

participate

Consumers' participation in the design process is an increasingly prevalent way of developing an interdependent relationships between designer, consumers and objects. Previously, focus groups might have been used to gather feedback or tailor objects to consumers needs, now, the design process is extended to the consumer's environment and other forms of interaction are encouraged, such as, rating, commenting, customizing and personalising. {March 2012}

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participate {see also *author, conversation*}