



ROUGH NOTES

November 25, 2009

Break-out Session #5: Art, Design and New Product Development (Workshop)

9:20am - 11:00am

Facilitator:

- Jules Goss, Chair, Industrial Design, Ontario College of Art & Design

Notes by:

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Background:

- There's a "Broken pipeline" between research & commercialization.
- Commercialization & marketing of a solution that adds value, meaning, saves lives.
- How do we build these connections?
- How do you collaborate across areas of expertise? How can commonalities be found across disciplines
- How do we find new funding?
- What are new research areas?

Three priorities for action in design, research, and commercialization:

- Design

Problem: Different institutional cultures towards design exist. How might we better engage precision and validation in design research?

Steps:

- * clinical trials
- * communication and language
- * simplify methods
- * qualitative methods
- * statistics
- * instruments and sampling methods
- * interpretation of results

- Research

Problem: Alternative research paradigms (patient/user-centered, hermeneutic). How to create a new institutional understanding for cultural process and change

Steps:

- * synergy in terms of cross-cultural understanding & where risk-taking can take place
- * align process w / common knowledge means domain knowledge
- * designers becoming more specialized would necessitate changes in education - cross-fertilization
- * embedding health researchers in design process
- * embedding design researchers in health process

- Commercialization

Problem: Design ideas need to be commercialized and trickle back into society

Solution: Create a commercialization culture.

Steps:

- * put commercialization at the front-end of things
- * prepare experts
- * funding interventions: micro financing
- * subsidies for smaller research projects
- * education & training: designers have to understand what is commercializable
- * in-house commercialization experts in design schools.
- * network
- * undergraduate collaboration
- * entrepreneur bootcamps
- * scaffolding for commercial focus from the start

Ideation/Brainstorming.

OBSTACLES:

1. Design

- Funding
- Different grant agencies don't recognize contribution that design can make on teams
- Design is not considered a research discipline so it's not funded in the research
- Healthcare/research has an authority difference from the cultures of design - institutional difference. HC = conservative. Acceptance of human factors, but that's only a narrow range of what design does.
- Design is seen as too radical
- Credibility & trust
- Communication contributions of design & lack of understanding by healthcare of design
- Design not seen as rigorous although it really is.

2. Research

- Funding - where is money spent and what is it spent on?
- Alternative design methods
- Exploratory / experimental design - how to evaluate? validate?
- Evidence-based
- Industry involvement
- Applied research
- Collaboration teams
- Multi-disciplinary - how to form teams, how to get multi-disciplinary accepted?
- Undergraduate research - difficult to get credibility, even though excellent student work exists
- Research qualifications

3. Commercialization

- What gets in the way of creating/selling/using things that create value?
- Problem with funding - mysterious process. Not clear where government funding goes. Need to democratize & open up the process.
- Communication about innovation. Where is it being spent? How?
- What about process innovation - design of process is important because people create the value in the health care system
- Lack of entrepreneurial knowledge. How to get research out of the bubble?
- Supporting entrepreneurs

- How to get research out of research and into something that can be used?
- Any time you can come up with an innovation that improves something before somebody loves it
- Niche technologies moving to broader base (e.g. space technologies that were developed and end up used by everyone.)
- Bell curve - how to commercialize/make available innovations for people at the margins?
- Managing complexity & risk of commercialization and implementation.
- System - infrastructure