



AALBORG UNIVERSITY
DENMARK

Aalborg Universitet

Engaged Design Approach

Sommer, Anita Friis

Publication date:
2010

Document Version
Accepted author manuscript, peer reviewed version

[Link to publication from Aalborg University](#)

Citation for published version (APA):

Sommer, A. F. (2010). *Engaged Design Approach*. Poster presented at 5th Conference on Design Science Research in Information Systems and Technology, St. Gallen, Switzerland.

General rights

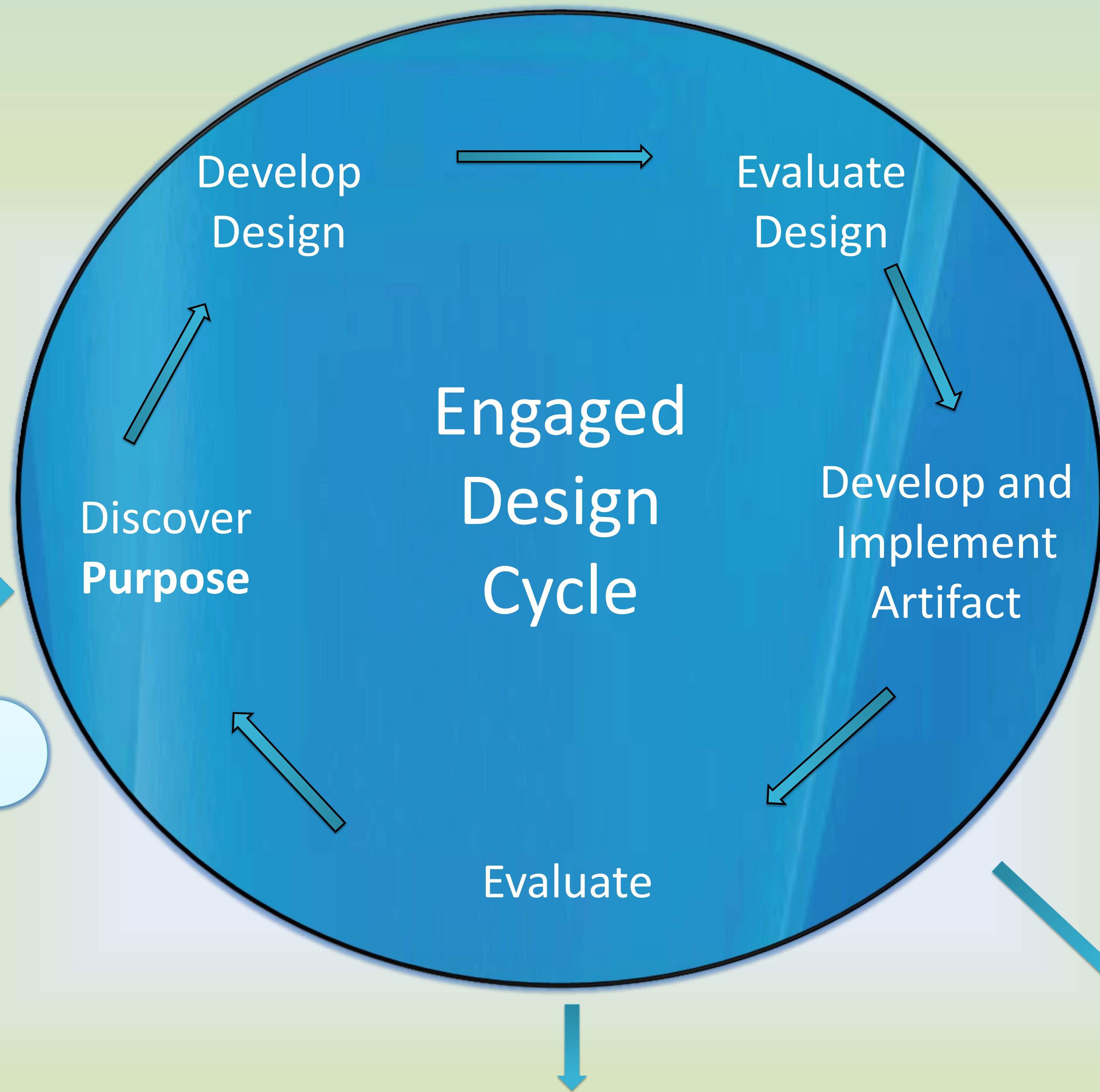
Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal -

Take down policy

If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.

Engaged Design Approach



2 Problem focus is the problem

- In the existing paradigm of design science research the main focus is problem solving. Problems are by nature negative, thus the problem based approach is centered on the negative.
- By focusing on desired goals and the purpose of the design process, the solutions changes from a negative to a positive view.
- This leads to e.g.:
 - A different design solution matching future goals of the organization
 - More commitment from employees/users
 - Increases implementation success

Perceived Problems in organizations.

Need for designing solution

3 New Paradigm for Design Science Research

Design to:
Solve Problems
Reach Desired Goals

4 Engaged Design Leadership

- Leadership is essential to the outcome of any design process.
- The engaged design approach is inspired by the academic approach of Positive Organizational Scholarship (POS) :
 - A positive mindset focused on desired goals
 - Relating to employees and users through appreciative inquiry
 - Building trust and commitment
 - Synergy between logic and emotional intelligence
 - Solving problems by focusing on purpose and goal oriented solutions
 - Keeping focus on organizational goals

1 Engaged Design Approach

- Designing solutions is a collaboration between researchers and practitioners in a real organizational setting.
- The engaged design cycle is based on initial problems perceived by practitioners, which leads to a need for designing solutions to solve the problem.
- However the design cycle does NOT start with the perceived problem, but with discovering the purpose of the design solution which is more than just solving problems.
- The engaged design cycle resembles existing design science research methodologies, but calls for close collaboration between researchers and practitioners.
- The relevance for practitioners increases since the solutions are developed within the organization
- Researchers participate in fashion setting in the field.
- Through evaluating the design cycle, theory development is possible. Rigor is secured through ongoing support and reflection from the academic field during the design process.

6 Theory Development

- Academic research will be more relevant and adaptable for practitioners.
- Research will contribute to fashion setting within the field.
- Rigor is secured through ongoing relating research to existing theories and academic methodology.
- Like in action research, theory development is based on longitudinal studies including rich qualitative data.

5 Impact on Organizations

- The design solution is developed with support and guidance from academics leading to better solutions than without academic support.
- The solution will have a longer term affect on the organization being purpose based rather than solving superficial problems, which are likely symptoms of underlying organizational issues.
- Close collaboration with academics will increase learning in the organization as knowledge is shared across institutional boundaries.