Designers’ utilization of DfE methods

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Sources of information

- Formal vs Informal contacts
  - Interviews, former students etc
- Reports (E.g. Technical, environmental)
- Papers
- Newspapers

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DfE – An emerging issue

- Low utilization
- Much talk and marketing, little in practice

Why DfE methods?

What is a useful DfE method?

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EcoDesign tools
- for better or for worse?

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The current knowledge about the use of DfE methods

- The development of DfE methods

The utilization of DfE methods

Not adapted for the SMEs needs (time and cost)
The results remain on the shelves etc

Selection and implementation - key activities to successful use of EcoDesign methods

Why are DfE methods not more extensively used

- Lack of reasons and/or interest for design methods in order to facilitate the product development
- Lack of understanding of the nature of the design method – the practitioners are not sure how they can benefit from the available design methods.
- Lack of “appeal” – the design method is not adjusted to the needs of the practitioners.
- Poor design of the design method – some design methods are unnecessarily complicated in relation to the practitioner’s needs.
- Poor promotion (marketing) of different design methods.
- Negative attitude to introduction of new design methods – in many cases based on previous bad experience of design method introductions.

The lack of follow-up
Demands and wishes on a DfE method

- Integration
- Multifunctional team
- Early phases
  - Time efficient
  - Low quality data
- Easy to learn, understand and use
- Life-cycle perspective
- Marketing aspects

Context bound requirements

- Early or late phases of the product development process
- Sized dependent
- Cultural
- Education
- Etc
Conclusions

- The overall conclusion is that in order to go forward in the area of DfE there is an essential need to take a step back.
- The major need is not more DfE methods.
- A deeper identification and analysis of requirements that a DfE method ought to fulfill in order to be utilized, both from a detail perspective about requirements as well as how the requirements relate to each other.

Conclusions, part 2

- There is a need of co-operation between different researchers all over the world in order to gather information about requirements and how they may differ between different regions.
- It is also essential to connect, compare and evaluate if and how method and tool development in general and DfE method and tool development in particular relates to the normally used product development process.