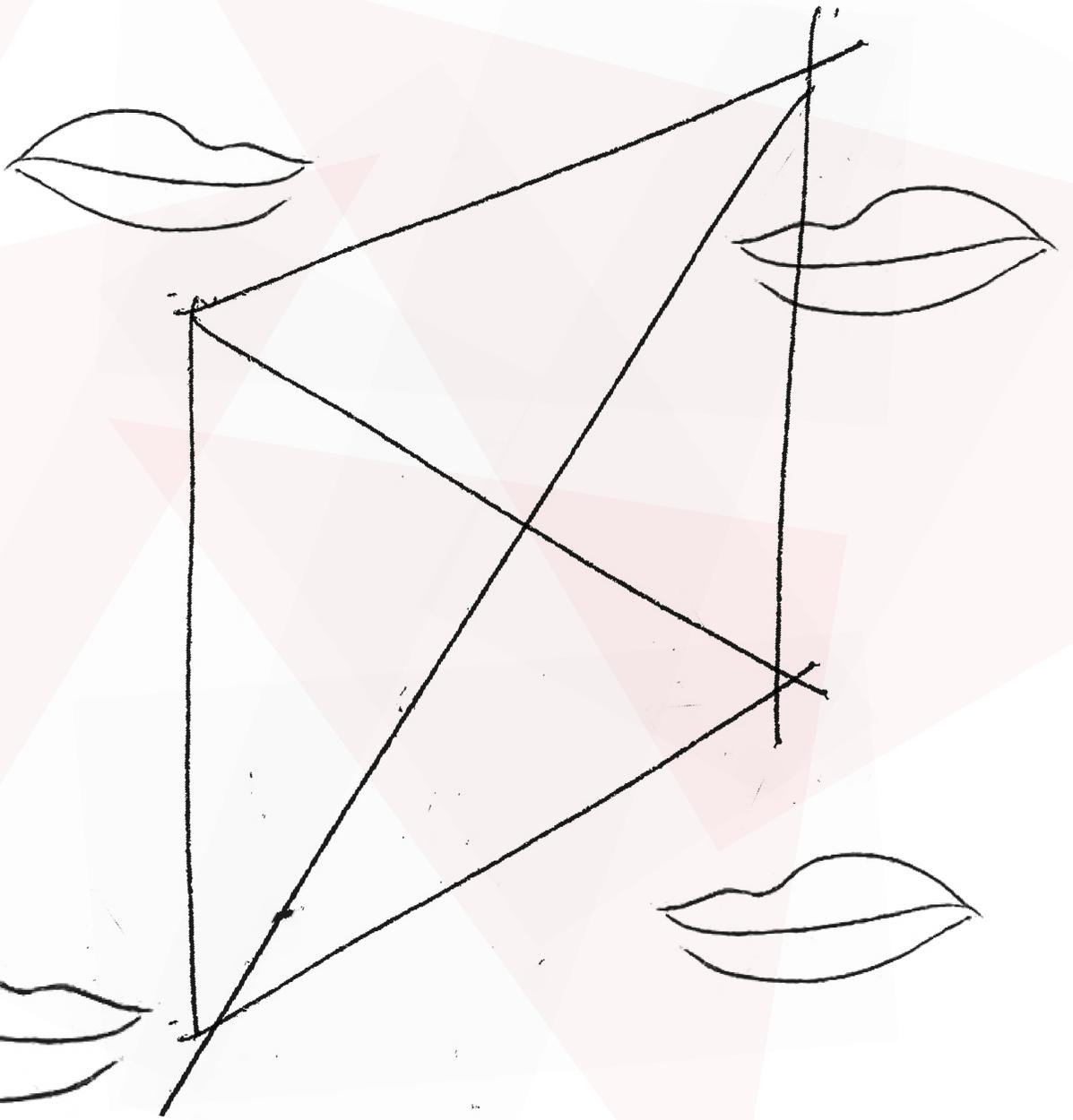




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# THE TRIANGULAR PYRAMID INTERVIEW'S DYNAMIC

## OR THE ORGANIC (INTER) CONNECTIONS IN DESIGN RESEARCH METHODOLOGIES UNDER DESIGN PRACTICE

*Design works on what may be desirable as change. Design seeks innovation through both objectivity and subjectivity, looking to the present and to the past to project the future. Design research might benefit from existing methodological tools redesigned under the approach of design practice, to provide for design very own needs. To unveil this, a field research instrument designed to collect data through the methods of questionnaire/ interview, along with its implementation and results, were analysed. The interviews to breast cancer patients took place at the São João Hospital Breast Centre in Porto.<sup>1</sup>*

### Keywords

Design Research, Design Practice, Design Methodologies.

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### Notes

<sup>1</sup> The interviews to breast cancer patients took place at the São João Hospital Breast Centre in Porto, comprising a universe of 18 women in different disease stages.

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Objective data collection is essential to provide solid information on the object of study. The methodological tools contextual inquiry [1] or questionnaire [2] and interview [2] methods, that design borrows from other fields of knowledge, were the baseline for the design of a tailored instrument capable of collecting quantitative and qualitative data on the study of communication between breast cancer patients and their family/caregivers. Starting with the goal to collect objective and quantified answers, that would obtain a large amount of information in a short period of time, soon enough the 'designerly' ways of thinking took over with its argumentative, persuasive, exploratory and emergent nature [3], transforming it mainly into a qualitative interview. Dealing with a contemporary and systemic, intimate, and highly emotional theme, both quantitative and qualitative information may provide data that will allow for its deeper understanding. The questionnaire/interview is composed of 52 questions, designed to collect affective/emotional,

cognitive, and behavioural information. Closed questions (65%) will translate into quantitative information; open questions (35%), inquisitive and exploratory, provide qualitative information by allowing interviewee's free expression, enabling to broaden our knowledge of how people deal with reality [4] by gaining deep insight on attitudes and socio-affective variables [2]. This tool was also designed to gradually allow the establishment of a relationship of trust with the interviewees so that they could feel free to speak and express themselves, seeking for answers that would later translate into deep psychological and emotional data. The women felt empowered, as their experience was meaningful and this was about them—at least for a moment, they can speak from the self. This gave a whole new dynamic to the interview, now an alternating linkage between four neurological points, like a triangular pyramid: the women (the subject of study), their experience (the object of study),

the questionnaire/interview (the inquisitive tool) and the interviewer (the catalyst/moderator). This tool provides for design process active role of systematic inquiry. This organic and lively (inter)connections between parts, singularly or simultaneously, controlled or randomly, objectively or ambiguously, provided for expansion and exploration, resulting in fertile data. This study reveals that the predominant role of design as project practice in methodological instrument conception offers the possibility of transforming it into a tool with the ability of allowing observation through designers' own sensitivity, which will enable the development of creative and innovative solutions. A far better understanding is still needed of how much design practice can add to its own field of research through its own contribution to borrowed data collection methodological tools. Different perspectives and a deeper knowledge of this subject may be achieved through more studies on this issue.