

A Design Sense Model for the Decision-making Team in New Product Development Process

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Abstract

When most Taiwanese Original Equipment Manufacturers (OEM) move to Mainland China, the Original Design Manufacture (ODM) service becomes significant for local industry. Thus, new product design for global buyers is the key objective for Taiwanese enterprises. At the moment, it is critical to have a decision-making team whose members have good design sense.

The design sense of key decision-makers has a big influence on the design outcome during new product development (NPD). If these key decision-makers do not have an understanding of the design process, the design context, and the design output, they may cause serious delays in the design schedule or even cause the project to fail. Hence, a decision-making team whose members can use the same language to communicate and have similar levels of design sense will greatly help with NPD.

The aim of the research is to identify types of key decision-makers and team members. The factors of design sense that will influence the decision-makers during NPD phase were explored.

Furthermore, the diagnostic tool was developed and tested by the semantic differential method (SD). 41 key decision-makers and team members reviewed eleven pairs of adjective words and thirteen product images. In the study, a NPD decision-makers' design sense model was established. Moreover, the characteristics of the decision-makers in terms of design sense were classified. Such a design sense model will help designers in their practical activities.

Keywords

new product design (NPD), decision-making, design sense, design management

Strategic Implementation of CIPD Program For the Digital Consumer Electronics Design

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Abstract

The CIPD, literary Corporate Identity through Product Design, is a sort of communication strategy which defines the social value and role of a corporation has to have.

As the CIPD is one of the key elements which a corporation has to have, this study is focusing on the general application methods and its specific concept in corporate environment. Especially this study is actively utilizing the case of LG Electronics Inc.

The ultimate objective of the CIPD program can be summarized as the expressing harmonized image to the public, so that it is necessary to organize comprehensive communication strategy for the successful CIPD Program. The well refined harmonized corporate image, so to speak desirable corporate image can only be created by comprehensive holistic approach which covers all the span of corporate activities such as planning, advertising, design, manufacturing and marketing.

CIPD can be supported either by comprehensive operation manual or leadership activities or consolidated common ground of the employee's perception ; shared vision on the ultimate CIPD image among the employee. By conducting CIPD program, corporations can deliver well tuned, sustainable, consistent and strong corporate image through their products and services which will be critical factor for the business success.

CIPD has a strategic meaning, since it has to connote certain tangible form or representation of the corporate spirit ; the method for the CIPD operation is of significant importance in corporate innovation and market innovation.

Keywords

Corporate Identity through Product Design, Key Message, Key Ideas, Strategy