

11/02/2020

LES 1: WAT, WIE, WAAROM, HOE, WANNEER & WAAR

MODULE MENS: INTRODUCTIE

Becky Verthé & Lieven De Couvreur

INHOUD CURSUS

1. **Introductie mensgericht ontwerpen**
2. Design brief
3. Gebruikersonderzoek en product testing
4. Datasynthese en product analyse
5. Product hacking
6. Product ecologie
7. Product psychologie
8. Product sociologie
9. Product ethiek
10. Product antropologie

**WHAT
WHERE
WHEN
WHO
HOW
WHY**

WHY





BEFORE MASS PRODUCTION

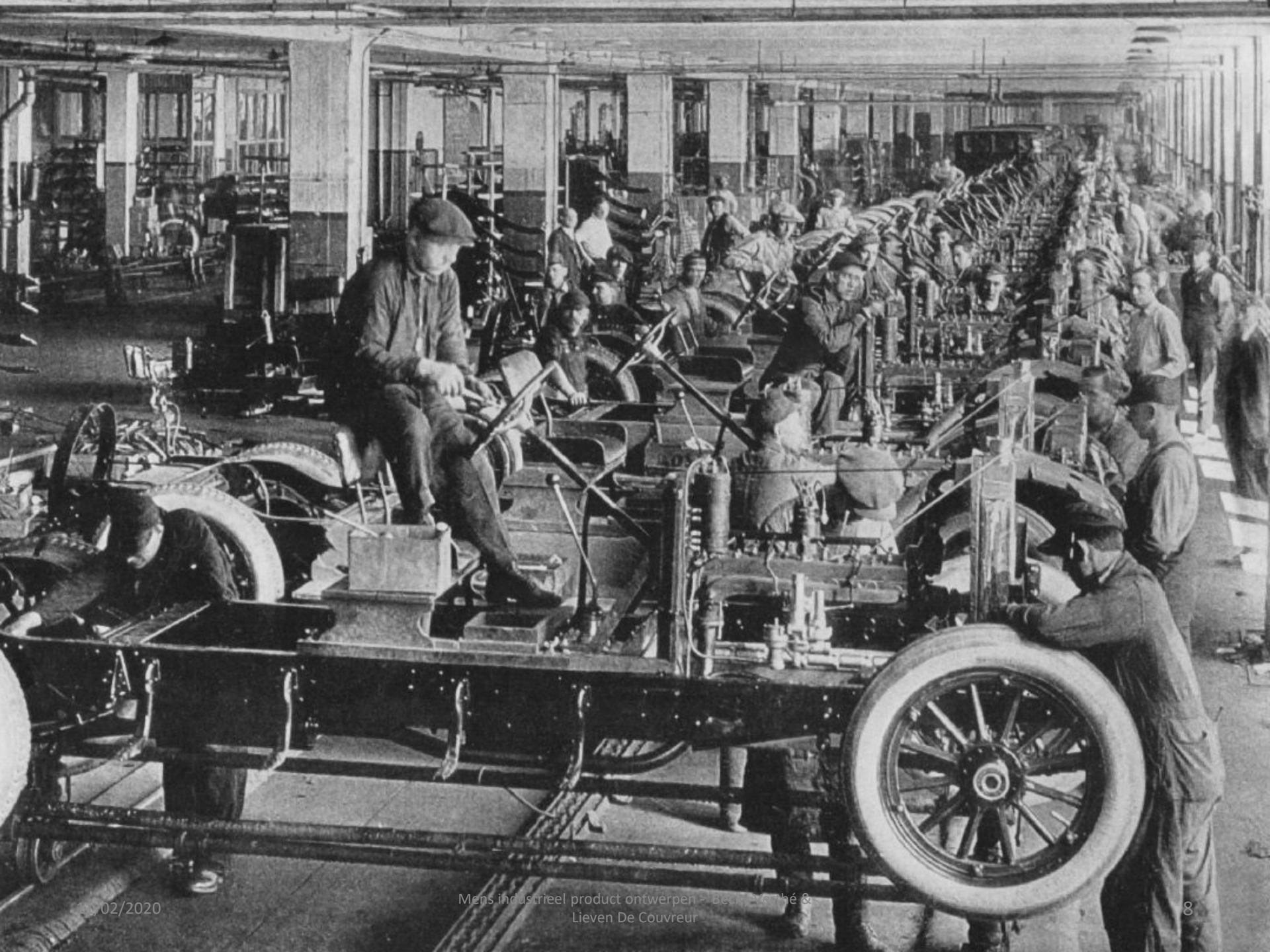
Basic **materials** (wood, stone, metal, plants and animals) widely **available**.

Transportation expensive.

Main exchange: knowledge

Read-Write culture

[Lawrence Lessig (Stanford University) inventor Creative Commons.]



20TH CENTURY

We moved into a **Read-Only** culture

“**Industrialisation** created a world in which **goods** and **services** were delivered **to** and **for** people. “

[Charles Leadbeater, The Art of With, March 2009]





21TH CENTURY

Advent of **digital technology**.

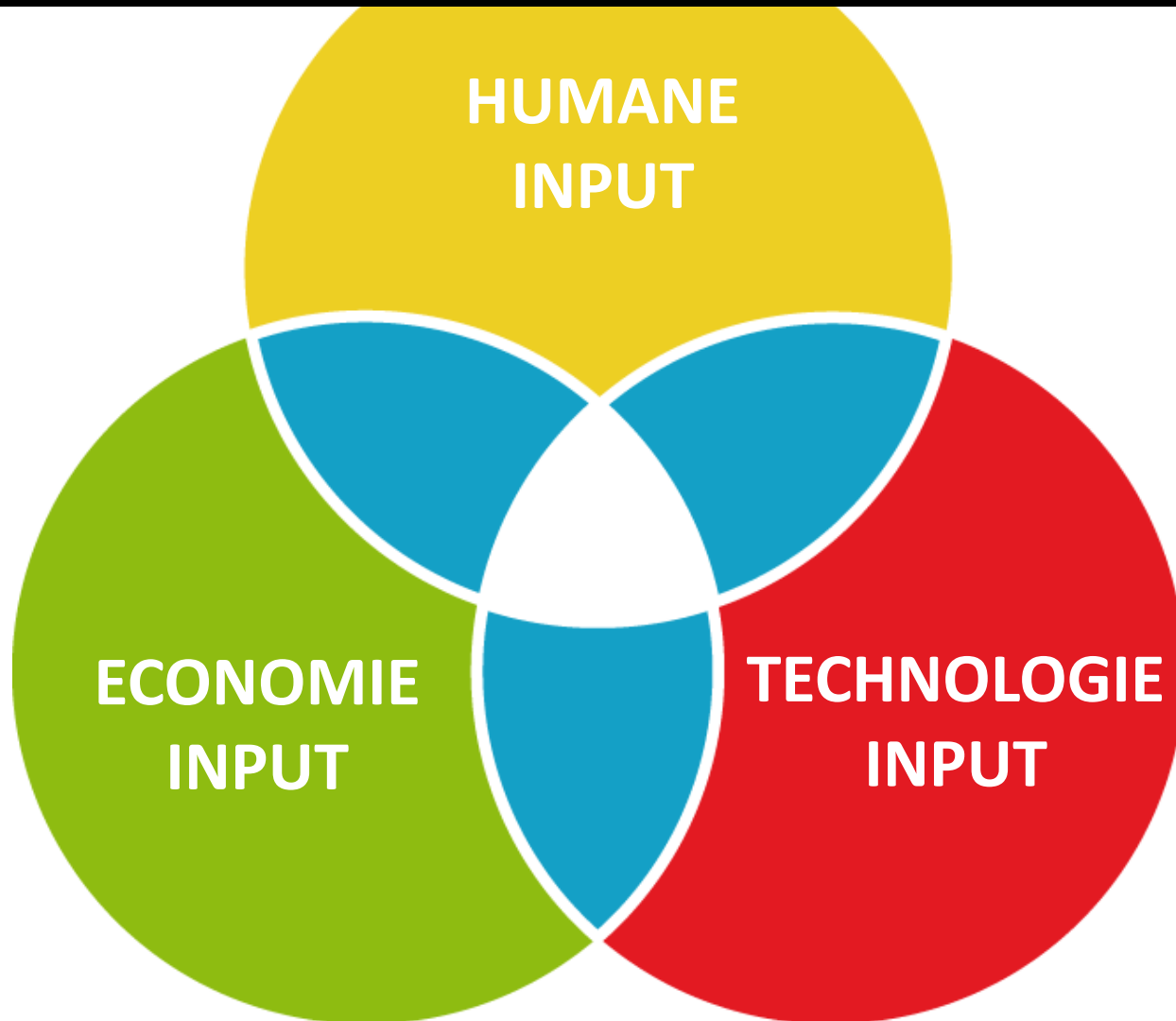
Bits and **atoms** have found each other.

Could we be moving back
to a Read-Write culture?

The world of **With**. We can design our
own tools again.

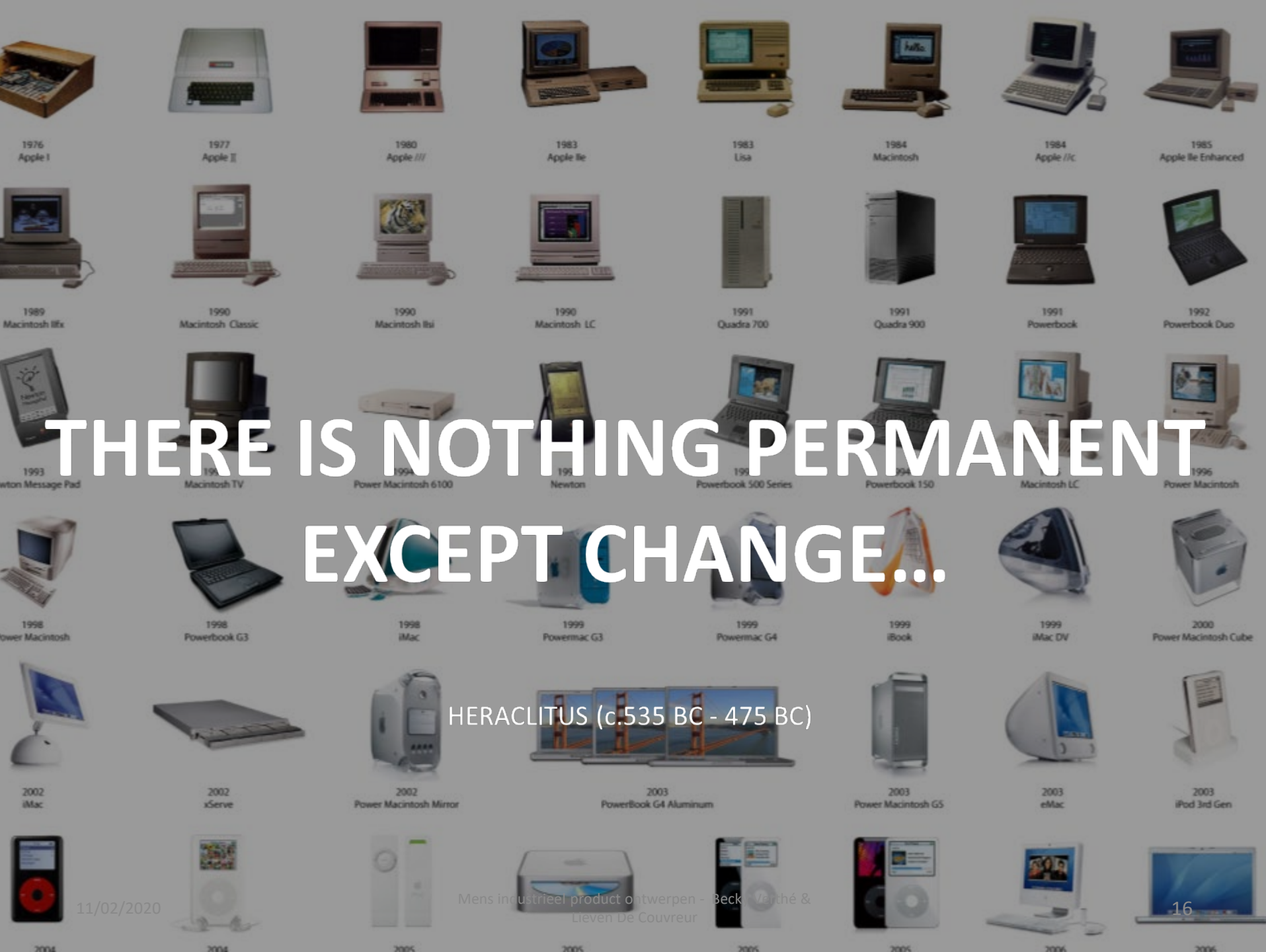


GOOD PRODUCT DESIGN IS A MIX OF....



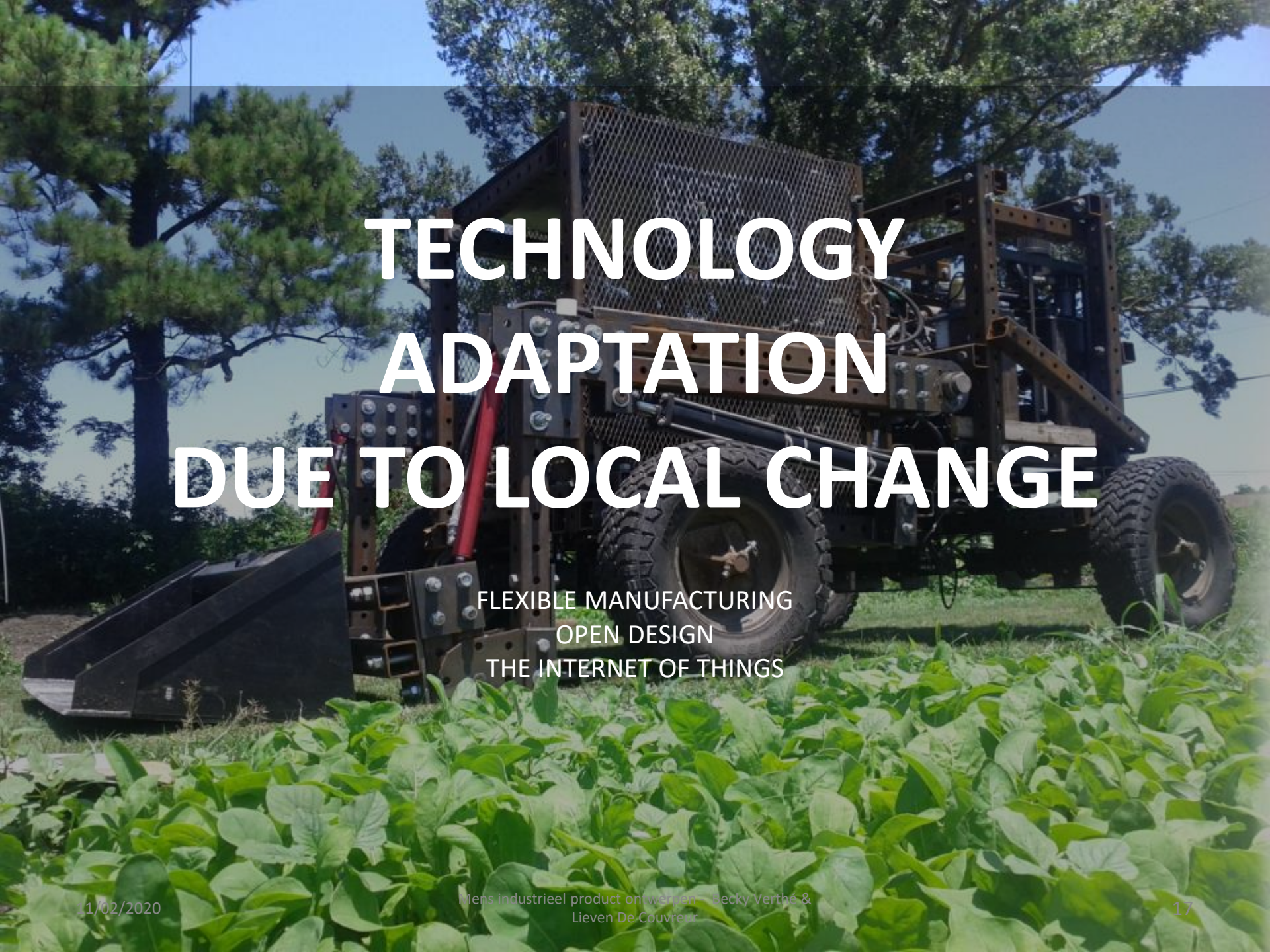
GOOD PRODUCT DESIGN IS A MIX OF....





THERE IS NOTHING PERMANENT EXCEPT CHANGE...

HERACLITUS (c.535 BC - 475 BC)



TECHNOLOGY ADAPTATION DUE TO LOCAL CHANGE

FLEXIBLE MANUFACTURING
OPEN DESIGN
THE INTERNET OF THINGS

A man in a white shirt is holding a marionette in his hands. He is standing in a rural, arid landscape with dry ground and sparse trees. In the background, other people are visible, some sitting on the ground. The overall scene suggests a community or cultural activity in a developing region.

STAKEHOLDER ADAPTATION DUE TO LOCAL CHANGE

USE AND MAKE TIME
NEIGHBOURHOOD PRODUCTION
MASS LOCALISM

VALUE ADAPTATION DUE TO LOCAL CHANGE

CROWDFUNDING
EXPERIENCE OF MAKING
SERVICE DESIGN



We are currently
preparing
you for **making**
products/processes/services
that don't yet exist
in a fast changing world.

GOOD PRODUCT DESIGN IS A MIX OF....

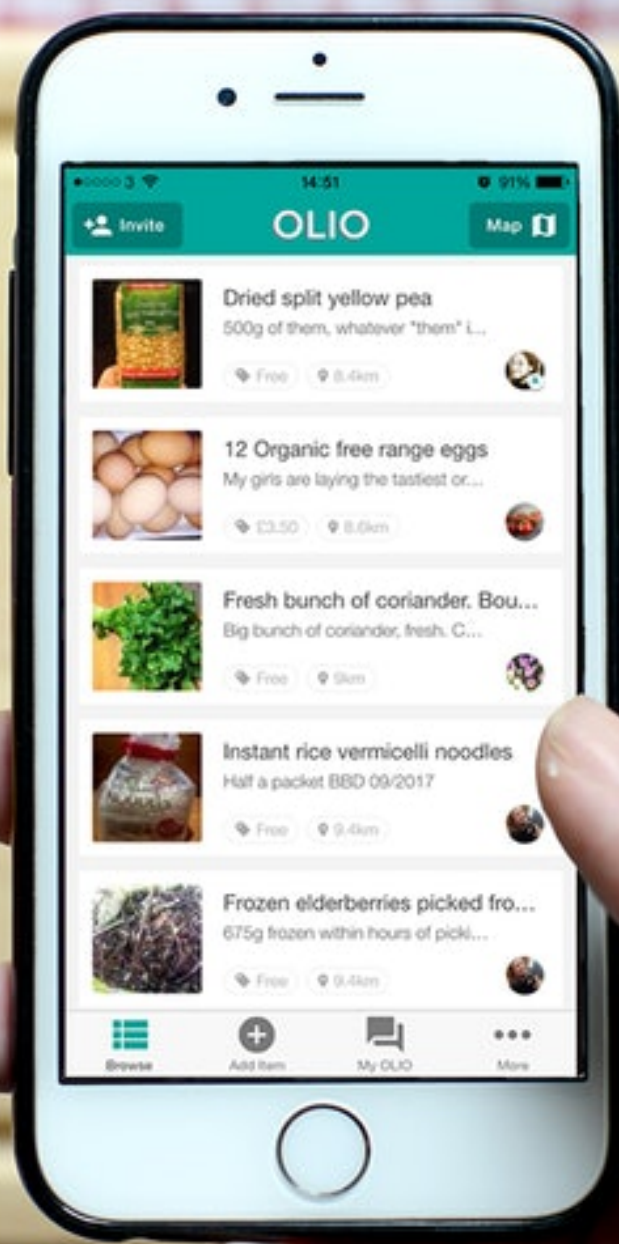
“MAKING THE THINGS RIGHT...”





GOOD PRODUCT DESIGN IS A MIX OF....

“MAKING THE RIGHT THINGS”





www.
dagvers
.org

www.
dagvers
.org

DAGVERS
zonder zorgen

DAGVERS
zonder zorgen

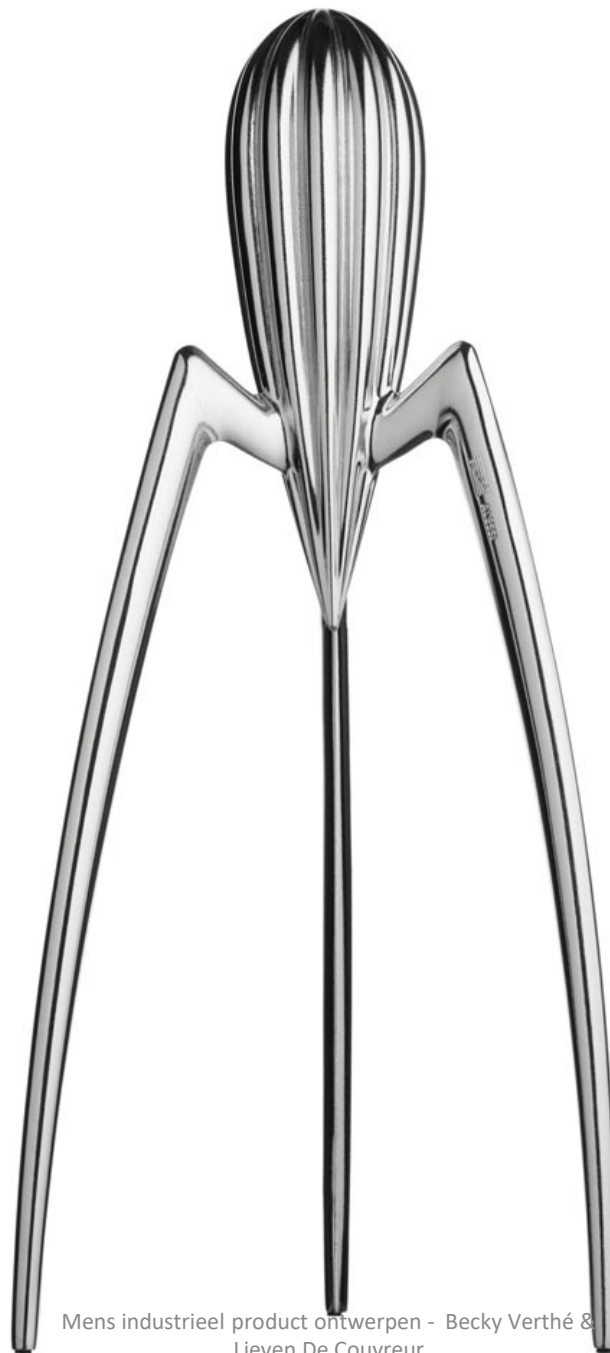
WHAT





*“A user interface is like a joke,
If you have to explain it,
It’s not that good.”*

DONALD NORMAN







*“Beauty and brains, pleasure and usability
They should go hand in hand.”*

DONALD NORMAN



THE EVERYDAY
BACKPACK
DESIGN DEEP DIVE



*“Most people make the mistake of thinking
that design is how it looks like [...]
Design is how it works”*

STEVE JOBS





*“If I’d asked what they wanted –
they would have said faster horses.”*

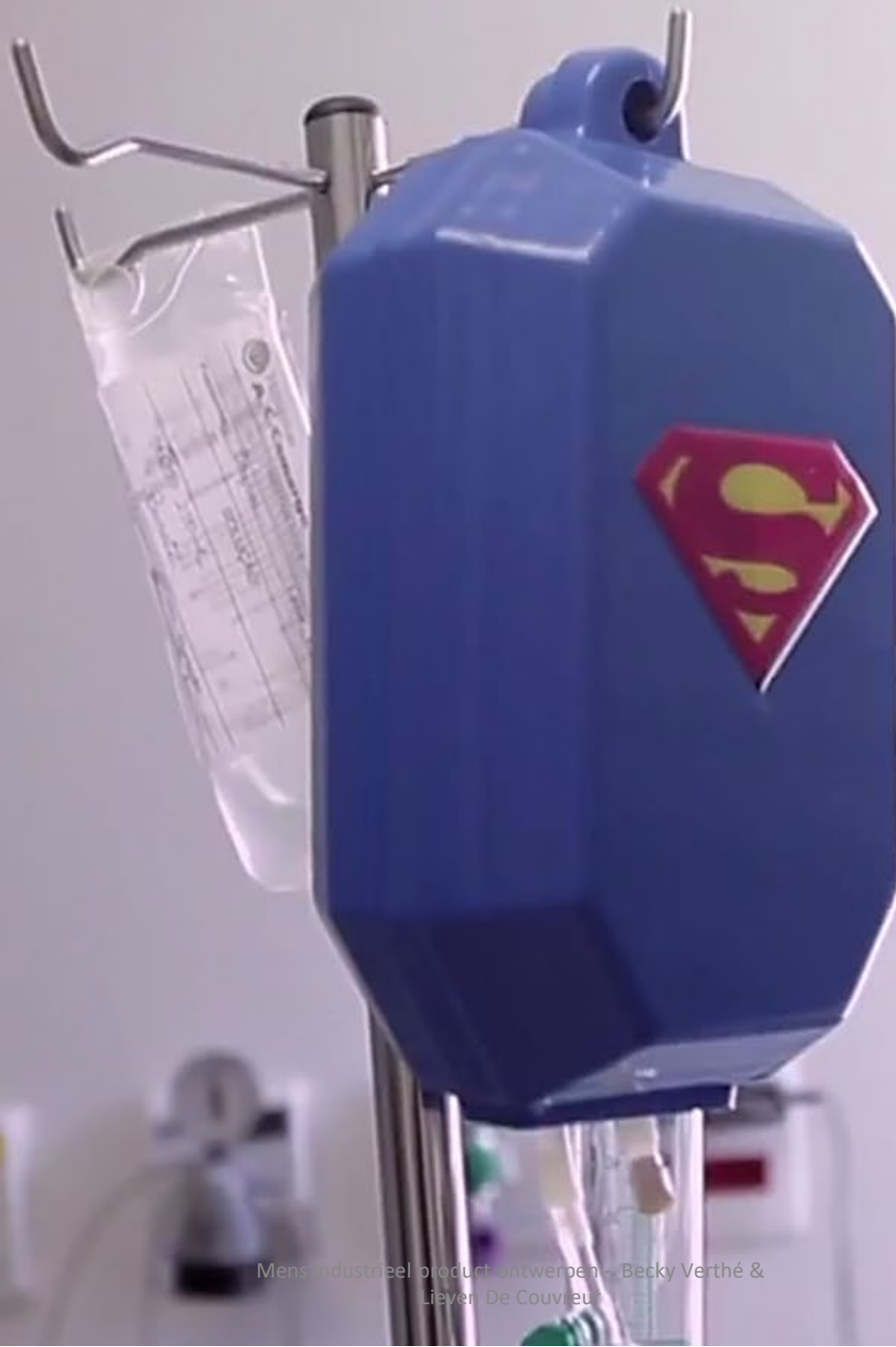
HENRY FORD





*“Combining good user research
with the right technology fosters
radical innovations”*

DONALD NORMAN





**can give them a magic power,
through this 'Superformula'.**

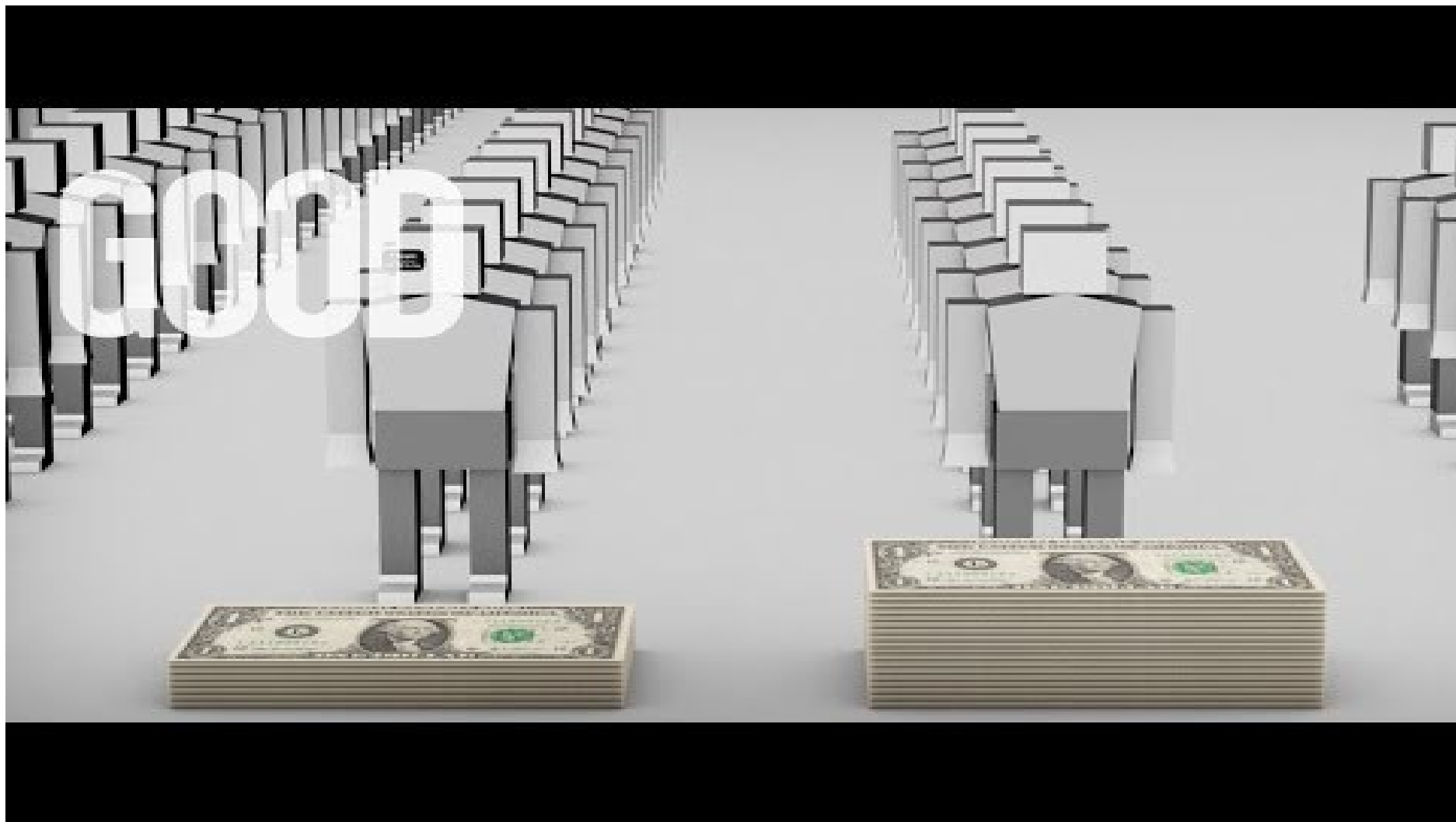
*“A good user experience isn’t necessarily
that far from a poor user experience.
It can have a huge impact.
It can be small,
subtle and empathic difference
that can have a huge impact.”*

NATHANAEL BOEHM

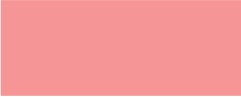
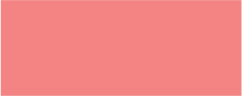
WHO

CHANGING USER REQUIREMENTS

GLOBALISATION
DIVERSITY HUMAN SYSTEMS
DEMOGRAPHIC CHANGES



You are NOT the user!

					
PANTONE 1765	PANTONE 1767	PANTONE 182	PANTONE 189	PANTONE 1895	PANTONE 169
					
PANTONE 1775	PANTONE 1777	PANTONE 183	PANTONE 190	PANTONE 1905	PANTONE 197
					
PANTONE 1785	PANTONE 1787	PANTONE 184	PANTONE 191	PANTONE 1915	PANTONE 198
					
PANTONE 1788	PANTONE Red 032	PANTONE 185	PANTONE 192	PANTONE 1925	PANTONE 199
					
PANTONE 1795	PANTONE 1797	PANTONE 186	PANTONE 193	PANTONE 1935	PANTONE 200
					
PANTONE 1805	PANTONE 1807	PANTONE 187	PANTONE 194	PANTONE 1945	PANTONE 201
					
PANTONE 1815	PANTONE 1817	PANTONE 188	PANTONE 195	PANTONE 1955	PANTONE 202

Designing for yourself
is easy!

Because you are
an easy customer.

1. Only experts create good designs

> Experts are faster, simple and effective techniques anyone can apply

2. We can fix the user aspects at the end

> good design is more than just user interface

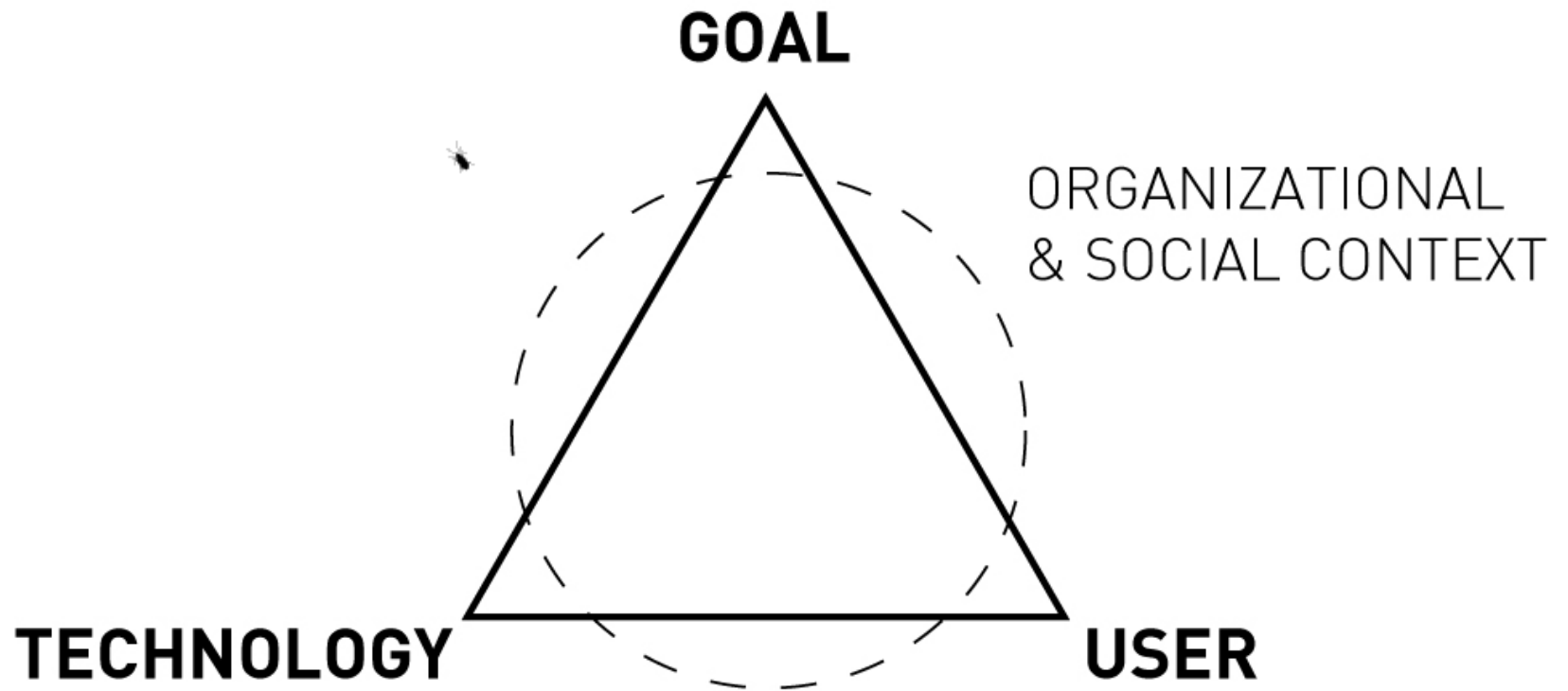
> having right features, building those features right

3. Good design takes too long / costs too much

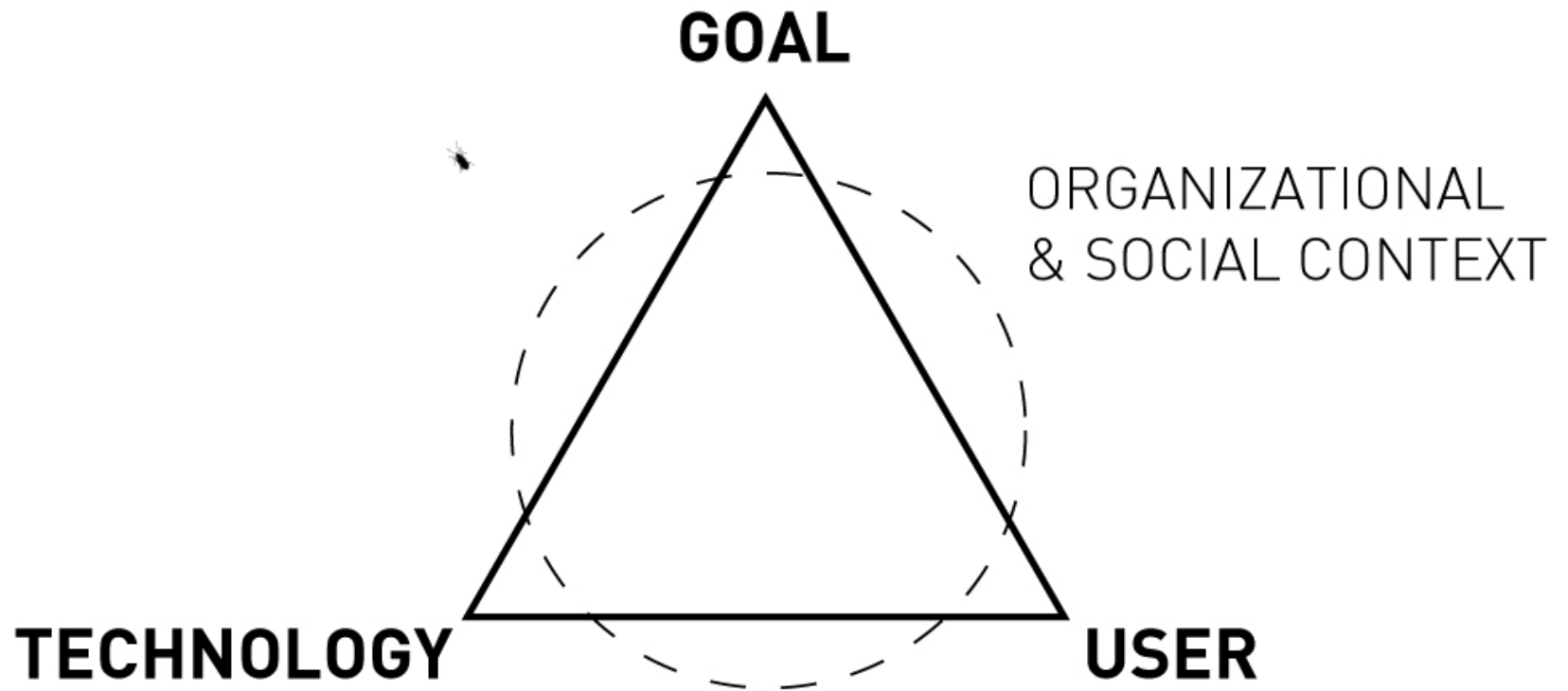
> simple and effective techniques can reduce total development time & cost (finds problems early on)

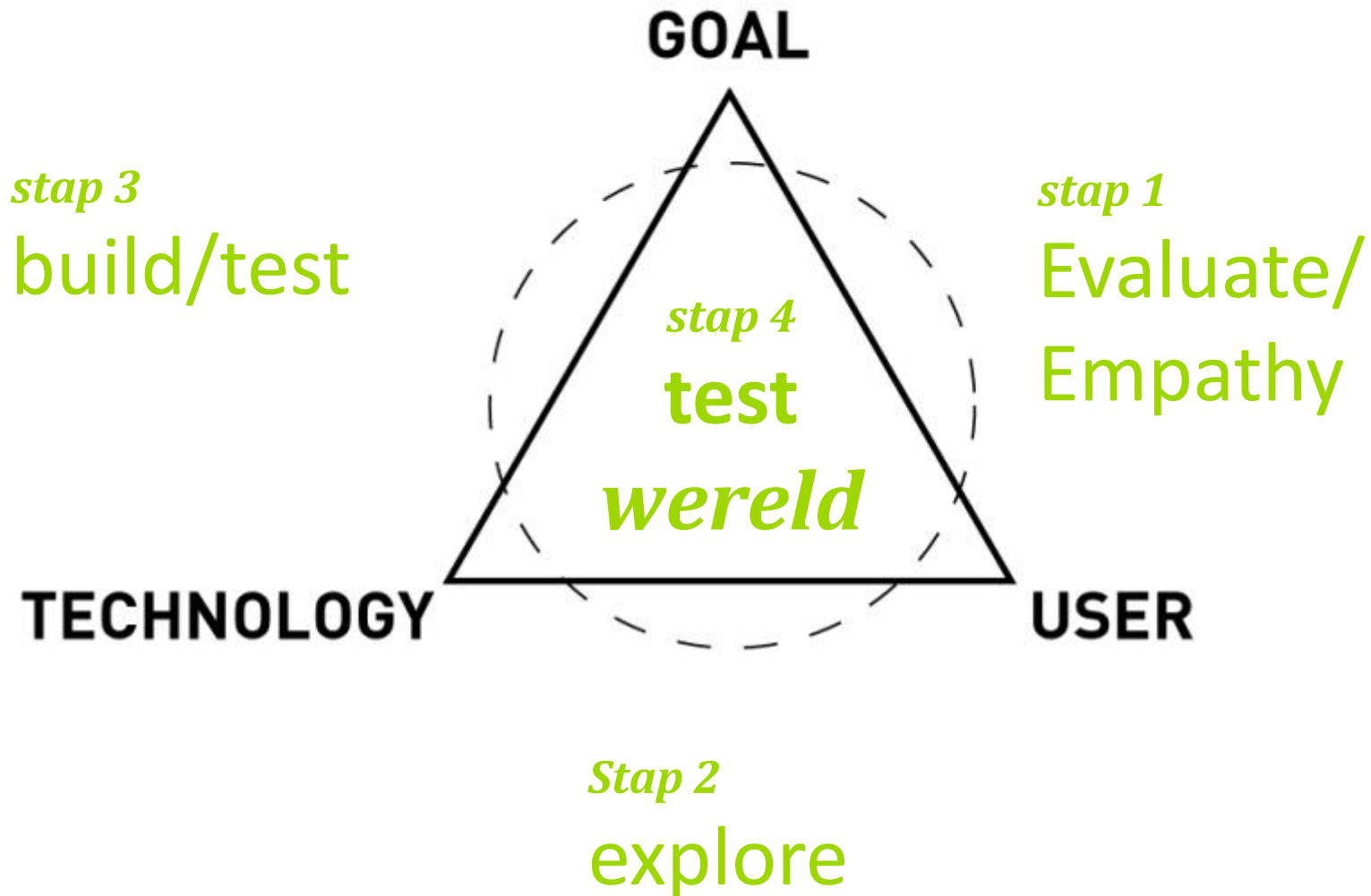
4. Good design is all about product esthetics

> product esthetics are part of bigger picture of what we call the product experience & purpose



HOW





MENSGERICHT ONTWERPEN

= OBSERVATIE + EMPATHIE

stap 1

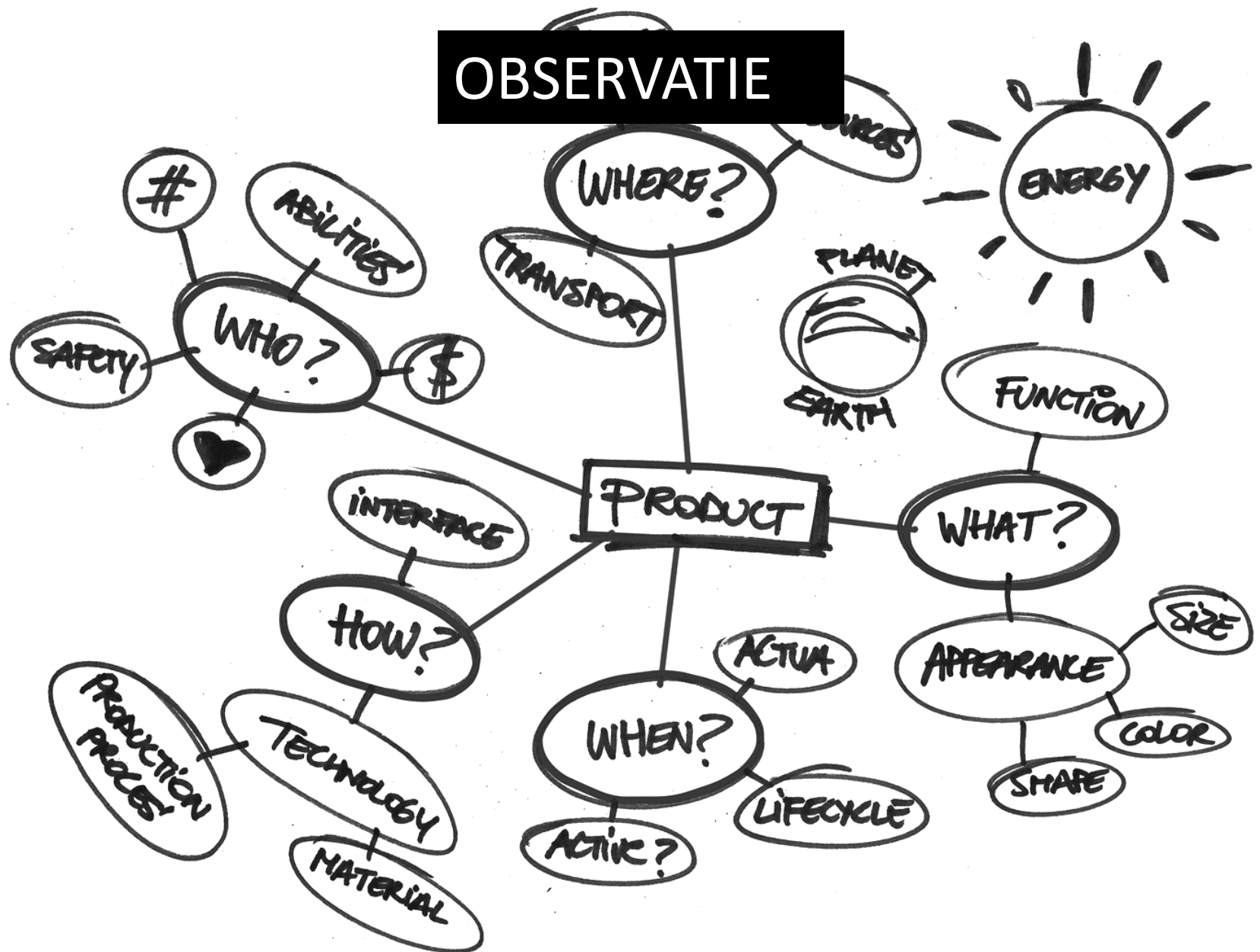
evaluate

OBSERVATIE

A man with a mustache, wearing a light-colored shirt, a dark vest, and dark trousers, is sitting on a wooden chair. He is holding a book or a large sheet of paper in his lap. The room has green vertical paneling on the walls. To the right, there is a window with blue and white checkered curtains. A brown bag is hanging on the chair next to him. The text "CLASSIC TRAILER" is overlaid in large, white, bold letters on the left side of the image.

**CLASSIC
TRAILER**

OBSERVATIE



1 hear and 1 forget.
1 see and 1 remember.
1 do and 1 understand.



CONFUCIUS

VOORKENNIS ALS EEN IJSBERG

EXPLICIT

KENNIS IN ISOLATIE

Leeft in boeken en
de gedachten van mensen

TACIT

KENNIS IN INTERACTIE

Leeft in menselijk gedrag en
hun praktijk ervaringen



EMPATHIE

RSA
SHORT



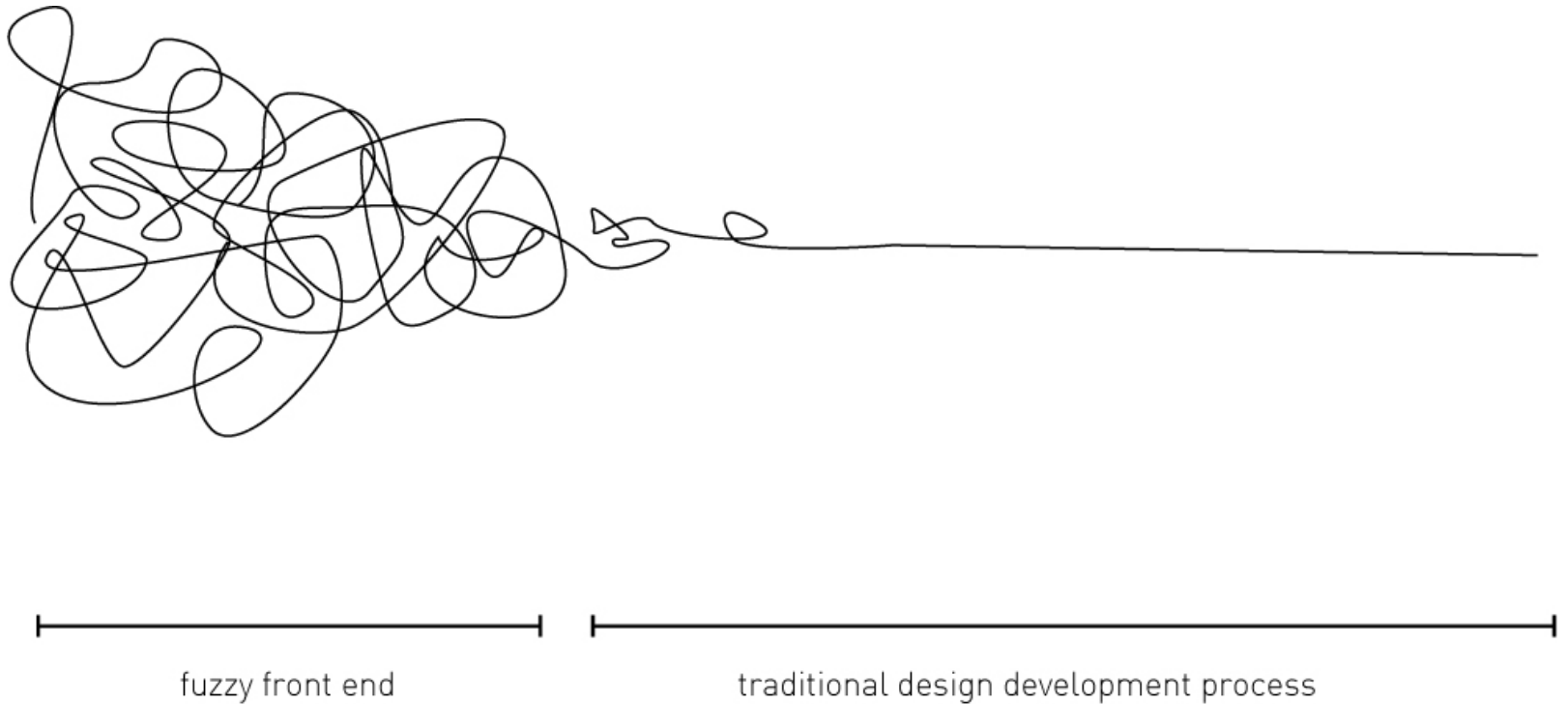
EMPATHIE

Empathie of inlevingsvermogen speelt zich af op meerdere lagen.

1. Het fysische : is de gebruiker fysiek in staat om het product goed te gebruiken?
2. Het cognitieve : zijn de stappen duidelijk, kan de gebruiker met zijn bestaand denkpatroon het product correct gebruiken?
3. Het emotionele: Welke emoties ervaart de gebruiker bij het gebruik van het product?

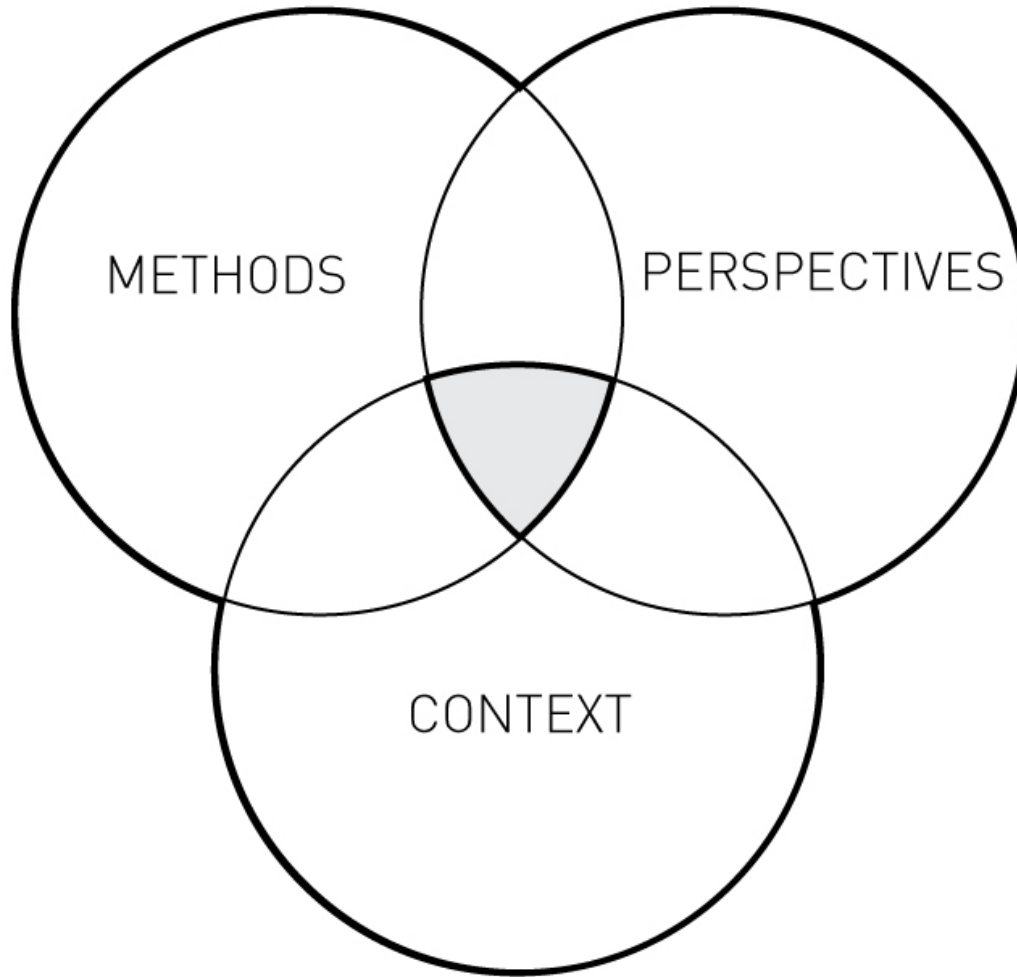
WHERE

WAAR IN HET ONTWERPPROCES



PJ. STAPPERS EN E. SANDERS

MINOR SEMESTER 4 DESIGN FOR IMPACT

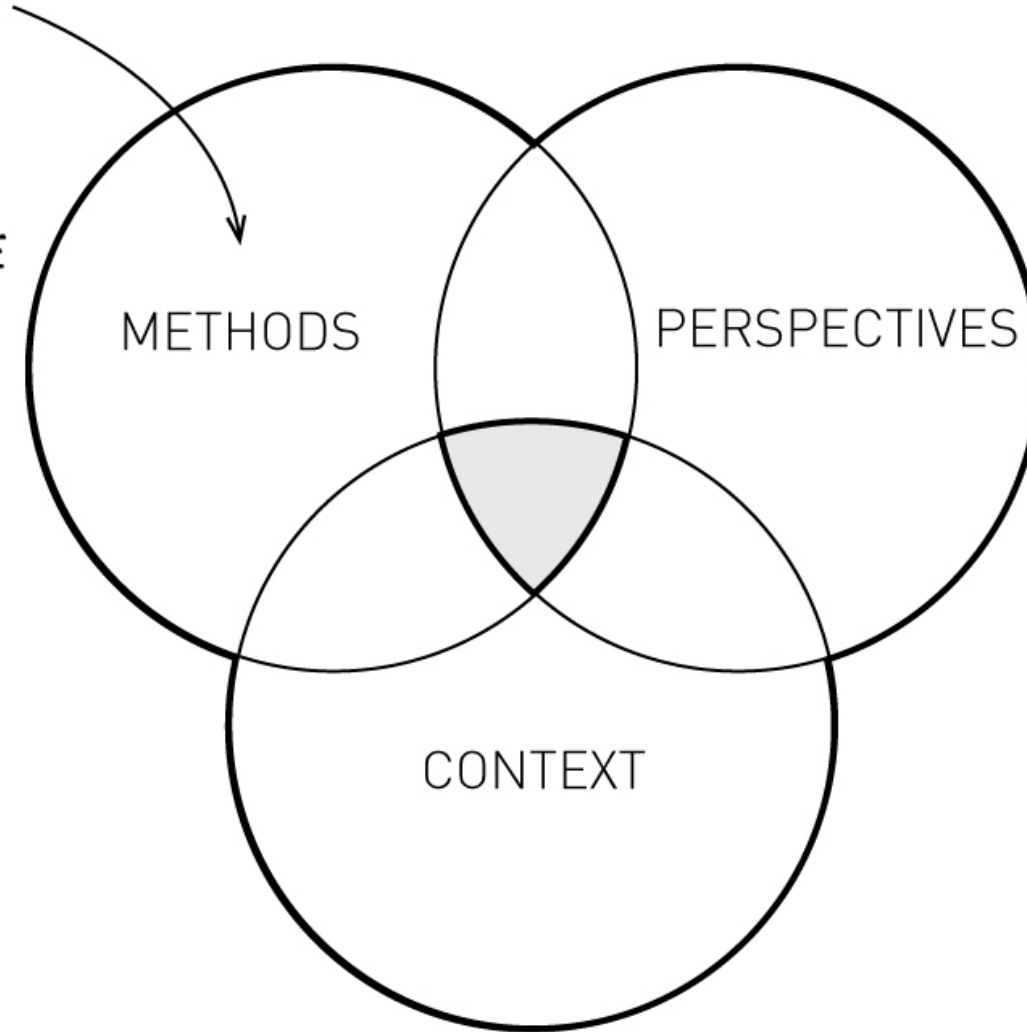


MINOR SEMESTER 4 DESIGN FOR IMPACT

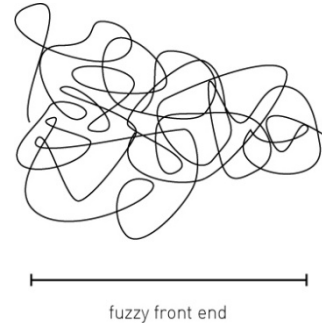
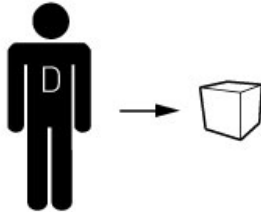
MENS

USER
CENTERED
DESIGN

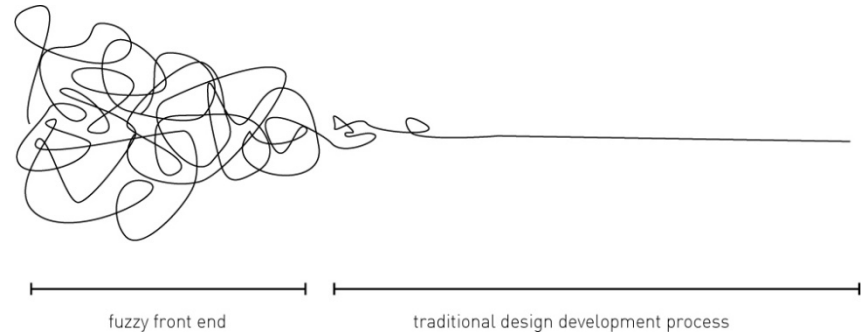
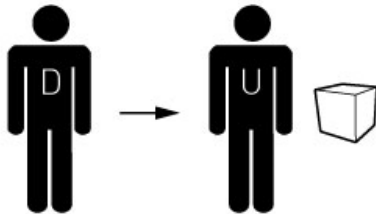
CO CREATIE



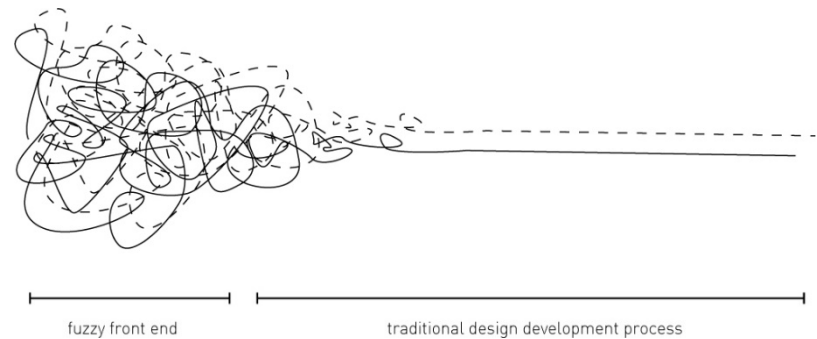
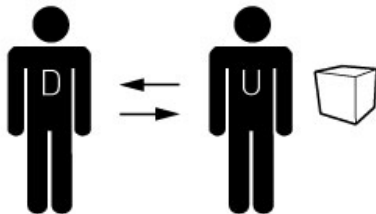
1IPO - MENS



2IPO – USER CENTERED DESIGN



3IPO – CO-CREATIE

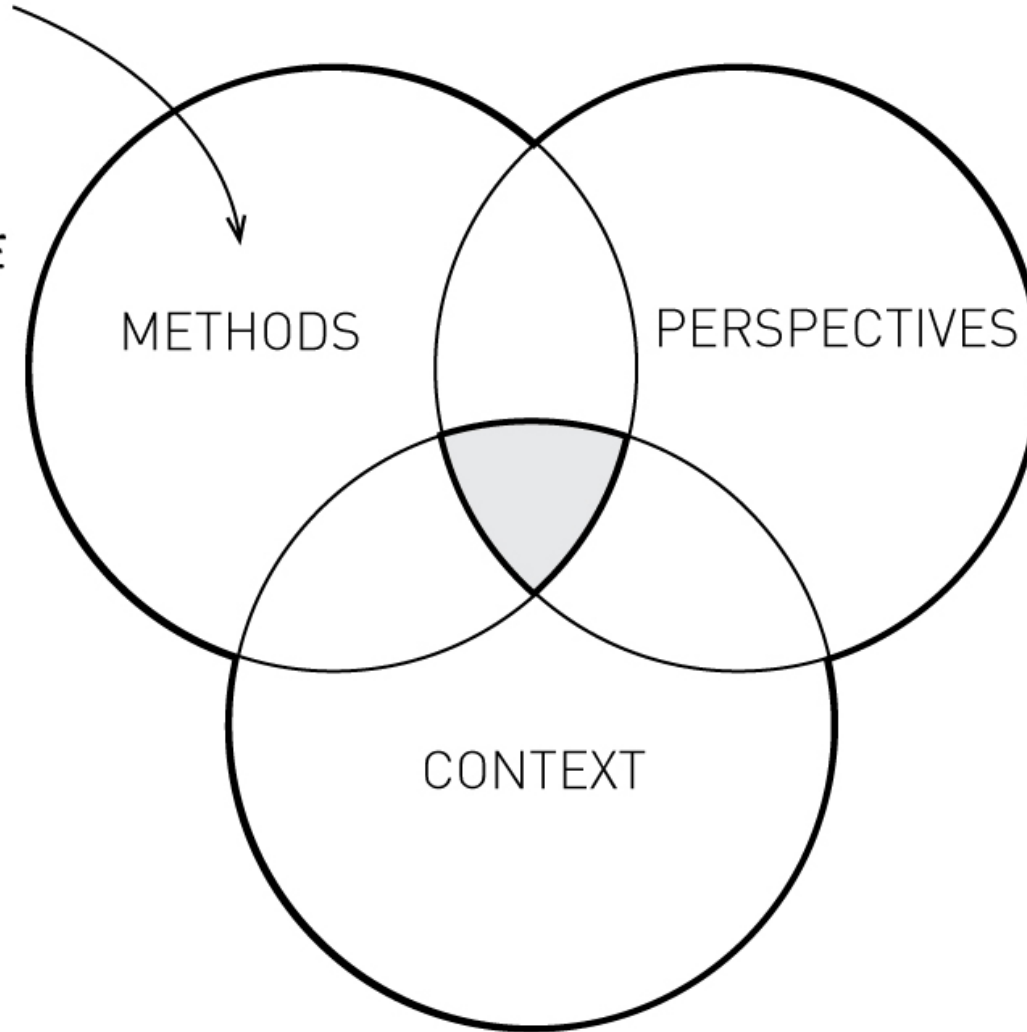


MINOR SEMESTER 4 DESIGN FOR IMPACT

MENS

USER
CENTERED
DESIGN

CO CREATIE



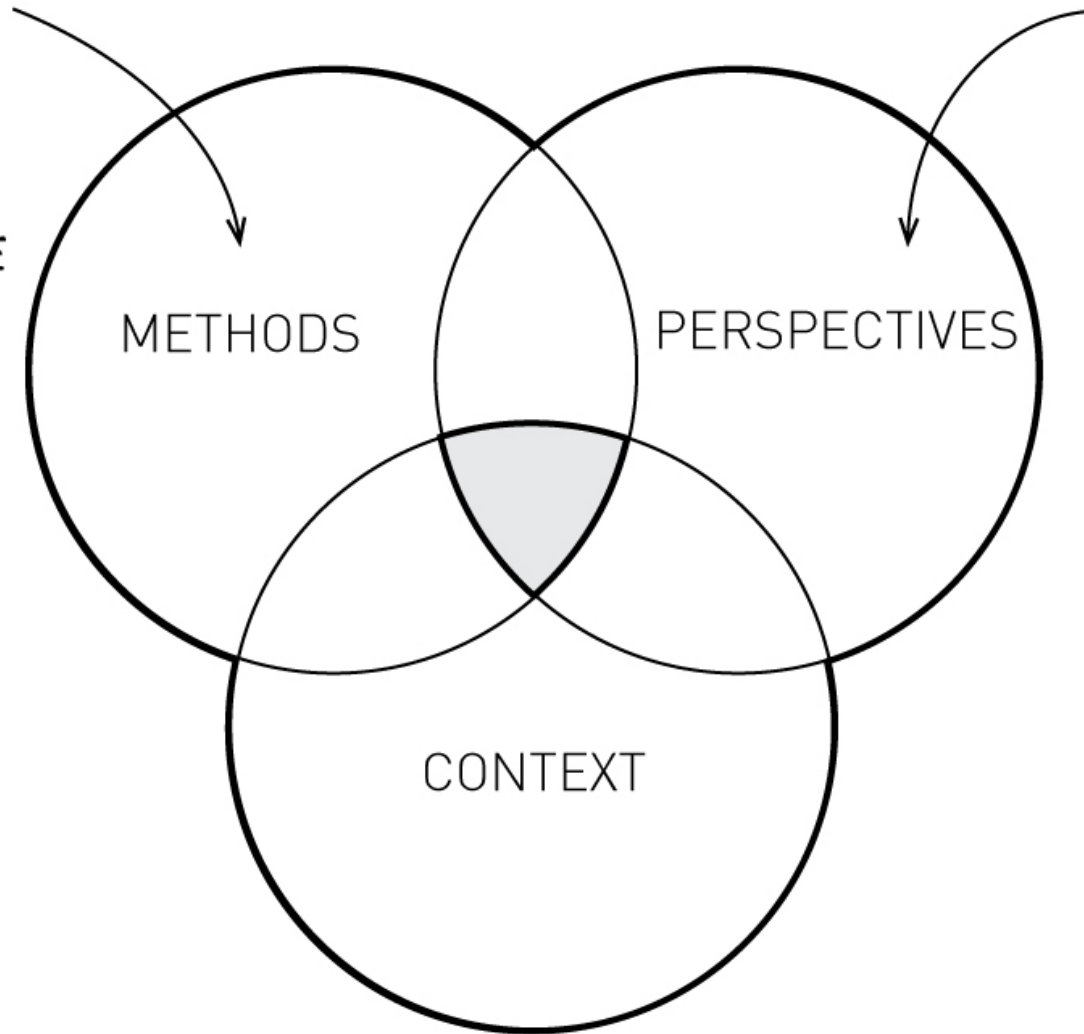
MINOR MENS & PRODUCT

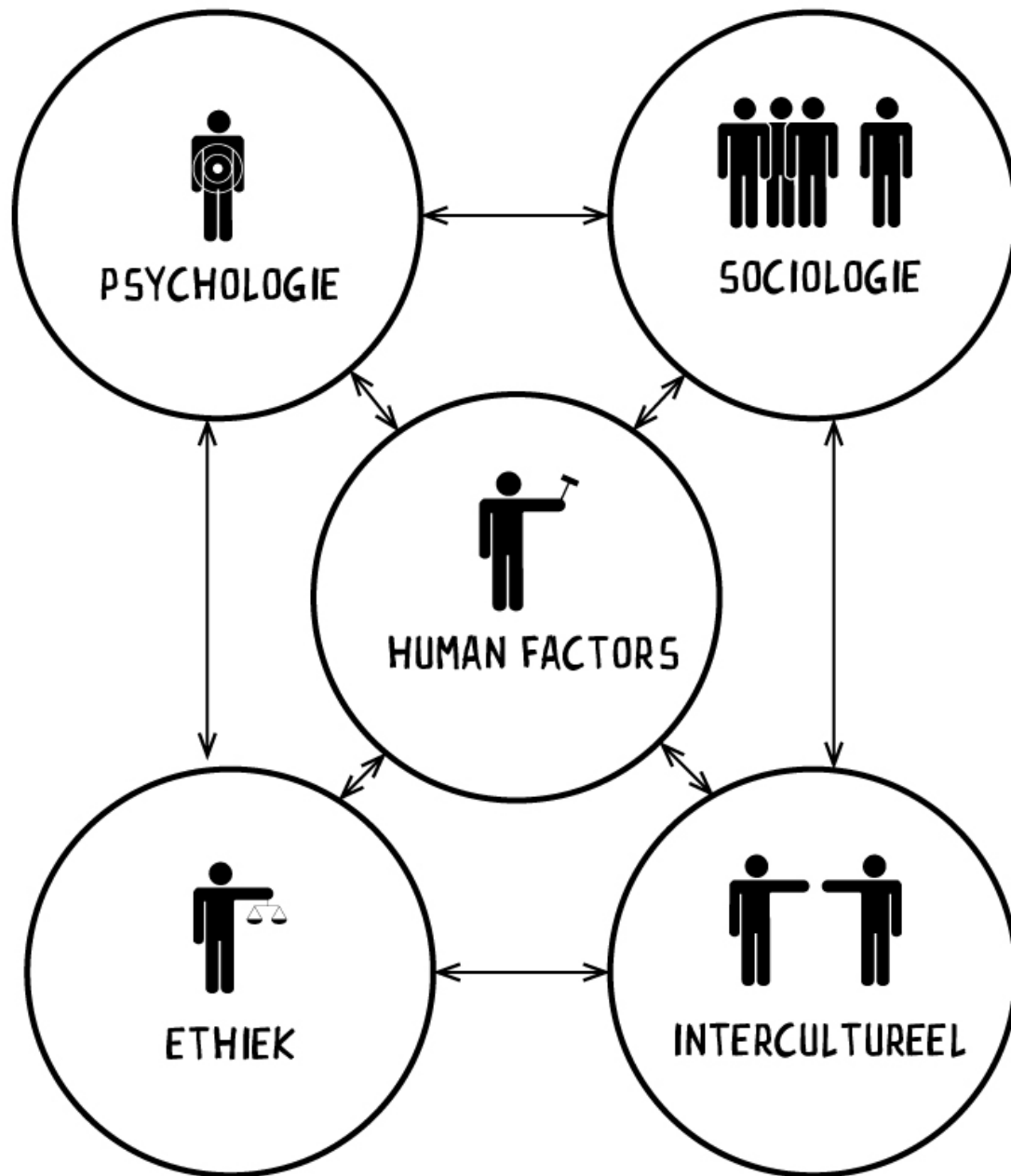
MENS

USER
CENTERED
DESIGN

CO CREATIE

PSYCHOLOGIE
SOCIOLOGIE
ETHIEK
INTERCULTUREEL
HUMAN FACTORS





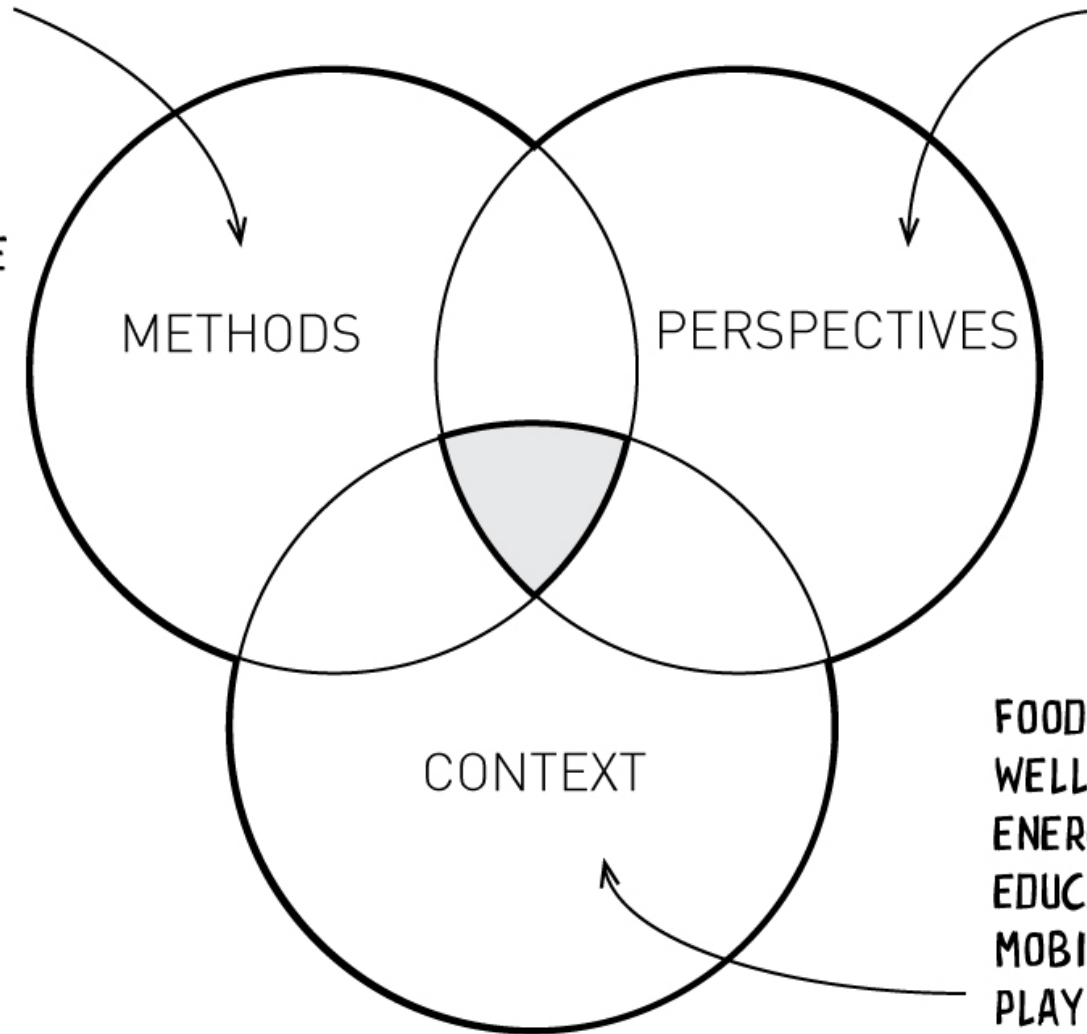
MINOR SEMESTER 4 DESIGN FOR IMPACT

MENS

USER
CENTERED
DESIGN

CO CREATIE

PSYCHOLOGIE
SOCIOLOGIE
ETHIEK
INTERCULTUREEL
HUMAN FACTORS



METHODS

PERSPECTIVES

CONTEXT

FOOD
WELLBEING
ENERGY
EDUCATION
MOBILITY
PLAY
SOCIAL SERVICES