

Narrative Stories in the Design Process

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Abstract:

In the last decades, design sciences have been attached to other human sciences, such as psychology, sociology, and other ethics. Building a successful design is not only related to tangible elements such as size, color, quality, etc., but also to other elements such as value, emotion, and imagination. Designers often create things not as a set of distinctive suggestions, but as a pattern of achievements distinguished by values and memories. Metaphors, analogies, and stories have become significant tools to shape the design concept perfectly. storytelling is important for design researchers and has become the subject of several studies in design research. Stories are ancient, tracing back to the human race, and they are also one of the most natural ways to share information. Moreover, stories ground design in a real context, allowing the expression of design concepts or the clarification of the use of a new product under development. But most importantly, they help keep people at the core of the design process. Storytelling is a series of events that occur over time. The use of narrative in the design process varies between the place where the narrative occurs, who controls the narrative, who is the creator of the narrative and who is the audience, and the timing of the use of narrative in the design process. In this regard, many designers and design researchers have addressed the role of story as a driving force in the design process, and it has strong concepts linked to discourse within product design. Because storytelling is a technique used primarily to support interpersonal communication and knowledge exchange, its practices are common in many disciplines, from management sciences to organizational improvement, knowledge management, service design, engineering product design, all the way to user research, requirements elicitation, concept visualization, and even marketing. The research addresses what types of stories, and to what extent products can tell a story. How does storytelling play a role in better design? How does one story differ from another? Does each stage of the different design process have a type of narrative? What is the form and function? What do these stories present? What is the nature of storytelling in the context of design and how?

Research problem: Several studies have considered the possibility of using storytelling to enrich the design process or to make products more stronger and user-related. Nevertheless, the concept of storytelling is still mysterious in the design process because it is linked to the concept of literary storytelling and using it in many other disciplines. Its use varies among practitioners, and there is no clear framework for storytelling, classifying, and using it in the design process stronger and better. So, the research deals with the answer to the question of what is the framework of storytelling in the design process?

Research aims: Clarifying the narrative strategy for a richer and more stronger design process.

The Results: •Stories are not just an entertainment tool but a tool to instill values and increase communication. •storytelling in the design process varies between: oral, written, visual, gestures, or a combination of all of it. The use of narrative in the design is classified for three categories, which is divided into two subcategories. These categories illustrate both (where the interaction narrative happens between the user and the product in the design process, who controls the narrative, which elements of narrative theory are useful for each category). These categories focus on (who is the creator of narrative (the designer or the user), who is the narrative audience (the designer or the user), narrative timing (in the user experience, in the design process), Finally, the relation between the product to the narrative (where the narrative located: whether it's internal to the product, so the product helps to call the narrative, or create what's like the narrative or to experience the narrative easier, or whether it's external the subject the subject is accompanied by a narrative). narrative categories in design vary in (historical narrative, manufacturing techniques, history, narrative related to personal memories of the user, interaction). Storytelling exists at different stages of the design process (research, idea generation, models, presentation). The uses of storytelling in the design process vary from explanation, context description and inspiration to creating common understanding)

Discussion: using stories successfully as an element of design development at different stages of the design process is a powerful addition to product design. From inspiration and concept definition as well as explanation of specifications and requirements through design and access to prototypes and evaluation, their impact extends to product marketing as well. Stories have the potential to become unforgettable, provide value, offer a product with certain specifications and values and have the ability to create a state of interaction with the user

Keywords:

Narrative, Stories, Design, Narrative theory

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