researchers and practitioners from a specific company meet recurrently to identify challenges that are worthwhile to pursue in small projects. In those typically three-month projects with weekly sprints, the project team builds an initial software-based prototype which is evaluated afterward. Within this strategy, the problem space plays an essential role and is constantly re-

recognized that another study within an adjacent domain had simultaneously published comparable artifacts, which were, however, based on completely different groundings. By recognizing this, the authors began a collaboration and jointly reflected on their projects to derive design principles that capture relevant knowledge across both studies. In the words of Interview ³

in different cultures [but] both ended up with a method for digital transformation ´ , Q

terms of ex post formalizing, Interview 10 described an overall procedure in which in-

L W L D O O \ D Q D U W L I D F W K D V E H H Q E X L O W D Q G ³

because we had the feeling that the message [of the artifact] is hard to communicate, we need to formalize it, synthesize it ´ , Q F R Q V H T X H Q F H Z H P D S W K L V V W U

inductive theorizing, which might build upon deductive-driven completed design projects to advance design knowledge in a certain field of application.

Fig. 1. Summary of general design principle development strategies.

4 Discussion, Research-in-Progress and Outlook

We report on preliminary findings obtained from an ongoing project on design principle guidance. Based on several expert interviews, we extracted activities and resources to derive overall strategies that can be followed when organizing design projects. With this, researchers and practitioners can make (more) informed decisions in terms of planning and executing design principle development endeavors, which are generally driven by situational choices (i.e., context in which a project takes place). Our work responds to the call for process-driven approaches to understanding how design knowledge can be generated (e.g., [12]) and complements the body of DSR methods (e.g., [7-8]) by presenting contextualized strategies for design principles in particular based on empirical data. In addition, our work seeks to explore fundamental activities that help to shape a minimum standardization of the creative and sometimes messy process.

Continuing our project, we will derive a nuanced overview of these strategies, including their main mechanisms, events, inputs, outputs, and actors, based on data collected from the expert interviews D V Z H O O D V I U R P D G G L W L R Q D O V R X U F H V V X publications and further articles on design principles. Also, illustrations with the sample of design principle articles will be provided to ensure the completeness and applicability of the results D V Z H O O D V W K H V W U D W H J \ ¶ V X V H I X O Q H V V Z L O O E H shops in which designers are asked to apply the artifact and provide feedback.

References

1. Gregor, S., Chandra Kruse, L., Seidel, S.: Research Perspectives: The Anatomy of a Design Principle. Journal of the Association for Information Systems. 21, (2020).
2. Chandra Kruse, L., Seidel, S., Purao, S.: Making Use of Design Principles. In: Parsons, J., Tuunanen, T., Venable, J., Donnellan, B., Helfert, M., and Kenneally, J. (eds.) Tackling 6RFLHW\¶V *UDQG &KDOOHQJHV. S SYNWLFN, Cham (2016). 6FLHQFH SS
3. 6LHULQJ 0 0XQWHUPDQQ - *UþDU 0 'HVLJQ 3ULQFLSOHV IRU Case of Stock Market Manipulations. Journal of the Association for Information Systems. 22, 156 ±178 (2021).
4. Seidel, S., Chandra Kruse, L., Székely, N., Gau, M., Stieger, D.: Design Principles for Sense-making Support Systems in Environmental Sustainability Transformations. European Journal of Information Systems. 27, 221 ±247 (2018).
5. Schoormann, T., Stadtländer, M., Knackstedt, R.: Designing business model development tools for sustainability ² a design science study. Electronic Markets (2021).
6. Greif-Winzrieth, A., Maedche, A., Weinhardt, C.: Designing a Public Experimental Terminal for Citizen Engagement. In: Proceedings of the European Conference on Information Systems (2021).
7. Peffers, K., Tuunanen, T., Rothenberger, M.A., Chatterjee, S.: A Design Science Research Methodology for Information Systems Research. Journal of Management Information Systems. 24, 45 ±77 (2007).
8. Hevner, A.R., March, S.T., Park, J., Ram, S.: Design Science in Information Systems Research. MIS Quarterly. 28, 75 ±105 (2004).
9. Venable, J., Pries-Heje, J., Baskerville, R.: FEDS: A Framework for Evaluation in Design Science Research. European Journal of Information Systems. 25, 77 ±89 (2016).
10. 3XUDR 6 .UXVH / & 0DHGFKH $ 7KH 2ULJLQV RI 'HVLJQ 3ULQF