

FAKE IT TILL YOU MAKE IT

Envisioning the end product with design artefacts

KATE (EKATERINA) GLUSHKOVA
Arcada, University of Applied Sciences, Helsinki, Finland

PURPOSE

Design practice and research increasingly invites stakeholders to contribute to the design process. Generative practices are widely adopted to guide collaborative activities. Whereas previous literature gives examples of using boundary objects in design practices across the domain, in digital product design, there is a lack of studies that address the following questions: *What are the repercussions of using the existing design assets as a starting point for designing a digital product? How does using high-fidelity digital artefacts early in the development affect the communication between stakeholders?*

METHODS

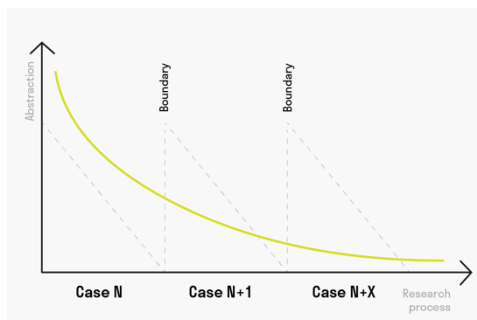
The practical framework was developed by analyzing several short-term empirical cases in relation to the existing literature on co-design and boundary objects. This study explores the relationship of web designers with stakeholders in the co-creational settings from the designer's perspective. We look into the early design phases, in which the most critical decisions concerning the product are made.

RESULTS

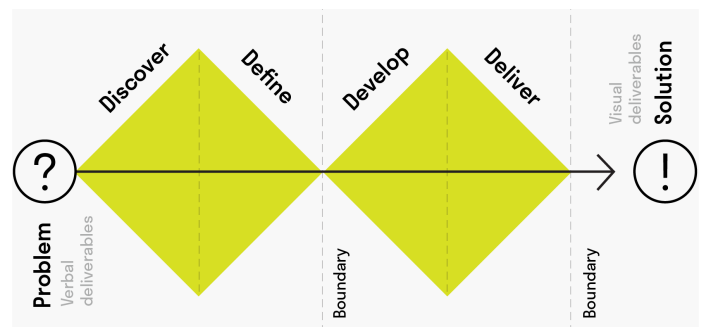
Design assets can serve as artefacts containing encrypted knowledge about the product and the brand. This information can be extracted through design interventions, where the designer gathers knowledge and aligns the perspective with the stakeholders. After the shared understanding is reached, design assets become a boundary object that is used for constructing new boundary objects using design assets as a starting point. The great final product always results from different pieces of the process coming together based on a particular designer's skills and case-specific needs.

CONCLUSION

The thesis illustrates how design experiments are a creative design process in itself. The result of the intervention always depends on the actors involved. Overall, the study suggests that introducing visualizations early in the development process improves communication and collaboration in the client-designer relationship.



a. Progressive boundary development



b. Double diamond design process model