Abductive reasoning, 2
Annotated plans, 147
Applied research, 33
Archival research, within-firm, 100
Ariely, Dan, 21–22

Behavior mapping
issues in use, 38, 198–199
overview, 197
process, 197–198

Benchmarking, xix, 90, 266
Biophilic design, 70
Brown, Tim, 2

Case studies
design development
lessons learned, 252–253
problem definition, 244–246
project objective, 246
project scope, 246–247
research, materials, 247–248
research strategy, 248
use of mock-ups, 248–251

post-occupancy evaluation
assessment/values, 281
context, 267–268
lessons learned, 28–282
overview, 268
user behavior, 280–281
user comfort, 279–280
user perceptions, 278–279
ventilation and energy issues, 268–278
programming and planning
adjacency and stacking, 10
environmental satisfaction, 12
knowledge, sources, 12
lessons learned, 16–17
objective, 8–9
planning for experience, 11
problem definition, 8
process, 12
programming and
observation, 9–10
space planning, 13–16
programming and planning
(participatory approach)
analysis, 181
building character, 184–185
building visual image, 184–185
character mapping, 186
department development, 178–179
developing cultural
framework, 179
lessons learned, 186
objective for space, 178
problem definition, 177–178
schematic design, 181–183
research-based marketing
strategy
knowledge of client, 116–117
knowledge, sharing sources,
118–122
lessons learned, 124
objective, 115
presentation to client, 123
problem definition, 115
schematic design
data analysis, 242
data gathering tools, 238–241
lessons learned, 243
method used, 236
project initiation, 236–237
synthesis, 243
Case study research
- data collection, 262–265
- example, 266
- framework, 262
- overview, 262
- process, 262–266

Cognitive mapping
- data analysis, 143
- example, 143
- overview, 142–143
- process, 143

Competitive advantage through design, 6

Content analysis
- verbal material
  - data analysis, 151
  - example, 151–152
  - issues in use, 38
  - overview, 148
  - process, 148–151
- visual
  - data analysis, 155–156
  - example, 155
  - issues in use, 38
  - overview, 152–153
  - process, 153–155

Data evaluation, xx, 25–29

Data ownership, 29–30

Design
- core competency in research, 6
- definition, xi, xvi
- financial implications, xvi
- importance of information, 6
- process, xiv
- relationship to research, xii–xiii, xvi–xix
- research tools available, overview, 6
- value, xvi

Design charrettes
- combining with discussion groups, 110–111
- data analysis, 113

issues in use, 36
overview, 109
participants, 109–111
process, 109–112
topics to cover, 109

Design decisions, 190–191

Design process
- components, 22
- influences on, 22–23
- relationship to research, xiv, xxiv
- steps in, xiv

Design research. See also Design research process; Research building a sustainable knowledge base, 4–5
- competitive advantage of, xi, xv, 2, 6, 25, 81–83
- current research for future projects, 41
- effect on comfort with design recommendations, xiv, 6
- effect on data collected, xx
- effect on design options, xvii, xxiv, 4, 6
- encouragement of design sustainability, 291–292
- general significance, 1
- goal, xvii
- importance of, xv–xvi, xxiv
- inherent part of design process, xiii, xvi–xix
- means for attraction and retention, 3
- means for social good/reform, 3
- need for, 1
- plan, xxvii–xxiv
- process, xxv–xxvii, xxvii, 23
- professional roles, xvii, xx, 31
- purposes of, xv, xxv, 45
- relationship to design process, xiv
- response to need for design speed, 3–4
- scientific method, xxvii
source of insights, xix, 6
source of value, 6, 292
tool to understand cultural distinctions, 5

Design research process
problem identification, 23
project-specific plan
  objective information 46, 48–51
  overview, 30–31, 44, 45
  subjective information, 46–48
research tool selection, 31–40
resources available, 25, 30
  targeting research efforts, 23–24
topics to be investigated, xxviii–xxix, 24–25
using existing knowledge base, 24
  value of plan, 31

Design strategy
philosophy of use, 189–190
  refined through research, 191–193

Design thinking
definition, 2
  foundation in design, 1–2
  importance for future, 1
  practice by nondesigners, 1–2, 20

Designer/user differences, 44

Discussion groups
  combining with design charettes, 110–111
data analysis, 227
electronic vs. face-to-face, 219
  example, 227
generating discussion, 220–221
issues in use, 36–37
location of session, 222
moderator tasks/behaviors, 225–227
  overview, 218–219
participants
  characteristics of, 223–224
  compensation of, 225
  selection of, 224–225
topics to discuss, 219–220, 221–222
  uses of data collected, 222

Economic context of design/research
capital, 21
  choice, 22, 63
definition of economics, 19
design and value, 19
design decisions and government policy, 20
design decisions in an economic context, 20
emotional state influence, 21–22
exchange value, 19–20
intangibles, value of, 19
markets in general, 19
opportunity cost, 20–21
perceived risk, 19–20
perceived value, 19–20
timing of pages, 104
value, 21–22

Environmental psychology research
topics. See also Social science research for designers
features of well-designed spaces
  challenge, 62
  comfort, 63–66
  communicate, 60–62
  comply, 58–60
  continue, 62
  general focus, 54–55, 66–72, 75
space types, designing for
  healthcare, 75, 76
  public, 75
  residential, 75, 76–77
  retail, 75, 77
  school, 75, 77
  workplace, 75, 76

Experience sampling method
data analysis, 101, 106–107
data collection survey, 105–106
duration of project, 104
Index

example, 108
issues in use, 36, 101
overview, 100
participants, 103–104, 105
process, 100, 102–103
similar tools
activity log, 107
visual diaries, 107–108
technological tools, 101
variations, 102
Experiments
data analysis, 235
overview, 232
participants, 233
process, 232–235
setting, 233
unexpected results, 235
Expert interviews. See under
Interviewing

Focus groups. See Discussion groups

Geographic information systems
issues in use, 38–39
overview, 194
process, 195–196
sources of information, 196

Human needs
basic psychological needs, 53
Maslow pyramid, 53
Reiss system, 53–54
pleasure, 52

Information, xix
Insight
definition, xi
sources, xi, xix
value to designers, xii, xiii, 35

Institutional review board approval, 31
Interviews. See also Interview
questions; Interviewees
conducting
degree of structure, 133
electronic

Encouraging interviewee to speak, 134–135
familiarity with topics/questions, 134
interviewee-focused demeanor, 134
keeping conversation on track, 134
length of interview, 136
location of interview, 135–136
making interviewees feel comfortable, 133
nonverbal behavior, 135
noting answers, 136–137
number of people present, 137
permission to recontact, 136
practice, importance of, 133
remaining calm, 135
taking photographs, 137
data analysis, 138
expert interviews
duration, 140
example, 141
identifying an expert, 138–139
overview, 36–37, 138
payment, 141
setting project parameters, 140–141
vetting the expert, 139–140
Interview questions. See also
Interviews; Interviewees
order of, 136
overview, 127
topics to address, 127
types of questions
cognitive mapping, 133
conversation-sparking questions, 129–130
conversational, 129
critical incident, 131
floor-plan-based, 131
follow-up questions, 129
laddering, 131–132
metaphor elicitation, 132–133
projective questions, 130–131
selecting type, 131
sort tasks, 129
space simulations/mock-ups, 133
talk bubble questions, 131
wording questions
compared to survey
questions, 128
overview, 128, 135
Interviewees. See also Interviews;
Interview questions
qualifications, 128
selecting, 137
issues in use of, 36–37
Iyendar, Sheena, 22

Jordan, Patrick, 52

Knowing
complexity of, xxii
overview, xx–xxi
Knowledge
applying, xii
definition, xi
explicit, xxii–xxiv, xxv, xxvi–xxvii, 32, 38
insight, relationship to, xi
integration, xxi, xxii–xxvii
resource to firm, xv, 45
sources of, xi, xv, xxi
tacit, xxii–xxiv, xxv, xxvi, 32, 38
value of, xv, xviii, xix
Knowledge management
attributes of successful systems, 283
collecting information from
employees, 286–287, 288
encouraging employee support, 286
management by a professional, 289
operational benefits, 283
options, xviii
organizing information, 287–288
organizing material samples, 288
resources
collected by firm, 285–286
generated by firm, 285–286
sources, xix
value, xix, 283
wikis, 286
workplace design to encourage
information sharing, 288

Literature reviews
example, 99–100
forms of, 88
information sources to
supplement Google-type
searches, 98–99
issues in use, 38
online searches
overview, 94
quick, 94–95
thorough, 95–99
precedent studies
client related issues, 93
criteria to investigate, 92–93
issues in use, 91
projects to include, 91
reasons for, 90
sources of information, 91
topics addressed, 91
search terms, 89–90
value of, 88–89, 99

Maeda, John, 4
Market research, 33, 81–83
Martin, Roger, 2
Maslow pyramid, 53
Material research, 33
Multiple research tool use, benefits, 40

Nonaka, Ikujiro, xxiii–xxiv
Observing
anonymity/confidentiality, 203–204
behaviors/situations to observe, 126, 205–210
data analysis, 200, 214–215
example, 215–216
flexibility, 204
issues in use, 37–38
length of observation period, 214
location/people to observe, 201–203
overview, 199–201
photography/videos, 207, 210–211
potential biases to avoid, 203
process, 210–214
recording information, 211–213
time sampling, 204–205
time utilization studies, 210

Personal space, 63–64
Post-occupancy evaluation
criteria to assess, 259
database of results, 261
example, 261
nonverbal communication, spaces, 259–260
overview, 255, 257–258
process, 255–256, 258, 261
sources of information, 256
timing, 258–259
tool selection, 260–261
value of, 257

Postrel, Virginia, 20
Primary research, 33
Privacy, 65
Programming
overview, 125–126
subjective, 125–126
traditional, 125–126
value of research in, 126–127

Qualitative research, 32
Quantitative research, 32

Reiss system, 53–54
Repertory grid
example, 146
overview, 144–145
process, 145
Research. See also Design research;
Secondary research
definition, xi
evaluation, 25–29, 86
ignoring results and relationship with participants, 41
insight, relationship to, xi
prioritizing investigations, 41
process, 23
relationship to design, xii–xiii
reliability, 28, 29
validity, 27–28, 29
Research expertise
effect on perceived value, 1
encouraging greater acceptance of design, 1
enhancement of body of knowledge, 1
promotion of greater insights, 1
Research roles, xvii
Research topics. See Environmental psychology research topics;
Social science research for designers
Robinson, Rick, xxiv

Secondary research
high quality sources, 84
issues in use, 85–86
overview, 33
peer-reviewed studies, 87–88
sources, in general, 84–85
Simulations, space
example, 231
issues in use, 38, 228–230
overview, 228
process, 228, 230–231
Social network analysis, 218
Social-science research for designers. See also Environmental psychology research topics

- applicability, 51–52
- culture and design experience
  - group, 74
  - national, 72–74
- fundamental human needs
  - basic psychological needs, 53–54
  - pleasure, 52

Space simulations

- example, 231
- issues in use, 38, 228–230
- overview, 228
- process, 228, 230–231

Space syntax analysis, 37, 218–219

Space types, designing for

- healthcare, 75, 76
- public, 75
- residential, 75, 76–77
- retail, 75, 77
- school, 75, 77
- workplace, 75, 76

Space user diversity 44–45

Surveys. See also Survey questions

- administration
  - anonymity/confidentiality, 172
  - cover memo to accompany, 168
  - directions, 166
  - language spoken and text, 166
  - missing data, 167
  - pre-testing, 167
  - responses to discard, 166
- data analysis
  - chi-square tests, 171
  - correlations, 171
  - numeric data, 171
  - non-numeric data, 171
  - overview, 170
  - removing surveys from analyses, 171
- small number of participants, 170–171
- t-tests, 171

Effective questions

- asking about “why,” 163
- assessing performance, 165
- avoid leading questions, 163
- collecting all needed information, 157
- frequency of action/situation, 168
- indirect questions, 164–165
- level of detail, 157
- planning to determine, 157
- sensitive topics, 157
- socially prescribed answers, avoiding, 163
- time frames in questions, 163
- variety of question forms, value, 165

- example, 172–173
- gateway questions, 163–164
- issues in use, 34–36, 168
- online survey tools, 169
- overview, 156, 168, 172
- participants
  - characteristics, 169
  - sample size, 169–170
  - selection, 169
- sources of specialized surveys/questions, 166
- time frame to complete, 172
- wording questions
  - adjectives to assess places, 161–162
  - ask one question at a time, 162
  - customer satisfaction format, 172
  - define terms with multiple meanings, 162
  - describing emotions in places, 161–162
<table>
<thead>
<tr>
<th>multiple-choice, 159</th>
<th>Sustainability research, 33</th>
</tr>
</thead>
<tbody>
<tr>
<td>open-ended, 159–160</td>
<td>Theoretical research, 33</td>
</tr>
<tr>
<td>rankings, 158</td>
<td>Wicked problems, xxii, 2, 6, 20, 283</td>
</tr>
<tr>
<td>ratings, 158</td>
<td></td>
</tr>
<tr>
<td>response formats, 161</td>
<td></td>
</tr>
<tr>
<td>overview157</td>
<td></td>
</tr>
</tbody>
</table>