
Postgraduate Certificate in Business Anthropology

Design Anthropology and New Product Development

Design Anthropology is a field of study that combines the methods and theories of anthropology with design thinking to create innovative solutions to complex problems. It involves understanding the cultural, social, and psychological factors that influence people's behaviors, values, and needs, and using that knowledge to inform the design of new products, services, and systems.

New Product Development (NPD) is the process of creating and bringing new products to market. It involves several stages, including ideation, concept development, prototyping, testing, and commercialization. Design Anthropology plays a critical role in NPD by helping organizations to understand the needs and desires of their customers, and to create products that are culturally relevant, meaningful, and useful.

Here are some key terms and vocabulary related to Design Anthropology and NPD:

1. **Ethnography:** Ethnography is a research method used in anthropology that involves observing and participating in the daily lives of people in a particular culture or community. In Design Anthropology, ethnography is used to gain a deep understanding of the values, beliefs, and behaviors of users, and to identify their needs and pain points.
2. **User-Centered Design:** User-Centered Design (UCD) is a design approach that puts the needs, wants, and limitations of the user at the center of the design process. It involves understanding the user's context, goals, and behaviors, and designing products and services that are easy to use, accessible, and meet their needs.
3. **Design Thinking:** Design Thinking is a problem-solving approach that involves empathy, ideation, and experimentation. It involves understanding the user's needs and pain points, generating innovative ideas, and prototyping and testing solutions.
4. **Ideation:** Ideation is the process of generating and developing new ideas. In NPD, ideation involves brainstorming, sketching, and prototyping potential solutions to a design problem.
5. **Concept Development:** Concept Development is the process of refining and elaborating on an initial idea or concept. It involves creating detailed descriptions, sketches, and models of the proposed product or service.
6. **Prototyping:** Prototyping is the process of creating a preliminary version or model of a product or service. It allows designers and engineers to test and refine their ideas before investing in the production of a final product.
7. **User Testing:** User Testing is the process of evaluating a product or service with real users to identify usability issues, areas for improvement, and potential areas of confusion or frustration.
8. **Cultural Probes:** Cultural Probes are a research method used in Design Anthropology to gather information about users' values, behaviors, and preferences. They involve providing users with a set of

open-ended tasks or activities to complete, such as taking photos, writing diary entries, or creating a collage.

9. Participatory Design: Participatory Design is a collaborative design approach that involves users in the design process. It allows designers to gain insights into users' needs and preferences, and to co-create solutions that are meaningful and relevant to them.

10. Co-Design: Co-Design is a design approach that involves users, designers, and other stakeholders in the design process. It allows for the sharing of knowledge, skills, and perspectives, and can lead to more innovative and inclusive solutions.

11. Value Proposition: A Value Proposition is a statement that describes the unique benefits and value that a product or service offers to its users. It should clearly articulate the problem that the product or service solves, and how it is different from and better than existing solutions.

12. Minimum Viable Product: A Minimum Viable Product (MVP) is a version of a product that has just enough features to satisfy early users and provide valuable feedback for future development. It allows organizations to test their ideas and hypotheses with real users, and to iterate and improve the product based on user feedback.

13. Design Sprint: A Design Sprint is a time-constrained design approach that involves rapid prototyping and testing of ideas. It allows organizations to quickly and efficiently identify potential solutions to a design problem, and to test and validate their ideas with users.

14. Agile Development: Agile Development is a project management approach that emphasizes flexibility, collaboration, and rapid iteration. It involves breaking down the development process into small, manageable chunks, and continuously testing and refining the product based on user feedback.

15. User Experience (UX) Design: User Experience (UX) Design is the process of designing products and services that are easy to use, accessible, and provide a positive user experience. It involves understanding the user's needs, goals, and behaviors, and designing interfaces and interactions that are intuitive, efficient, and enjoyable.

16. User Interface (UI) Design: User Interface (UI) Design is the process of designing the visual and interactive elements of a product or service. It involves creating wireframes, mockups, and prototypes that are visually appealing, easy to use, and consistent with the overall brand and messaging.

17. Emotion Design: Emotion Design is the process of designing products and services that elicit emotional responses from users. It involves understanding the user's emotional needs, desires, and values, and designing interfaces and interactions that evoke positive emotions and build emotional connections with users.

18. Service Design: Service Design is the process of designing end-to-end services that provide value to users. It involves understanding the user's journey, touchpoints, and interactions with the service, and designing processes, systems, and experiences that are seamless, efficient, and delightful.

19. Inclusive Design: Inclusive Design is the process of designing products and services that are accessible and usable by people of all ages, abilities, and backgrounds. It involves understanding the diverse needs and preferences of users, and designing interfaces and interactions that are flexible, adaptable, and inclusive.

20. Design for Sustainability: Design for Sustainability is the process of designing products and services that are environmentally sustainable, socially responsible, and economically viable. It involves understanding the environmental and social impacts of products and services, and designing interventions and solutions that

reduce waste, conserve resources, and promote sustainable behaviors.

Design Anthropology and New Product Development are complex and interdisciplinary fields that require a deep understanding of user needs, cultural contexts, and design principles. By using the key terms and vocabulary outlined above, organizations can create products and services that are culturally relevant, meaningful, and useful, and that provide value to users and stakeholders. However, it's important to remember that Design Anthropology and NPD are iterative and collaborative processes that require ongoing testing, refinement, and improvement. By embracing a user-centered, participatory, and inclusive approach, organizations can create products and services that are not only successful in the market but also make a positive impact on society and the environment.