



## Unicist design taxonomy – Unicist XD “Back2Back” Methodology

This is a synthesis of the research on the design of complex solutions developed by Peter Belohlavek, Diana Belohlavek and Diego Belohlavek.

### Introduction

The history of the “Unicist Extreme Design” taxonomical research began in the early eighties. This methodology does not apply to artistic design. A unicist ontological design of a given reality requires the knowledge of the involved concepts. Therefore, the discovery of conceptual structures precedes the design activity.

It took many years to research the conceptual structures of most of the objects related to human activity. Now, with the available conceptual knowledge bank, the design of complex solutions has been made possible without needing to research while designing.

The major problems of human designs are their incompatibility with the nature of the objects being designed.

When designing solutions, there is usually insufficient time to research the concepts involved. To solve this problem, the operational function of the object is usually considered as representative of its concept. This solution is very practical but insufficient when designing differentiated objects.

The knowledge of concepts is unnecessary when designing objects ruled by common sense (conventional wisdom).

This technology was named Unicist XD - Extreme Design - because of its homologous relation with the XP - Extreme Programming - technology.

### The Unicist XD technology

The use of the Unicist XD methodology sustains the simplicity and reliability of design processes. The design process can be accelerated by the use of the Unicist XD. It was developed to approach complexity and the solution of problems in an uncertain or risky environment.

Unicist XD is essentially analogous to Extreme Programming. It can be considered as one of the existing concept-driven design methodologies.

It helps to catalyze the functionality of matrix organizations.



The Unicist XD methodology has been used since 1981. It was basically applied to the development of business objects.

The Unicist XD methodology has been applied to the design of:

Advertising - Business intelligence - Business scenario building - Commercial communities - Complex problem research - Continuous improvement - Country scenario building - CRM - Information technology - Internet - Knowledge management - Learning processes - Marketing - Organizational structures - Outsourcing - Products - Project management - Strategy - Work processes

## Values underlying the Unicist XD

Simplicity  
Foundations  
Creativity  
Responsibility  
Respect  
Confidence and self-Confidence

## Unicist XD elements

The Unicist design methodology includes the integration of:

Innovation  
Aesthetics  
Creation  
Improvement

## Innovation

The objective of Unicist XD is to build a problem solving innovation. Innovation implies the solution of a problem. The innovation concept's purpose is to add value in a given environment. Innovation is not a purpose in itself. On the other hand, the more significant a innovation is, the more difficulties it generates in the adaptation of humans.

## Aesthetics

Aesthetics implies the fulfillment of a need, and the existence of desire and harmony. Inaccessible elements are part of an aesthetic perception, too. A design must include the aesthetic according to the environment. Designs' aesthetics varies according to the harmony of an activity or culture.



## Creation

Designs are creations. We use the word creation to name the generation of a new, different, functionality. We do not use it with a theological meaning. Creations imply a paradigmatic change. This change can occur at an operational or at a conceptual level.

## Improvement

Improvement requires the existence of an irresistible need, hunger, an accepted responsibility and a will, strong enough to deal with the difficulties implicit in every improvement action. While improvement is based on innovation, the learning capacity sustains the transformation of improvements into added value.

## The core aspects of the Unicist XD are:

- Customer participation
- Designers participation
- Change and innovation groups
- Design test groups
- Back2back pair design (two persons on each design)
- Conceptual management
- Real-time work
- Collective design ownership

## The application steps of the Unicist XD methodology are:

- Development of the concept's idea
- Development of the first functional prototype
- Feedback – First test group
- Quality assurance development
- Development of the second prototype (including aesthetics)
- 2nd Test group
- Feed-back and development of the 3rd prototype (including the hypothetically final aesthetic)
- 3rd Feedback and final application in beta-test

## The goal of the Unicist XD technology

This is a technology created to design solutions for complex business problems. It has been successfully applied in different countries considering their structural cultural differences.



The goals of this technology are:

- 1) An integration of human efficacy and technology. It can be described as: “Technologies ensure results, but people make the difference”.
- 2) The generation of a knowledge acquisition and knowledge management process.
- 3) Empowerment of the companies’ continuous improvement technology.
- 4) Participation and institutionalization.
- 5) Social upgrade is a consequence of promoting improvement through complementation.

The Unicist Research Institute