

Email received in Thu, 22 May 2014 20:33:33 +0100 (Personal interview was declined due to confidentiality issues, and was replaced with the email interview, instead)

Interviewee: DN, Senior Designer at an Eastern Asia large tech company

Hi Edward,

Please find below my answers to your questions:

- Do you find any differences between the Eastern based organization and the Western based organizations in terms of their priorities/preferences/expectation for design?

Yes. I find that European company I worked previously valued high quality of design and it usually provided a sufficient timeframe to complete the project. On the contrary, at my current Asian company, it expects to achieve result in half the time available due to the lack of proper planning and overall strategy.

- Despite IT systems for sharing information/ knowledge, do you find any differences between the Eastern based organization and the Western based organizations in terms of attitudes/ways of communication(meeting, presentation, or personal contact etc.) during design project?

Hierarchy is very important in my current company. I find that Korean colleagues in Seoul do not speak up nor voice their opinions if theirs are different from their superiors'. Following orders is the routine. However, at the London office, non-Korean colleagues would challenge ideas no matter whom they come from.

- What do you think about open innovation, when it comes to two organizations that you have worked for?

The European company I worked previously had a reputation on innovation which demonstrated vision for the future. Ideas and design were generated without worrying whether the result would generate financial gain for the company. However in my current company, profits is the main driver which sometimes can restrict wild ideas that could lead to something bigger in the future.

- What do you think about open platform, when it comes to two organizations' products?

This is not my area so can't compare the two.

- Lastly, what is the best organization(culture/ structure) for open innovation/design in your mind?

Not reacting to market or current trend, should not be playing catchup to competitors. Be able to foresee the future. Having a vision is the key to innovation in design.

Regards,