- Funding of £578,000 with collaboration with Cardiff Metropolitan University and partnership with the UK Design Council
- Aim: to develop an action plan optimising the strategic use of design in the public and private sectors in the UK for maximum societal and economic benefit.



Arts & Humanities
Research Council

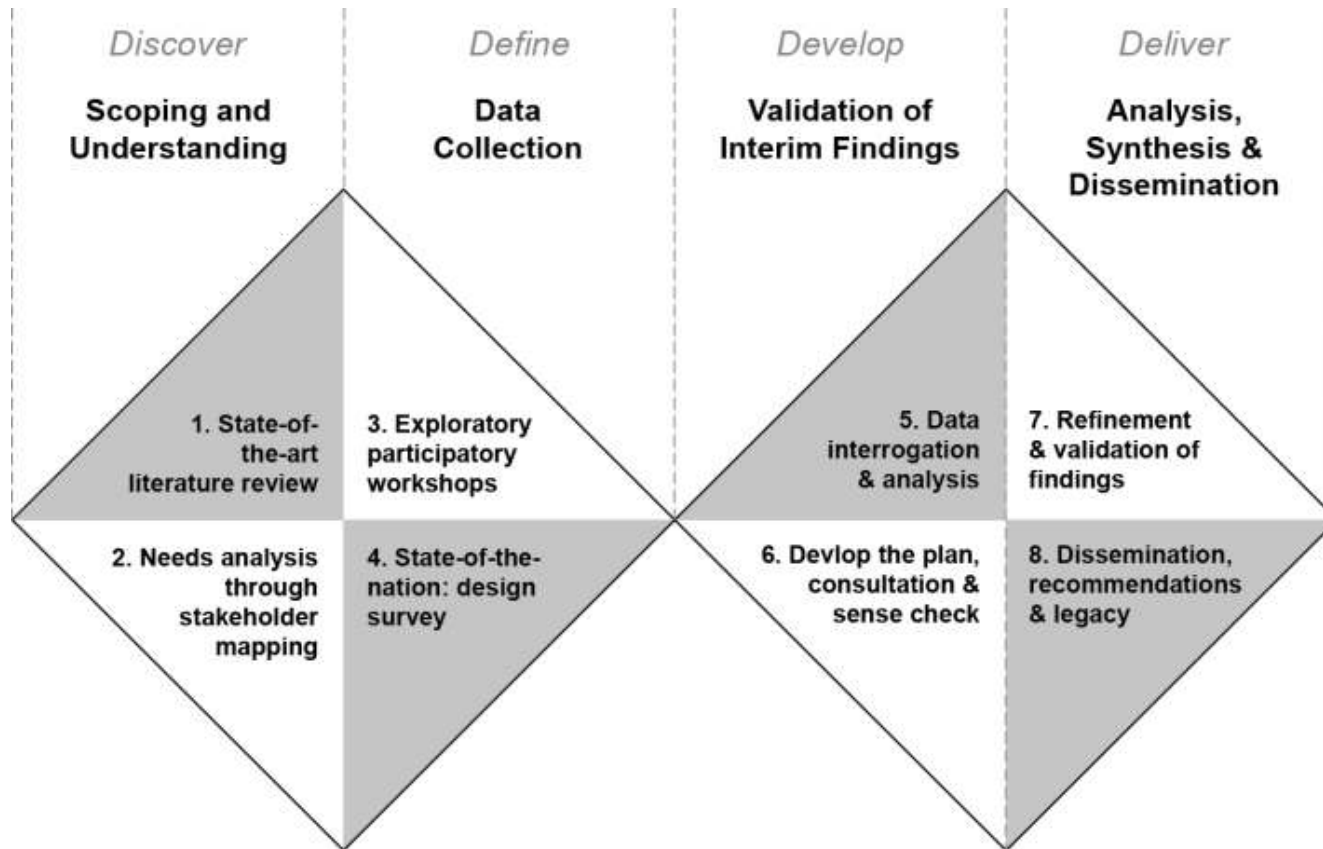


Manchester
Metropolitan
University



Cardiff
Metropolitan
University





Research Funding Guide

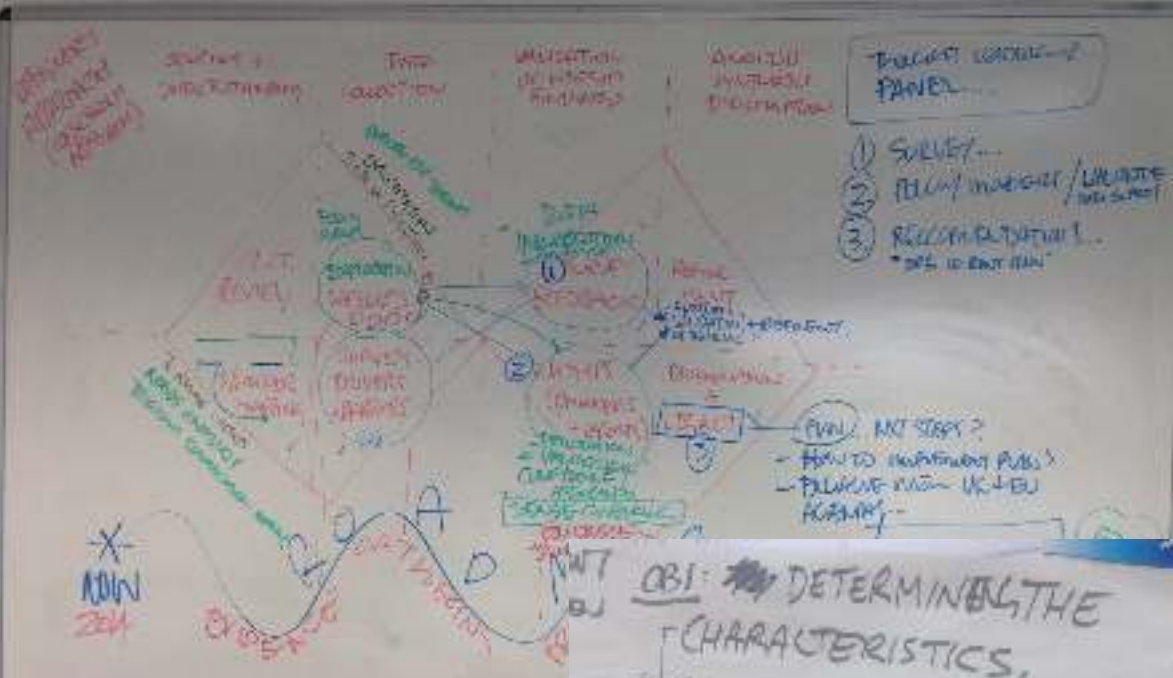


Arts & Humanities
Research Council

- 24+ months in development
- Framing of research ideas radically changed (evolution and revolution)
- Institutions changed
- Team members changed
- Partners critical... but personnel changed

REQ: HOW CAN THE CASE BE MADE FOR A NATIONAL DESIGN STRATEGY?

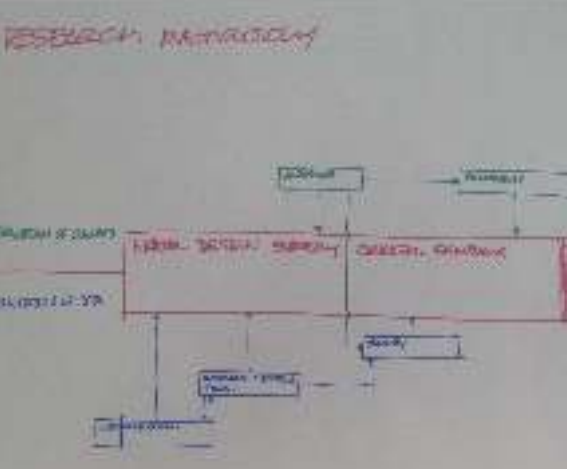
TITLE: TOWARDS A NATIONAL DESIGN STRATEGY FOR THE UK
DESIGN STRATEGY: DEVELOPING A BLUE PRINT FOR DESIGN-DRIVEN INNOVATION IN THE UK
AIM: TO DEVELOP A CONVINCING CASE FOR A NATIONAL DESIGN STRATEGY BY:



Handwritten notes on a piece of paper, including the number '15' and some illegible scribbles.

RESEARCH CONTENT

- **DESIGN STRATEGY**
- **VALUE OF DESIGN TO UK**
- **DESIGN VS. INNOVATION**
- **DESIGN - CHALLENGE + INNOVATION**
- **CALL OF POLITICAL AMBITIONS + LEGISLATION**
- **EXPANDING ROLE + INSTITUTION OF DESIGN BEYOND THE ACADEMY - IN GOV, PUBLIC SECTOR, BUSINESS, CIVIC SOCIETY**
- **NOTION OF NATIONAL DESIGN POLICY STRATEGY - A NEW AREA + ORGANISATIONAL**
- **POLITICAL CONTEXT: EBPM, POLICY VS. POLITICS, POLICY MAKING PROCESS**



OB1: DETERMINING THE CHARACTERISTICS, CONTRIBUTION AND COHERENCE OF DESIGN TO THE UK (INNOVATION ECO-SYSTEM)

OB2: ANALYSIS WITH KEY STAKEHOLDERS

OB3: GATHERING EVIDENCE (QUAL, QUANT) TO UNDERPIN A BLUEPRINT FOR DESIGN DRIVEN INNOVATION

TOWARDS A NATIONAL DESIGN STRATEGY FOR THE UK: DEVELOPING A BLUEPRINT FOR DESIGN-DRIVEN INNOVATION

Research Question/Problem

How can the case be made for a UK National Design Strategy?

Design is an approach to problem-solving that can be used across the private and public sectors to drive innovation in products, services, society and even policy-making through the integration of user needs. It's vital as a driver and enabler of innovation.

The European Commission's Action Plan aims to accelerate the take-up of design in innovation policy across Europe by 2020 and encourages EU Member States to develop and implement design-related policies (European Commission 2013 ff). A growing number of countries have already developed design policies including Denmark in 2013, Estonia in 2012, Finland in 2013 and Latvia in 2014. The case for a UK national design policy has been:

Aim: To develop a compelling case for a national design strategy by:

OB1: Determining the characteristics, contribution and coherence of design in the UK.

OB2: Understanding the drivers and barriers to a national design strategy by conducting a needs analysis with key stakeholders and beneficiaries.

OB3: Gathering qualitative and quantitative evidence to underpin a blueprint for design-driven innovation.

OB4: Co-developing a blueprint (plan) for design-driven innovation in the UK.

OB5: Validating the case for a national design strategy through consultation and dissemination.

Research Context

Value of design in the UK - studies of economics, not national scale; macro vs micro

1. Expanding role and recognition of design beyond the artefact - in govt, public sector, behaviour change, social innovation - NESTA, Nudge Unit, ageing/health, transport/urban, security, water/food
2. EU agenda
3. Design as a driver of innovation = competitiveness of UK (not to fall behind)
4. Design vs innovation - causality of design, invisible contribution
5. Political context: EBP, policy vs politics, policy making process
6. Evidence for policy makers - challenge and availability
7. Lack of political awareness and understanding - evidence of a change: UK Policy Lab, EDII
8. Notion of national design policy/strategy - a new era and growing generally

Research Methods

The project utilises a mixed-method approach employing a number of well-proven qualitative and quantitative research methodologies. These include: (i) conducting a literature review to ensure the latest developments, examples and state of the art approaches are included in the research, including the identification of barriers and challenges facing policymaking for design at a national level; (ii) interviews with key design innovation stakeholders to provide... which will underpin the development of effective strategies for... (iii) case studies to

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Name	Date Modified	Size	Kind
C4S_ActionPlanForDesign_20141017.docx	17 October 2014 17:17	1.5 MB	Word
C4S_ActionPlanForDesign_20141028.docx	28 October 2014 00:00	217 KB	Word
C4S_ActionPlanForDesign_20141111_PDR.docx	11 November 2014 17:44	251 KB	Word
C4S_ActionPlanForDesign_20141112_LU.docx	11 November 2014 17:45	291 KB	Word
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C4S_ActionPlanForDesign_20160323	23 March 2016 13:00	224 KB	Word
C4S_ActionPlanForDesign_20160408	11 April 2016 10:09	226 KB	Word
C4S_ActionPlanForDesign_20160411	11 April 2016 16:02	229 KB	Word
C4S_ActionPlanForDesign_20160411x	11 April 2016 16:05	224 KB	Word
C4S_ActionPlanForDesign_20160412	12 April 2016 17:51	230 KB	Word
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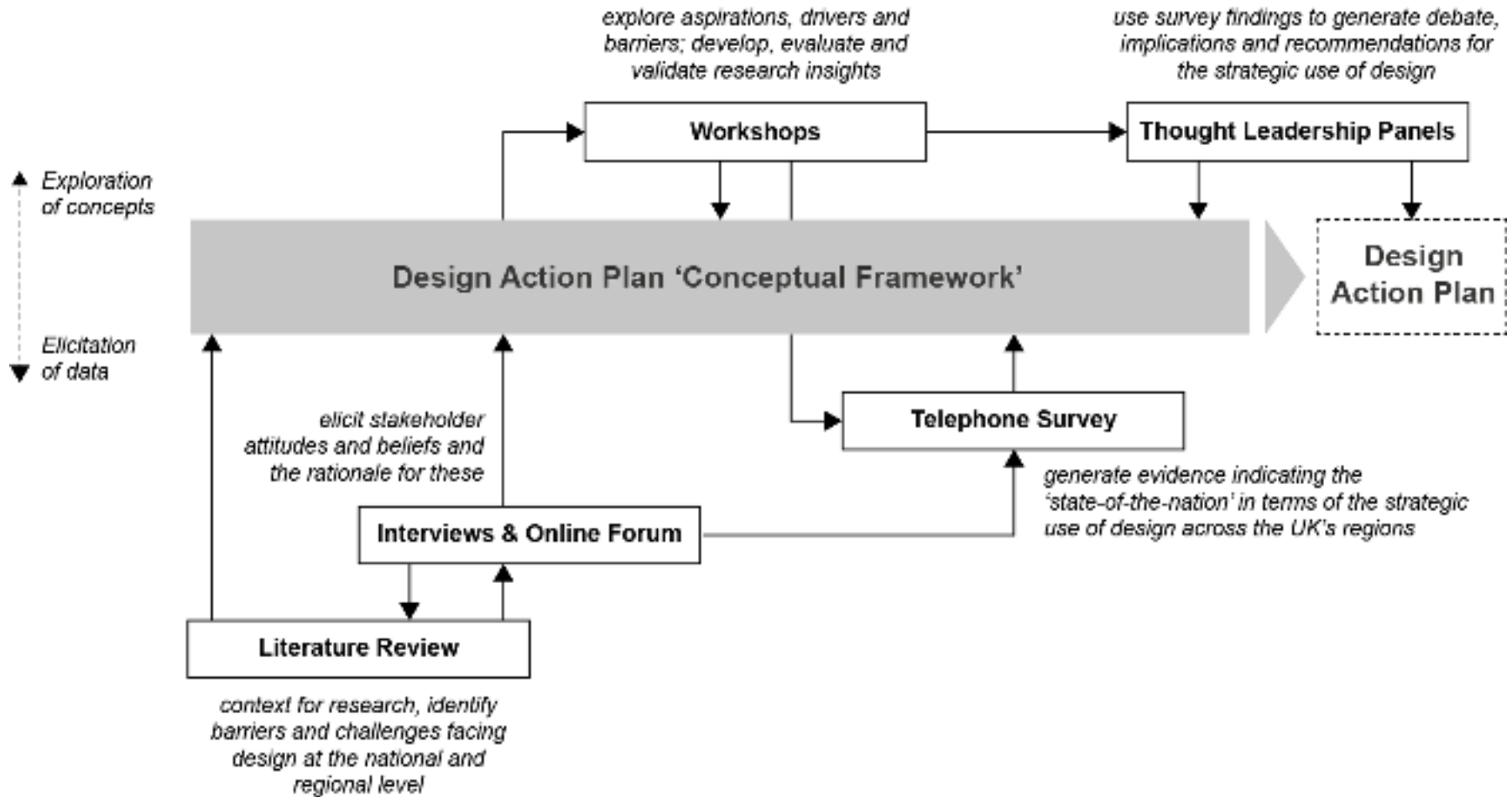
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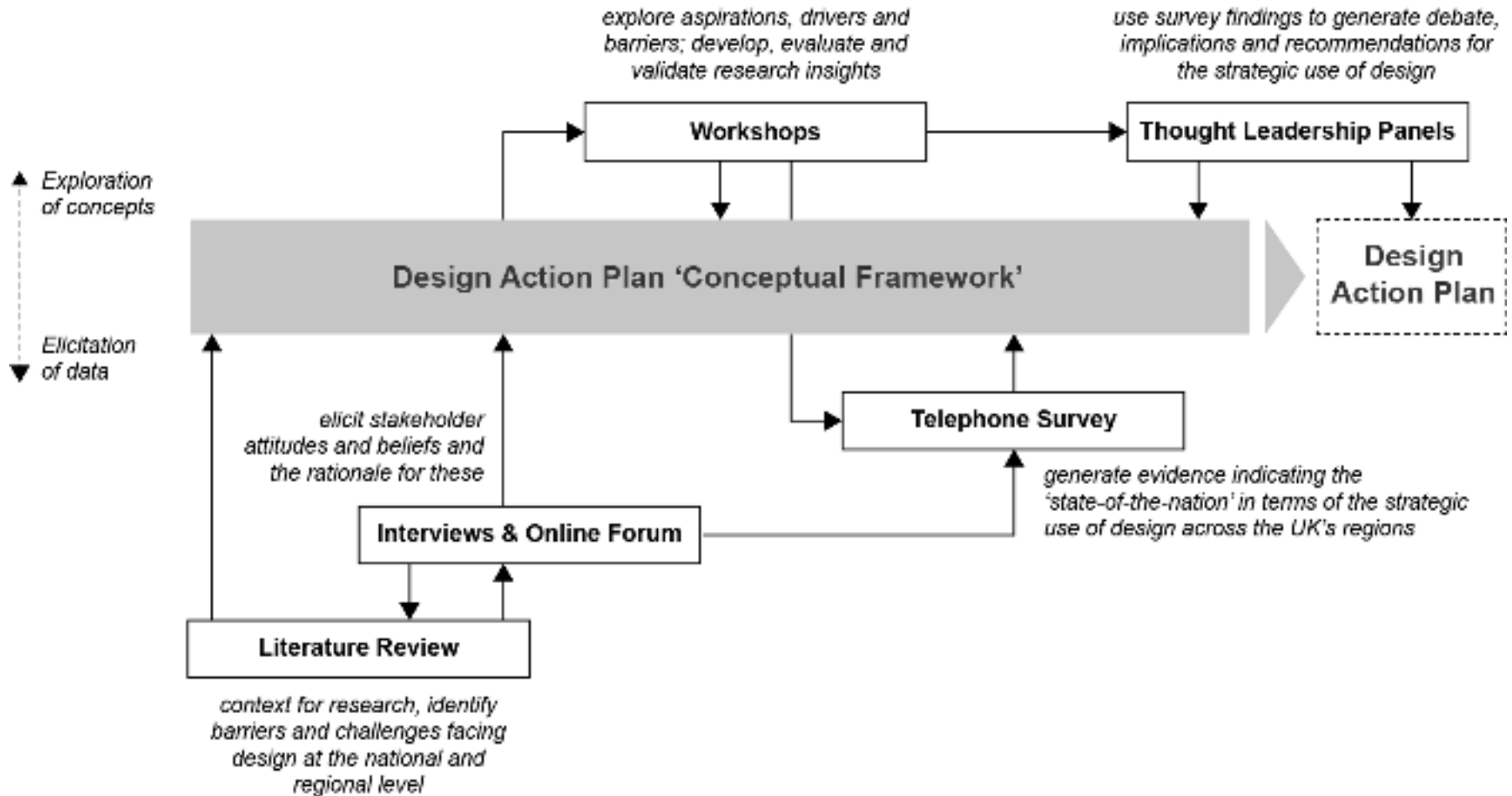
- **RQ:** How can the case be made for a UK National Design Strategy? (17 October 2014)
- **RQ:** Is there a case for a UK National Design Strategy and Action Plan?
- **RQ:** What is a National Design Strategy and what evidence base is required to support its development?
- **RQ:** What constitutes a National Design Strategy and what evidence base is required to support its development?
- **RQ:** What are the opportunities offered by the strategic use of design as a driver for innovation in the UK and how can these best be realised?
- **RQ:** What does an action plan for the strategic use of design in the UK look like?

- **RQ:** Can a design action plan, jointly developed with expert stakeholders, lead to the strategic use of design in the UK?
- **RQ:** Can a design action plan, jointly developed with expert stakeholders, enable the strategic use of design in the UK?
- **RQ:** How can a design action plan, jointly developed with expert stakeholders, promote the strategic use of design in the UK?
- **RQ:** How can an action plan for design, jointly developed with expert stakeholders, best promote the strategic use of design in the UK?
- **RQ:** How can an action plan for design, jointly developed with expert stakeholders, best promote the use of design in the UK and thus influence decision-makers to embrace design more effectively as a strategic resource?

- **RQ:** How can an integrated action plan for design, jointly developed with expert stakeholders, go beyond existing approaches and achieve greater awareness and application of design as a strategic resource in the UK? (26 April 2016, C4S v37)
- **Aim:** To develop an integrated action plan optimising the strategic use of design in the public and private sectors in the UK for maximum societal and economic benefit.



- Numerous documents, pro-formas, portals, etc.
- Finances
- Pathways to Impact
- Justification of Resources
- Technical Summary
- Letters of support
- CVs
- **And then you wait 9 months!**
- **But you get a PI Response after 6**



- The euphoria... and the realisation!!!
- Translation from what you wrote to what you need to do
- Recruit staff
- Understand the team dynamic
- Lead and be led
- Provide support where needed
- Me managed
- Have an eye on the targets, phases and outputs

Working as Research Associate: Background

Mechanical Engineering

Industrial Design

Design Researcher
(Commercial/Academic)

PhD in Design Innovation

Research Associate



Research Role:

- Data collection, analysis and synthesis: primary and secondary
- Leading or co-authoring Project report, Conference and Journal manuscripts

Project Management Role:

- Assisting planning and day-to-day management of the project
- Liaising with external stakeholders and collaborators
- Organising research activity (e.g. workshop, interviews etc.)
- Preparing regular meetings with PI & other team members

Concluding thoughts

- Think if this is for you now?
- Don't be scared... but be ready for some hard work
- Its tough
- Speak to your colleagues
- Speak to your peers
- Look for opportunities and discuss, discuss, discuss

- Its exciting and exhilarating if successful!

Thank you.

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