

ournal of Design Thinking is the first professional Design Journal in Iran which has been directed toward publishing the result of scientific research of researchers in different fields of Industrial Design, Design Cognition, Creativity and Design Thinking. All papers published in this journal would be evaluated by double blind peer review and would be released in open access format for all researchers. Based on the scientific capacity of society of Industrial Design, Journal of Design Thinking would act in a meta-academic way in collaboration with national and international prominent professors.

JOURNAL of **GESIGN THINKING**

Concessionaire University of Tehran

Publisher University of Tehran Kish International Campus (KIC)

Director-in-Charge Dr. Majid Alizadeh

President of University of Tehran Kish International Campus, Iran

Email: majidalizadeh@ut.ac.ir

Editor-in-Chief Dr. Yassaman Khodadadeh

Associate Professor, Head of Department of Industrial Design, University of Tehran Kish International

Campus, Iran

Email: khodadade@ut.ac.ir

Executive Manager Alma Zanjanian

Master of Industrial Design, University of Tehran Kish International Campus, Iran

Email: alma.zanjanian@ut.ac.ir

Editorial Board Dr. Nasser Koleini Mamaghani

Associate Professor of Industrial Design, Iranian University of Science and Technology (IUST), Iran

Email: koleini@iust.ac.ir

Dr. Shahin Heidari

Professor of Architecture, University of Tehran, Iran

Email: shheidari@ut.ac.ir

Dr. Aliakbar Farhangi

Professor of Management, University of Tehran, Iran

Email: aafarhangi@ut.ac.ir

Dr. Seyyed Mohsen Habibi

Professor of Urban Studies, University of Tehran, Iran

Email: smhabibi@ut.ac.ir

Dr. Alireza Choobineh

Professor of Human Factors and Ergonomic, Shiraz University of Medical Sciences, Iran

Email: alrchobin@sums.ac.ir

Dr. Iman Dianat

Associate Professor of Ergonomics, Tabriz University of Medical Sciences, Iran

Email: im_dianat@yahoo.com

Dr. Maziar Asefi

Associate Professor of Architectural Technology, Tabriz University of Islamic Art, Iran

Email: masefi@tabriziau.ac.ir

Professor Sebastiano Bagnara

Professor of Design and Ergonomics, University of San Marino, Italy

Email: bagnara@uniss.it

Professor Sughyun Ryoo Kang

Professor of Graphics, University of Iowa, United States

Email: shrkang@iastate.edu

Professor Debra Satterfield

Associate Professor of Design, California State University, United States

Email: debrasatterfiled@gmail.com

Professor Amaresh Chakrabarti

Professor of Design and Production, Indian Institute of Technology, India

Email: ac123@iisc.ac.in

I_{ndex}

| Design Guidelines for Implementation of User-Friendly Mass Customization Toolkits | Page 1 |
|---|---------|
| Design Thinking in Large Companies and Design Consulting Firms in Japan | Page 9 |
| Integrating Design Thinking in Service Design Process: A Conceptual Review | Page 23 |
| Design Thinking Applied in Higher Education: Exploring Participant Experiences | Page 37 |
| An Overview of Co-Design: Advantages, Callenges and Perspectives of Users' Involvement in the Design Process | Page 45 |
| Design Thinking-Based Internship; An Efficient Alternative for Hiring Product Designers | Page 61 |
| Identifying Unspoken Desires and Demands: A Collection of Design Ideas for Living Room Furniture and Zones | Page 71 |