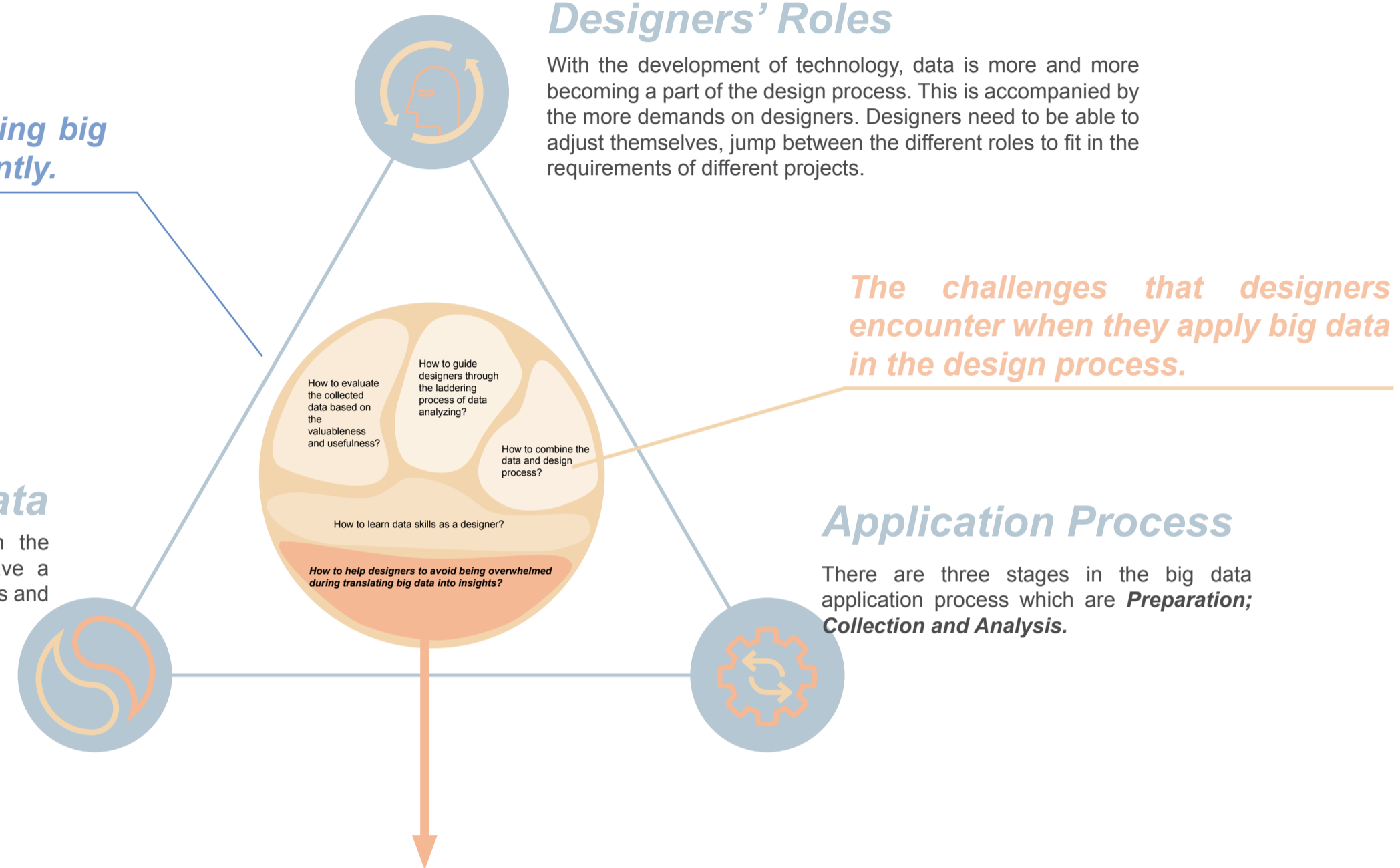


NOT SO BIG: MAKING DATA LESS OVERWHELMING FOR DESIGNERS

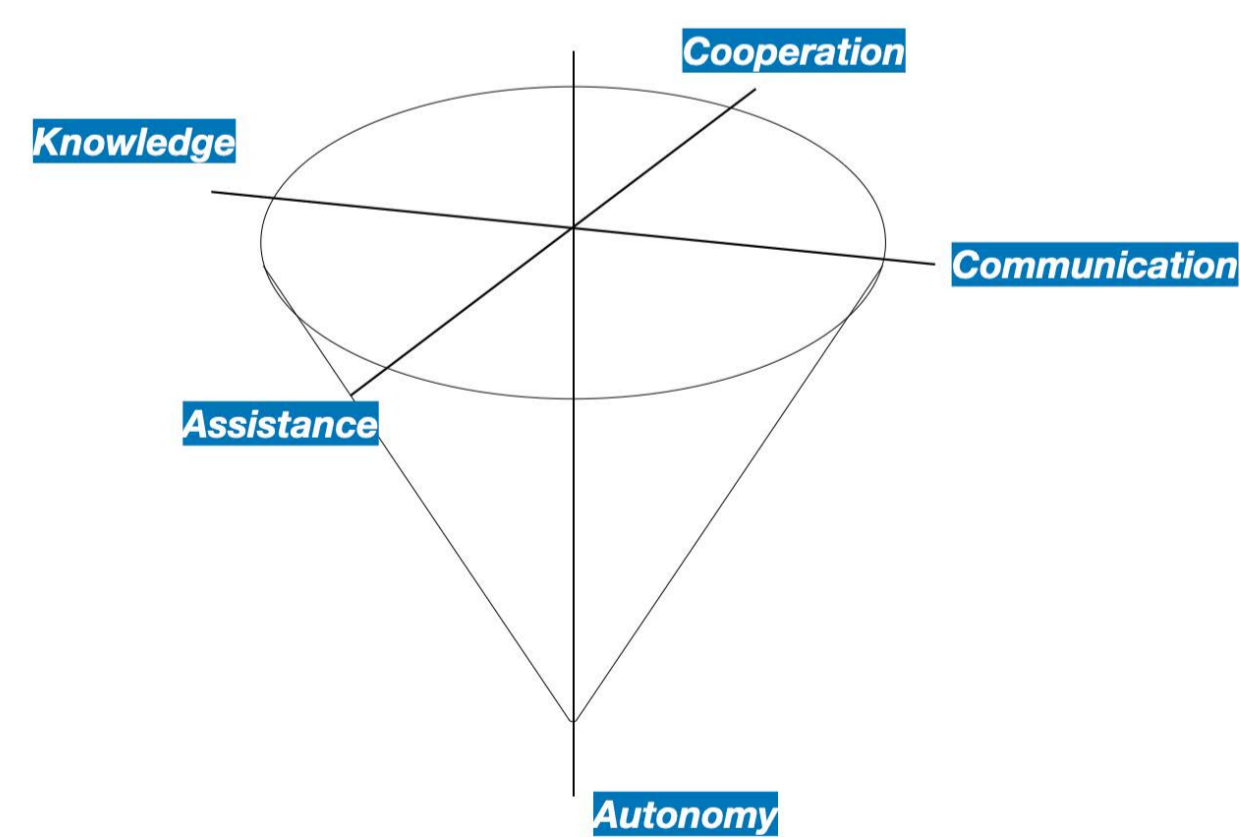
Research Question:
How to help designers to apply big data in the design process ?

Designers' experiences in applying big data in the design process currently.



Design Problem:
How to help designers to avoid being overwhelmed during translating big data into insights?

Design Requirements

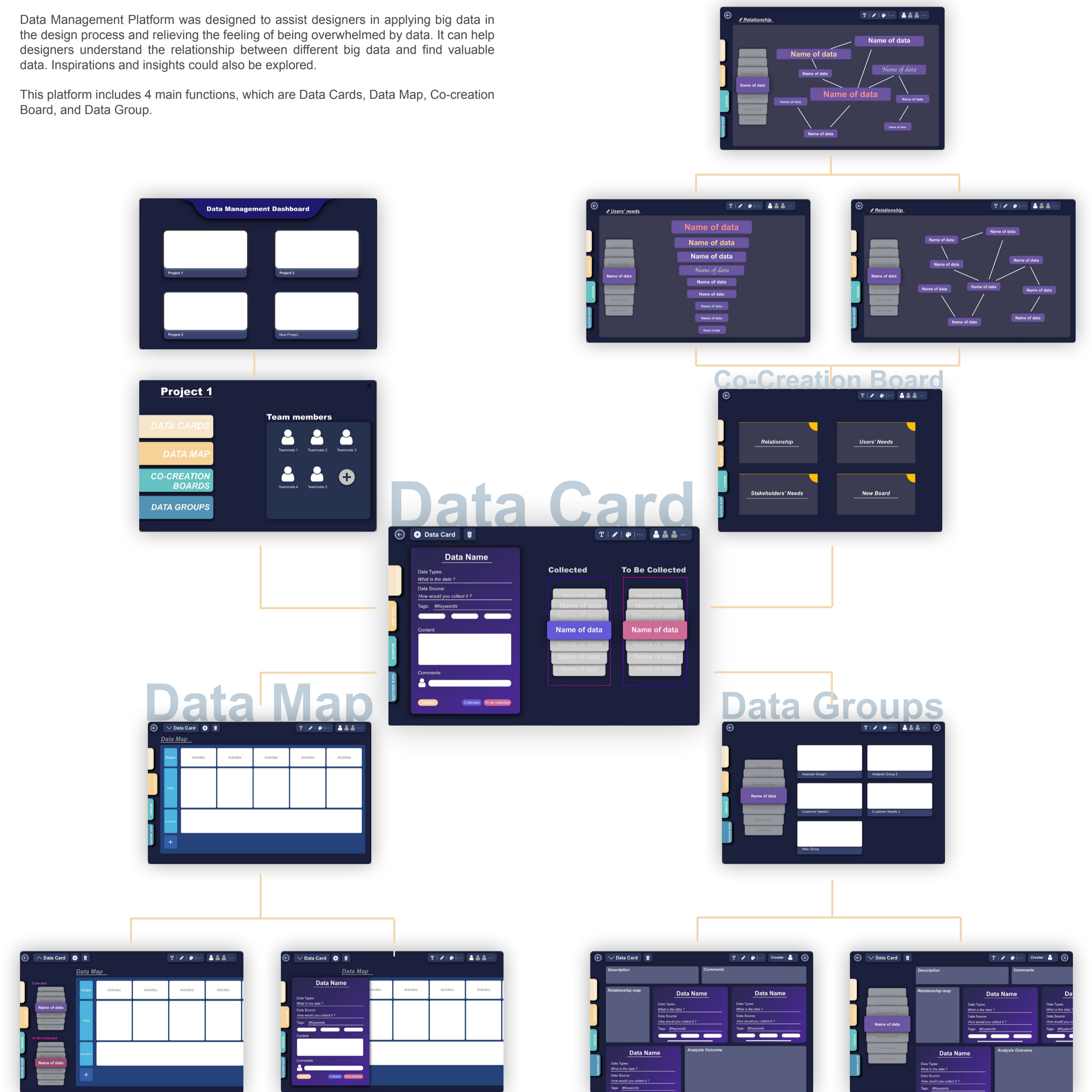


- Knowledge**
It is important for designers to learn about big data related knowledge, which can help them build the data mindset and deal with big data well in the design process.
- Cooperation**
Good collaboration with different stakeholders, teammates, and users is valuable for designers to learn big data from different perspectives and achieve a comprehensive understanding.
- Assistance**
Designers need assistance in dealing with big data during the design process.
- Communication**
Good communication can help designers to understand big data and translate big data with designers' language.
- Autonomy**
Designers want to make decisions on selecting valuable and useful data and making the analysis plans. It ensures that designers direct the project, instead of following others' ideas, which is easy for the designers to get lost halfway.

Data Management Platform:

Data Management Platform was designed to assist designers in applying big data in the design process and relieving the feeling of being overwhelmed by data. It can help designers understand the relationship between different big data and find valuable data. Inspirations and insights could also be explored.

This platform includes 4 main functions, which are Data Cards, Data Map, Co-creation Board, and Data Group.



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Msc. Strategic Product Design

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