Care Design : Material Design in Design Anthropology Exploring for Medical Service Design

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Abstract (300 word limit)

This study uses sustainable materials and service design applied to medical design equipment to improve the texture of medical design, especially focus on wearable devices, whether structural or decorative for functional elements. Moreover, the use of materials to be closer to the user's sense of touch and the use of service concepts to achieve the characteristics of sensual affinity. This study transforms the process spirit into a medical design element, allowing a functional medical design (Security, reliability, and effective) to enhance product performances. In this project, researchers and designers will approach the application of medical design from the perspective of product semantics and service complementarity. We will discuss the service essence of medical design through the exchange of design concept with a professional physician and users. This project takes the design anthropology perspective to identify the user situational atmosphere, from the service image modelling elements take (fetch) to combine the user environments, the metaphysical, the predicate of the person. We look forward to guiding design thinking through design anthropology by translating the meaning of craft aesthetic into the modelling language of product design, providing designers with (student) A reference to medical design in future, by way of thinking about the shape design of medical design. The purpose of this study is as follows:

1.For home-health care device: carry out product design analysis (storyboards) to deconstruct user characteristic requirements and reconstruct innovative strategies.

2.For life-assistive device: the nature of the medical design to deconstruct and refactoring using a feature, meaning, and aesthetics as a reference for an innovative design approach and to view possible innovation for medical service design.

3.Learn service communication for designers or (students) etc.: there is more fully mastered for medical design applications and is used in commodity design and development to create a new medical service design strategy.

Image



Figure 1 Medical service design model

1. Thoughtless design is magnified greatly when it shows up in a healthcare process or medical device". Therefore, any attempt to design and re-design services in the medical sector needs to be carefully and holistically planned and implemented. Partial process improvements or changes within present services without considering the whole process, current professional-patient relationship model and people's behavior are destined to failure (Freire and Sangiorgi 2010, Jones 2013).

2. The main challenge for any SD (service design) project in healthcare is to find a suitable design approach to overcome the complex nature of a medical system and the problematic situations that occur today. The current practice in healthcare SD is to operate mainly within human-cent red design approaches where Customer Journey mapping, creating Personas and Service Blueprint have been the most widely used methods (Boyd et al. 2012, Freire and Sangiorgi 2010, Jones 2013).

3. SD with its methods has been proven to be a useful approach to facilitate change of a medical system from fragmented care to collaborative team-based care for patients (Jones 2013; Stock et al. 2008; Storms et al. 2014).

During the analysis phase, the first task is to better understand the current service process from the customer perspective, to get deeper understanding of their experience, attitudes, problems and needs. Design Anthropology was seen as an appropriate approach to acquire this type of information. More specifically, in-depth interviews were chosen as a data collection method. In-depth interviews are used to generate knew knowledge and can be well used to get ideas and suggestions on a particular topic. Design Anthropology provides flexible and unstructured way to guide the designers through the pre-defined theme using a rough topic guide. Each topic can be explored deeper with follow-up questions and probes as the topic emerges and new relevant issues arise.



Biography

Wei-Chen Chang is an Assistant Professor and bag designer in the Department of Industrial Design, Chang Gung University, R. O. C. and holds a PhD in Design Research, National Yunlin University of Science and Technology. She is champion of the craft aesthetics theme, Her research interests include the development of modern craftsmanship applied to design anthropology, including product design, techno-craft design, design aesthetics, cultural commodity design and lifestyle study etc. To the cultural arts and aesthetics as the main issue , through the study of cultural processes, more close to people's lives, and aesthetics to its transformation, combined with other multi-curriculum in the acquisition of design thinking, and through today's technology trends, showing Modern pop technology boutique, and then focus on the care design/ http://changweichen.wixsite.com/techno-carft

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