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## Improving Satisfaction: The Importance of Ownership of the Topic under the Group Brainstorming Technique

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### Abstract

Designers always start to make ideation through brainstorming technique. Experience of satisfaction would determine the successful of the group performance. This study attempts to explain how personality traits influence satisfaction through the sense of ownership. Results showed that ownership of the topic mediates the relationships between the three personality traits, agreeableness, conscientiousness and emotional stability and Satisfaction. Groups that are high on these three personality traits would have high level of ownership on the topic given, subsequently, this high interest on the ideation process during the technique of brainstorming enhance their satisfaction to create new ideas.

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### 1. Introduction

The nature of the job of industrial designers is to deal with products that are to be used every day by consumers such as toothbrushes, computers, chairs and car models (Hannah, 2004). Industrial design is the area that gives its services in terms of creating and developing the concept to both users and

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manufacturers in order that the design is able to function, is valuable, and has desirable appearance of product and subsequently, beneficial to the users (IDSA, 2008). The term ‘industrial design’ that is used interchangeably with ‘product design’ involves both engineering and aesthetic design (Ekberg, 2005) but with more emphasis on users’ consideration (Roozenburg & Eekels, 1995). Furthermore, industrial design is linked to the manufacturing sector, the needs of consumers, and also takes into account business matters (Keinonen, 2006). However, industrial design firms face the problem when the products that they produce are not feasible (Michalek, Feinberg & Papalambros, 2005). This shows that the role of industrial designers is to solve people’s problems (Naveiro & Pereira, 2008).

Hence, in industrial design practices, creativity is needed and it plays an important role to come up with ideas and solutions. The importance of creativity cannot be denied because if anyone wants to be successful in his life, he should be creative (Sternberg & Lubart, 2003). Usually, the novelty of products such as new in idea and tangible is always involved in its creativity (Schunn, Paulus, Cagan, & Wood, 2006). Creativity can be enhanced through training such as brainstorming and creative problem solving (Nickerson, 2003).

However in group creativity, the unique rules of brainstorming as introduced by Osborn (1963) are: quantity is wanted, no criticism, the wildest ideas are welcome, and combine and improve ideas. In this case, personality traits are one of the diversities that should be explored in group creativity (Milliken, Bartel, & Kurtzberg, 2003). Recently, Paulus and Brown (2007) mentioned that to be more knowledgeable about this technique, integration between the discipline of brainstorming and other disciplines is needed. Expanding on group performance in industrial design practices, personality can lead to a better performance (Keinonen, 2006). This is because personality traits of group members would always predict the group performance (Peslak, 2006). For example, the team members who are talkative can stimulate the other members who are not (Keinonen, 2006).

## **2. Group Performance**

### *2.1. Personality Traits and Group Performance*

Feist (2003) in his discussion on personality and creativity provided the simple understanding that indeed, personality and creativity are always related. In group performance, Furnham and Yazdanpanahi (1995) revealed that the study of personality should be considered because personality traits have an impact on productivity in group creativity. In addition, researchers on personality and group performance such as Barry and Stewart (1997), Peeters, Rutte, Van Tuijl, and Reymen (2006), and Halfhill, Sundstrom, Lahner, Calderone, and Nielsen (2005) said that the personality factor always influences group performance. It was also proven by Unsworth, Brown, and McGuire (2000) that personality traits always influence employees’ innovation either directly or indirectly. Meanwhile in group tasks, researchers such as Driskell, Hogan, and Salas (1987), Barry and Stewart (1997), and Halfhill et al. (2005) also agreed that personality traits always influence the group creativity. Hence, nowadays, organizations prefer to choose employees that possess the personality trait of being a team worker, as a mechanism to accomplish the work (Buchanan, 1998; Halfhill et al., 2005).

### *2.2. Satisfaction in Group Performance*

Halfhill et al. (2005) determine that group effectiveness is derived from the elements of success such as the Satisfaction of group members when they are in a group. This includes the group members’ experience and ability to work together on subsequent group tasks. In order to encourage persistence and productivity in group brainstorming, group satisfaction has to be taken into account. Satisfaction in group

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