

Understanding
how the work of
others can inform
design

What is primary and secondary research and give 3 examples of each?

Why can secondary data not be relied upon to be as accurate as primary data?



Primary Research is....

- Is information gathered from original sources

Interviews

Questionnaires

Focus Groups

Case Studies

Physical material testing

Product Analysis

Observation of users

Taking measurements



Secondary Research is....

- Is data obtained from other sources, where people have gathered and presented it first

Books

Magazines

News articles

Internet pages

Government statistics

News, radio or TV broadcasts

Exemplar work of other designers



Why can secondary data not be relied upon to be as accurate as primary data?

- It is collected by yourself so is not pure data
- It has an interpretation of others first
- It may have been manipulated

Sr. No	Points	Primary Data	Secondary Data
1.	Meaning	Data collected by researcher himself	Data collected by other persons.
2.	Originality	Original or unique information	Not original or unique information.
3.	Adjustment	Doesn't need adjustment, is focused	Needs adjustment to suit actual aim.
4.	Sources	Surveys, observations, experiments	Internal records, Govt. published data, etc.
5.	Type of data	Qualitative data	Quantitative data
6.	Methods	Observation, experiment, interview	Desk research method, searching online, etc.
7.	Reliability	More reliable	Less reliable
8.	Time consumed	More time consuming	Less time consuming
9.	Need of investigators	Needs team of trained investigators	Doesn't need team of investigators
10.	Cost effectiveness	Costly	Economical
11.	Collected when	Secondary data is inadequate	Before primary data is collected
12.	Capability	More capable to solve a problem	Less capable to solve a problem
13.	Suitability	Most suitable to achieve objective	May or may not be suitable
14.	Bias	Possibility of bias exist	Somewhat safe from bias
15.	Collected by	Researcher or his agents	Persons other than who collects primary data
16.	Precaution to use	Not Necessary	Quite necessary



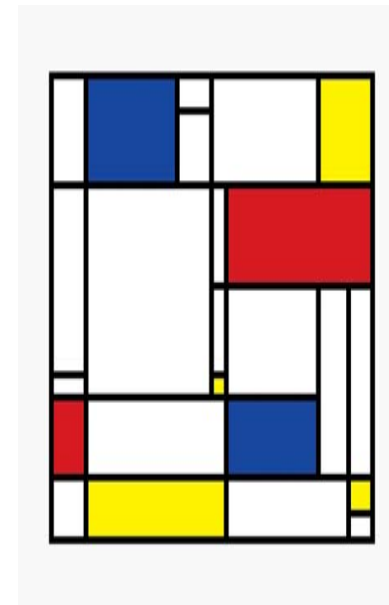
What influences design?

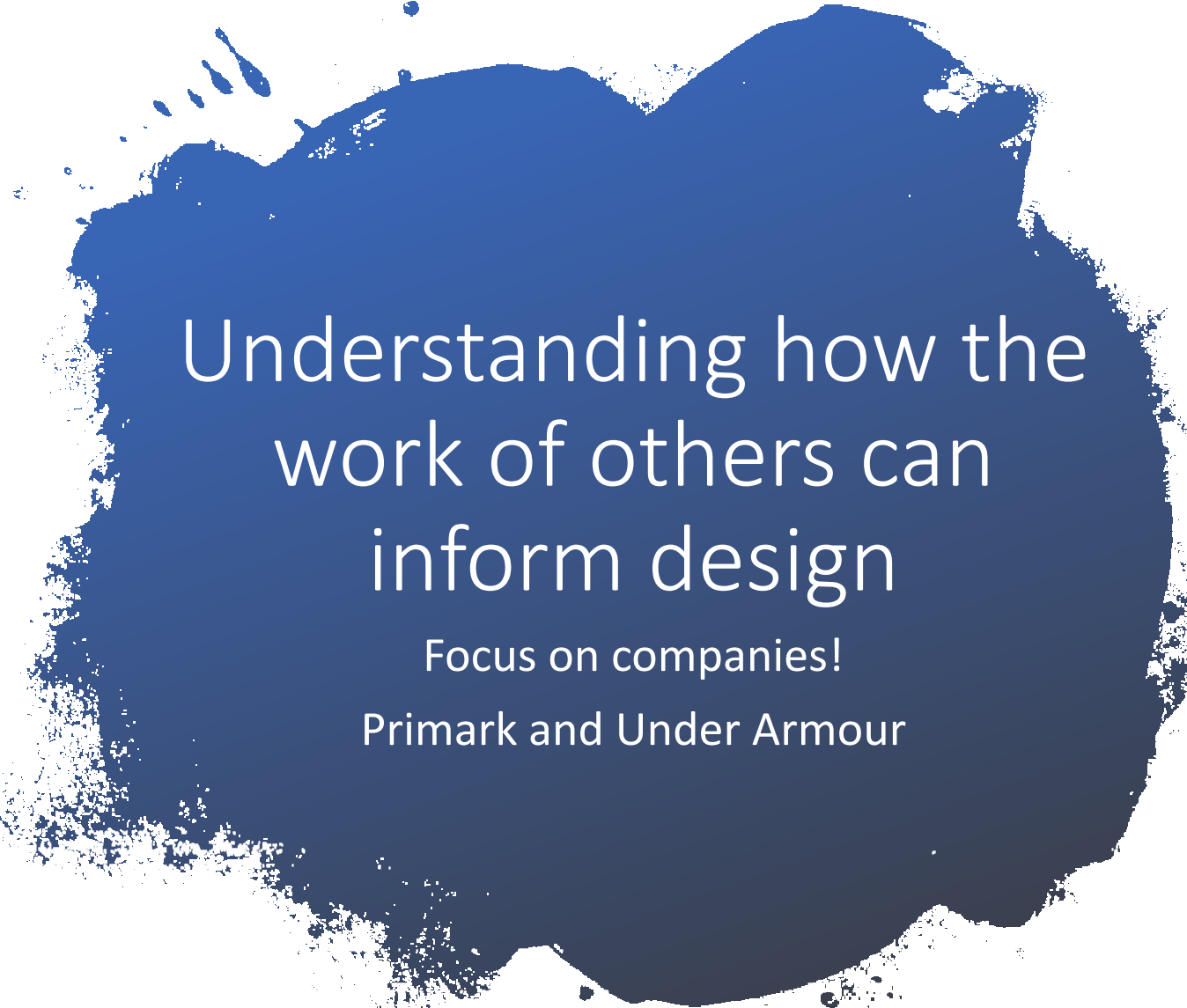
- What you see?
- What you hear?
- Products that have gone before?
- Rebellion
- Previous design's or experiences - you know yourself through experience if something worked or not
- Innovations in materials
- Culture and society?



Design influences

- Designers are involved in almost everything in our modern world and crossovers occur between many areas of design
 - Can you identify areas of design that are related?
 - For example, does graphic design influence smartphone design?
 - How has smartphone design influenced other areas of design?





Understanding how the work of others can inform design

Focus on companies!

Primark and Under Armour

Under Armour

- Founded in the USA, in 1996 by Kevin Plank, then a 23 year old football player
 - Frustrated by having to regularly change his sweat-soaked cotton T-shirts, he decided to find a more effective material
 - After researching the benefits of synthetic fibres, he engineered an effective moisture wicking fabric



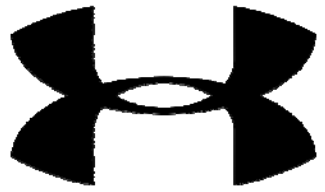
Under Armour



“UNDER ARMOUR MAKES YOU BETTER”

We started with one T-shirt that gave athletes an undeniable advantage, and we ended up completely changing the way athletes dress.

Today, innovation is our lifeblood and the key to delivering on our Brand Vision: to inspire you with performance solutions you never knew you needed and can't imagine living without.



Under Armour

UNDER ARMOUR

Key FACTS



1. Launched in 1996 by Kevin Plank from his grandmothers basement
2. Former American Football player
3. Plank was annoyed with how wet his sports tops became during a game
4. Decided to investigate and produce a compression version made from synthetic fabric which was 'moisture wicking' with one T-shirt that gave athletes an undeniable advantage, and we ended up completely changing the way athletes dress.
5. Today, innovation is our lifeblood and the key to delivering on our Brand Vision: to inspire you with performance solutions you never knew you needed and can't imagine living without.

Under Armour

- Under Armour's now famous fabric is UA TECH™
 - They have gone on to develop more engineered textiles to keep athletes comfortable in all conditions
 - The technology has also been expanded into shoe design



Question Time

Explain why Nike, Adidas and Reebok have followed in Under Armour's footsteps in creating their own moisture-wicking sports wear?

- Nike, Adidas and Reebok all **saw that the new products** by Under Armour were becoming very **popular**, realising that this was a new market with lucrative potential they didn't want to miss a **financial opportunity**.
- If they hadn't responded quickly they might have **lost their regular customers** to Under Armour and lost a significant **market share** of the multibillion sportswear market.

PRIMARK®

- Primark produce high street clothing and accessories at low prices
 - Shoppers' appetite for **fast fashion** is fuelled by Primark's ability to interpret the latest trends and produce high volumes of low cost items
 - Primark do not invest in advertising and keep their price tags and hangers at basic quality
 - These savings are passed on to the consumer enabling Primark to keep down the cost of their items



Primark

- Primark began in Dublin in 1969
 - It's now a global brand, regularly making the fashion news for its catwalk styles at bargain prices
 - They have also hit the headlines for their business ethics and working conditions
 - Primark have worked hard to change the way they work and are now award winning for their commitment to sustainability



Questions

1. What factors make it difficult for large multi-national clothing retailers to ensure their supply chain is not using forced or child labour to produce their garments?
2. Why is the reduction in lead time to market so important in the fashion industry?
3. Why is Primark often criticised for social, moral and environmental issues?

Questions - Answers

1. What factors make it difficult for large multi national clothing retailers to ensure their supply chain is not using forced or child labour to produce their garments?

Factors

- Often overseas so not been over seen by the company in that country
- 3rd party companies making the stock. EG Primark doesn't make its own products they are made by someone else
- Different working conditions apply in the laws and rules of other counties

Questions - Answers

2. Why is the reduction in lead time to market so important in the fashion industry?

- Increase in costs
- Misses the moment of the latest trend
- Fast fashion moves extremely quickly and companies are trying to keep ahead

Questions - Answers

3. Why is Primark often criticised for social, moral and environmental issues?

- Child Labour at it's production outlets
- Been in the news for using sweat shops and poor environmental conditions for workers
- Factories on earth quake zones not up to standard
- Poorly sources materials which harm the environment
- Late on improving ethics and sustainability issues
- Recently tried to improve image by launching a vegan make up range



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**Focus on
Braun & Apple**

Apple

- Apple's increased success has been helped by the launch of the iPhone in 2007
 - Apple met consumer demands by combining striking graphics with multi-tasking capabilities
 - Their designs were described as 'game changers' for the phone industry
 - Apple's Chief of Design, Jonathan Ive, is said to be influenced by Dieter Ram's 'ten principles of good design'



01. **Good Design is innovative.**

02. **Good Design makes a product useful.**

03. **Good Design is aesthetic.**

04. **Good Design makes a product understandable.**

05. **Good Design is unobtrusive.**

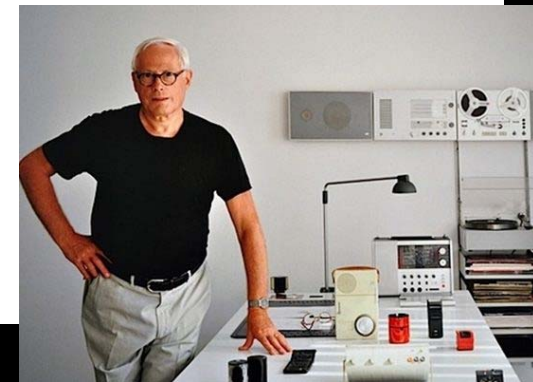
06. **Good Design is honest.**

07. **Good Design is long-lasting.**

08. **Good Design is thorough down to the last detail.**

09. **Good Design is environmentally friendly.**

10. **Good Design is as little design as possible.**



Braun

- Max Braun began in the 1920s with an engineering shop in Frankfurt, making radio components
 - Braun gained a reputation as one of Germany's leading radio manufacturers
 - He expanded into audio equipment and in the 1950s produced the electric shaver
 - The core design principles are still used in the Braun shaver of today
 - Braun's philosophy was for their products to be simple, functional, innovative and long lasting



Braun

- Dieter Rams became Head of Design at Braun and defined their elegant style
 - His objective was to design products to be useful and easy to operate
 - During his 40 years at Braun, he developed hundreds of products
 - His effortless design continues to be influential and is an enduring source of inspiration for up and coming designers
 - Where else can the influences of minimal design be seen?



Steve Jobs's hand-picked lead designer and eventual "partner in crime" Jonathan Ive to work at Apple, together they "stole" the design stylings and aesthetics of Dieter Rams, genius designer of Braun fame. This is something they have both acknowledged.

Is it theft or design influence?

Are we not always influenced by something or someone as we create the next thing?



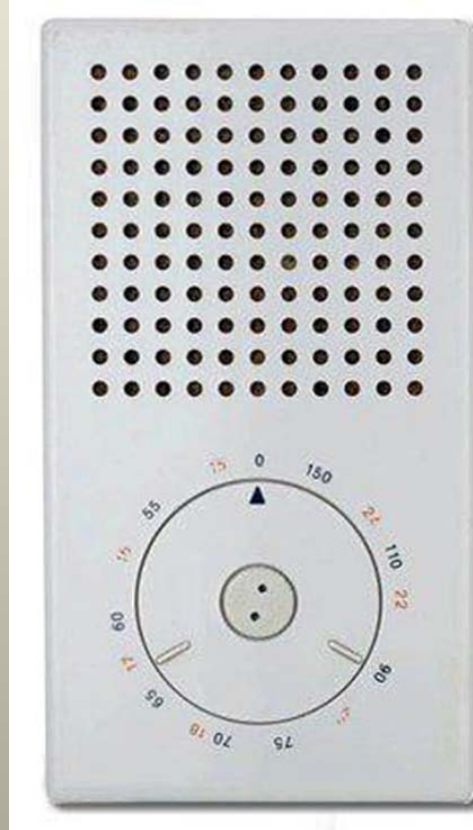
2007



1981



1958



2001

