



## DESIGN RESEARCH

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**INTRODUCTION  
PERTEMUAN KE-1  
GEGGY GAMAL S., S.DES, M.DES  
DESAIN PRODUK / FDIK**

# KONTRAK PEMBELAJARAN DAN CAPAIAN

## KONTRAK

Kehadiran	: 5%
Tugas 1, 2, 3	: 30%
UTS	: 30%
UAS	: 35 %

## CAPAIAN

- Mahasiswa/wi mampu memahami sistem dan proses *design research*
- Mahasiswa/wi mampu memahami cara berpikir melalui *design by research*

## Materi Sebelum UTS

**01. Definisi *design research***

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**02. *Design Research Scheme***

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**03. *Market & User Research***

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**04. *Products Comparison***

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**05. *Past, Present and Future***

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**06. *Positioning : Image Board & Image Chart***

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**07. *Keyvisual (Moodboard) and Keyword***

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## Materi Setelah UTS

**08.** *Color Concept : Image panels and color simulation*

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**09.** *Interview & Questionnaire*

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**10.** *Ideation of Concept & Drawing Ideas*

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**11.** *Idea Sketches*

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**12.** *CAD : CAID, CAS and CAM*

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**13.** *Modeling and Data Creation*

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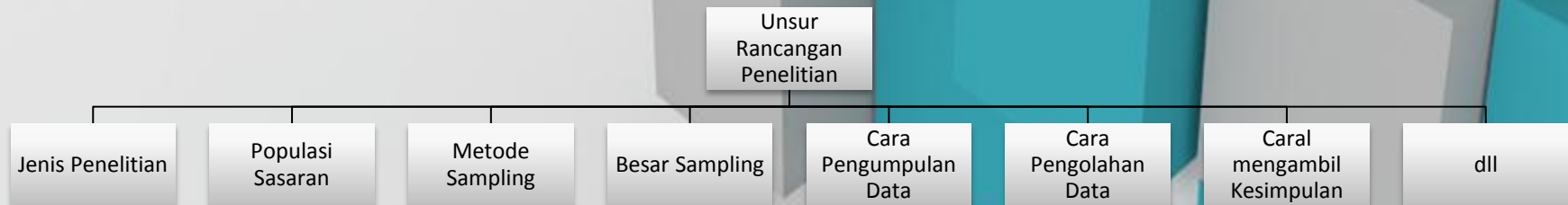
**14.** *Design Evaluation*

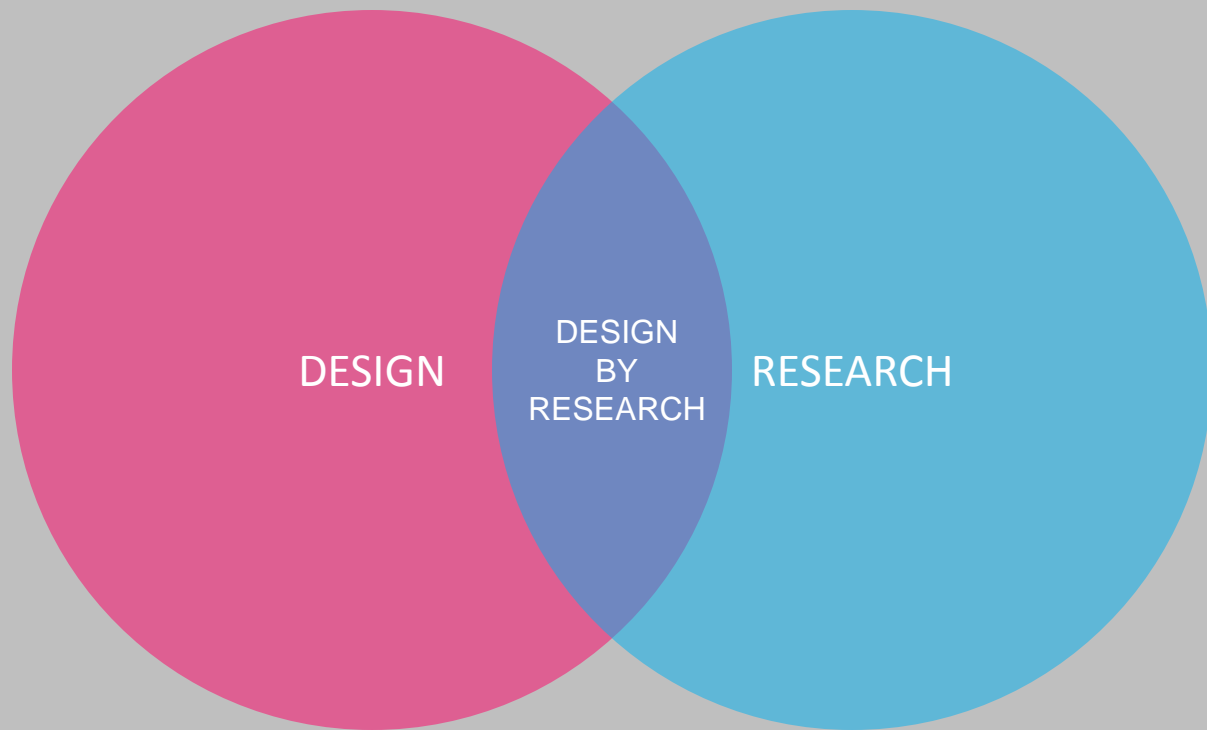
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# APA ITU DESIGN RESEARCH?

Desain penelitian atau rancangan penelitian adalah suatu rencana tentang cara mengumpulkan dan mengolah data agar dapat dilaksanakan untuk mencapai tujuan penelitian.

Unsur rancangan penelitian adalah: jenis penelitian, populasi sasaran, metode *sampling*, besar *sampling*, cara pengumpulan data, cara pengolahan data, perlu tidak menggunakan statistik, cara mengambil kesimpulan







# DesignMethodology

## 01 Plan

Research  
Observe  
Understand  
Analyze



### The Planning Phase

While the customer is getting ready to develop the idea into a product;  
I Collect requirements and details from Customer/Stakeholders  
I Collect Research data from User Researchers  
I Analyze and compare the market research results and create a design plan.



**Key Players: Stakeholders/Customer, Product Managers**

Research & collect data



## 02 Design

Use Cases  
Business Processess  
Wireframes  
Design Concepts



### The Concept Phase

In this phase, when the basics of the application are getting ready;  
I create wireframes, use case scenarios, conceptual layouts and low or high fidelity prototypes.  
At this point, I also influence design decisions and work with development teams to reconcile legacy, performance and usability trade-offs.  
I make sure to validate design solutions with end users.



**Key Players: Product Managers, Project Managers, Development Team**

Information Architecture & Interaction Design



## 03 Develop

Design Handover  
Communicate  
Monitor  
Visual Design



### The Development Phase

In this phase when the product almost reaches the alpha stage;  
I Work closely with the development team to resolve implementation issues. Make sure all the test cases are implemented as defined. Continue to collect feedback on designs.  
I Make sure that all the design details are translated effectively to the development team. I also Maintain a constant communication between the Designers and the Developers.



**Key Players: Product Managers, Project Managers, Development Team**

Development Monitoring & Visual Design



## 04 Deploy

Usability Testing  
Verification  
Design Quality Check  
Approval



### The Deployment Phase

In this phase when the product is almost ready to hit the market;  
My role is to design & conduct comprehensive usability tests on the product and provide recommendations for the refinements in the next version of the release.  
Get any usability issues critical to the release fixed.  
This is where the project either ends or starts its cycle for the next version.



**Key Players: Product Managers, Development Team, Customer, Stakeholders**

Usability Testing and Deployment

