

ENABLING THE DYNAMIC DESIGN CAPABILITY OF FIRMS: TOWARD A STRATEGIC FRAMEWORK

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Abstract

This paper explores how a dynamic capability in product design can be gained when firms collaborate and work with industrial designers. Previous studies suggest that a coherent and qualified design approach in business is rare and challenging. If firms need to continuously design and innovate, what kind of corporate practice context can enable a sustained design capability? Based on five Scandinavian companies and their collaboration with industrial designers, the author identifies key enabling factors. The cross-case synthesis illuminates how these factors are typically intertwined and dynamic to foster dual innovation efforts of experimentation and realization. Finally, the paper presents and briefly discusses a model of difficult-to-replicate forces enabling the firm's design-dynamic capability and concludes that this can become strategic over time.

A Pilot Study of Ergonomic Design for Elderly Taiwanese People

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Abstract

The purpose of this study was to investigate design issues regarding motion, perception and cognition as well as the life style of elderly Taiwanese people from the viewpoint of ergonomics. In order to understand the unique physical characteristics of elderly life style, this study collected all data using questionnaires and interviews. Sixty elderly people (above sixty-five years old) and sixty non-elderly people (below sixty-five years old) answered the questionnaires. In order to further understand these everyday problems, fifteen of the sixty elderly people were also interviewed. We investigated which products they used, and how problems occurred with the use of these items. It was found that the elderly had many problems in the present study. The elderly had the difficulty on using electric household appliances with smaller displayed characters and less effective user interface design. Furthermore the problems occurred were depended on people's life style. Those problems would be discussed more detail in the text.

Keywords

elderly people, Taiwanese, ergonomic design, life style