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# 4D Design briefing

## Abstract

The aim of this demo is to illustrate an innovative approach to generating a design brief using 4D Design techniques. We suggest that '4D Design Briefing' could be a useful tool as inclusion of the 4th dimension – 'time and motion' provides a design team with a richer content which potentially opens new spaces for the product/service development team members to explore.

## Introduction

In addition to the 3 dimensions of length, width and height, the 4-Dimensional Design (4D Design), takes into account additional dimension(s) – 'time and motion'. This approach incorporates 'time-based-activities' which redirects designers' focus from exploring the product only to how this product could be used by its users. Thus, 4D Design allows designers to explore interactions which take place between users and products. Inclusion of the 'time and motion' dimension provides designers with an opportunity to approach the problem they are exploring from a broader problem definition.

Young et al. (2005) proposed that 4D Sketching technique which incorporates time-based activities which allow designers to experiment with interactions between a user and a product at early stage of a design process. Thus, facilitating 'idea generation and development' (2005, p. 19).

## 4D Design Briefing

This demonstration showcases the use of 4D Design techniques to generate a Design Brief which was produced as a part of a collaborative research project between Northumbria University and Unilever on the topic of 'Ritual of Washing Clothes'. The project explored the idea of generating a visual narrative (4D Design Brief)

which could be used as a reference point by the design team to generate product/service ideas. The 4D Design Brief has incorporated multimedia files such as video clip grabs, stills, and sound bites. These were edited to illustrate these broad categories: 'Past Concepts of Clean (West)', 'Effects of Clean?', 'Relation to Dirt', 'Cleaning in the Developing World', 'Cleanliness and Family', 'Contradiction of Clean' and 'Future Potentials'.

## Conclusion

This project raises a number of interesting issues that need to be further investigated. For example, in what ways a design brief is closing and/or opening potential spaces for design exploration and ultimately affecting the design outcomes; or, in what ways does knowledge and techniques already developed and used in other disciplines such as cultural studies and social research, inform design in this important area of research.

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## References

Young, R., Perzzutti, D., Phill, S., & Sharp, R. (2005). The development of tools to assist the design of motion in system operated products. Paper presented at the Design and Semantics of Form and Movement, Northumbria University, pp. 13-22.



Concepts of Clean (West)



Effects of Clean?



Relation to Dirt



Developing World



Cleanliness and Family



Contradictions



Potential Futures