

WELCOME

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TODAY:

INTRODUCTIONS

IXD + DISCUSSION

- READINGS + FIELD VISITS -

CIID PROCESS SHARE

SYLLABUS

- BLOG QUESTIONS ETC. -

PROJECT BRIEFING / PROBLEM - SETTING

EXERCISES

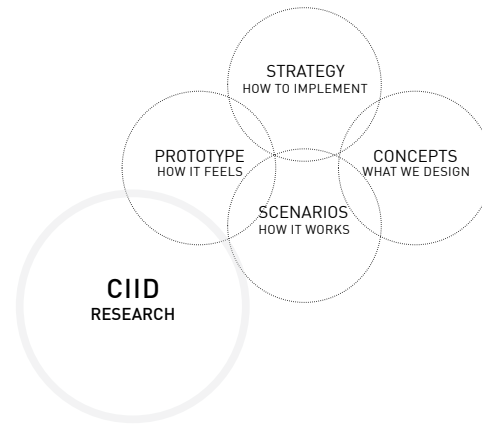
- SATISFACTION + CURIOSITY -

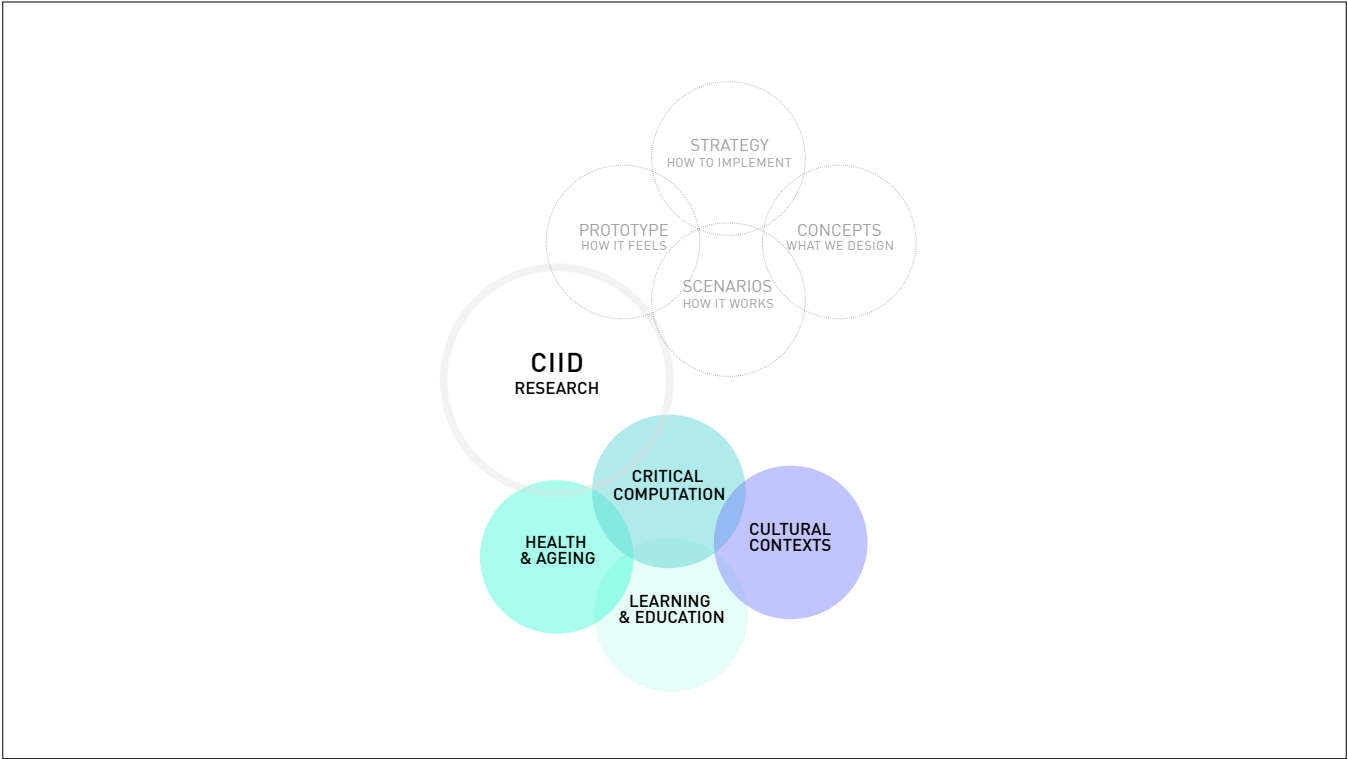
DISCUSSION

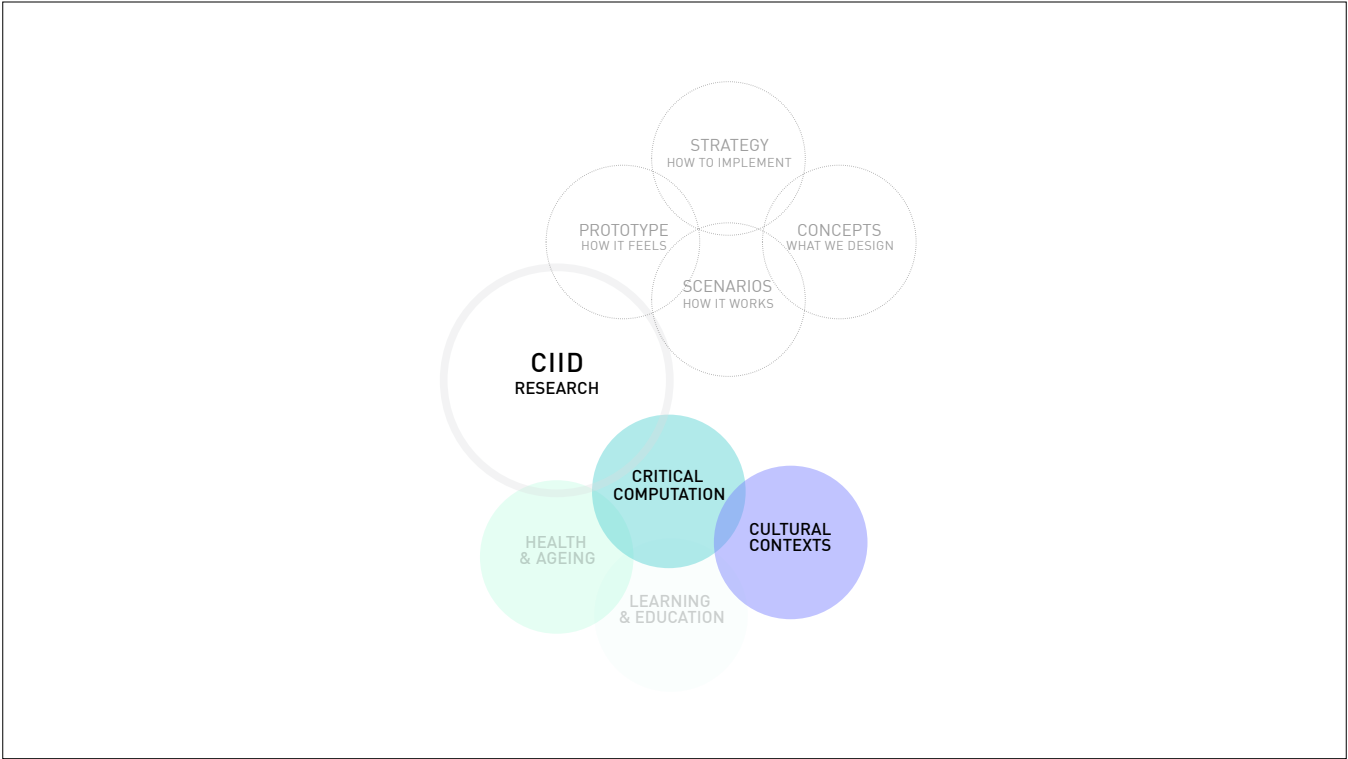
ASSIGNMENT PLAN

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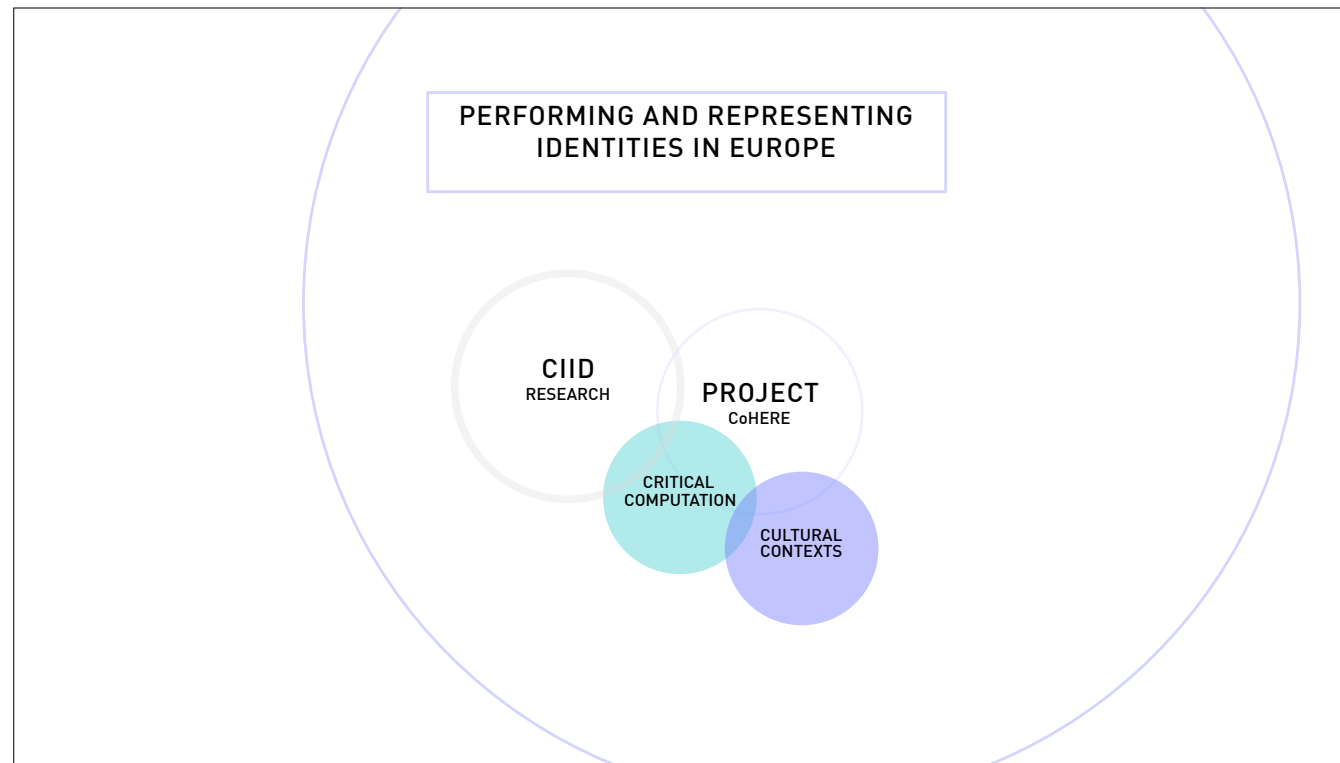
PERFORMING AND REPRESENTING
IDENTITIES IN EUROPE

CIID
RESEARCH

PROJECT
CoHERE

CRITICAL
COMPUTATION

CULTURAL
CONTEXTS

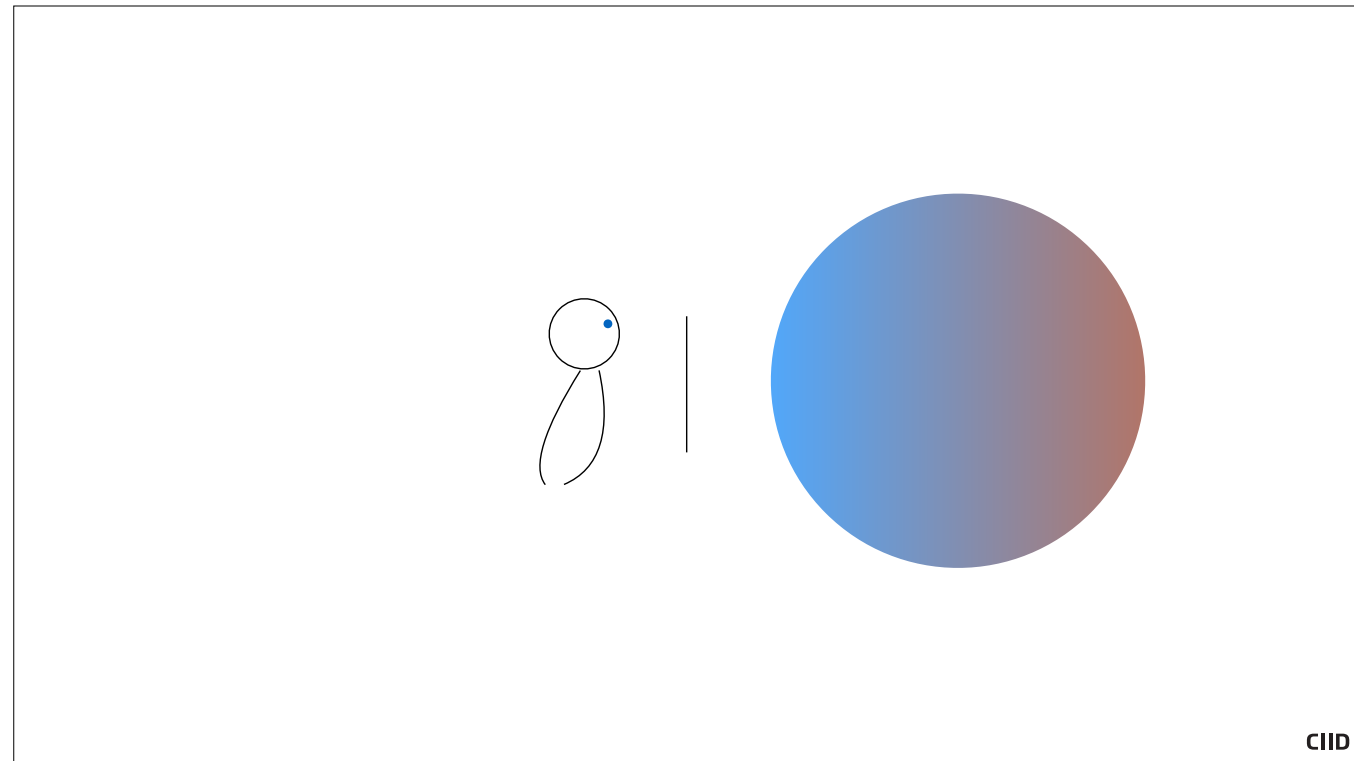


THE ROLE OF DIGITALLY ENABLED CONVERSATIONS IN
CONSTRUCTING HERITAGE IDENTITIES IN EUROPE



Interaction Design

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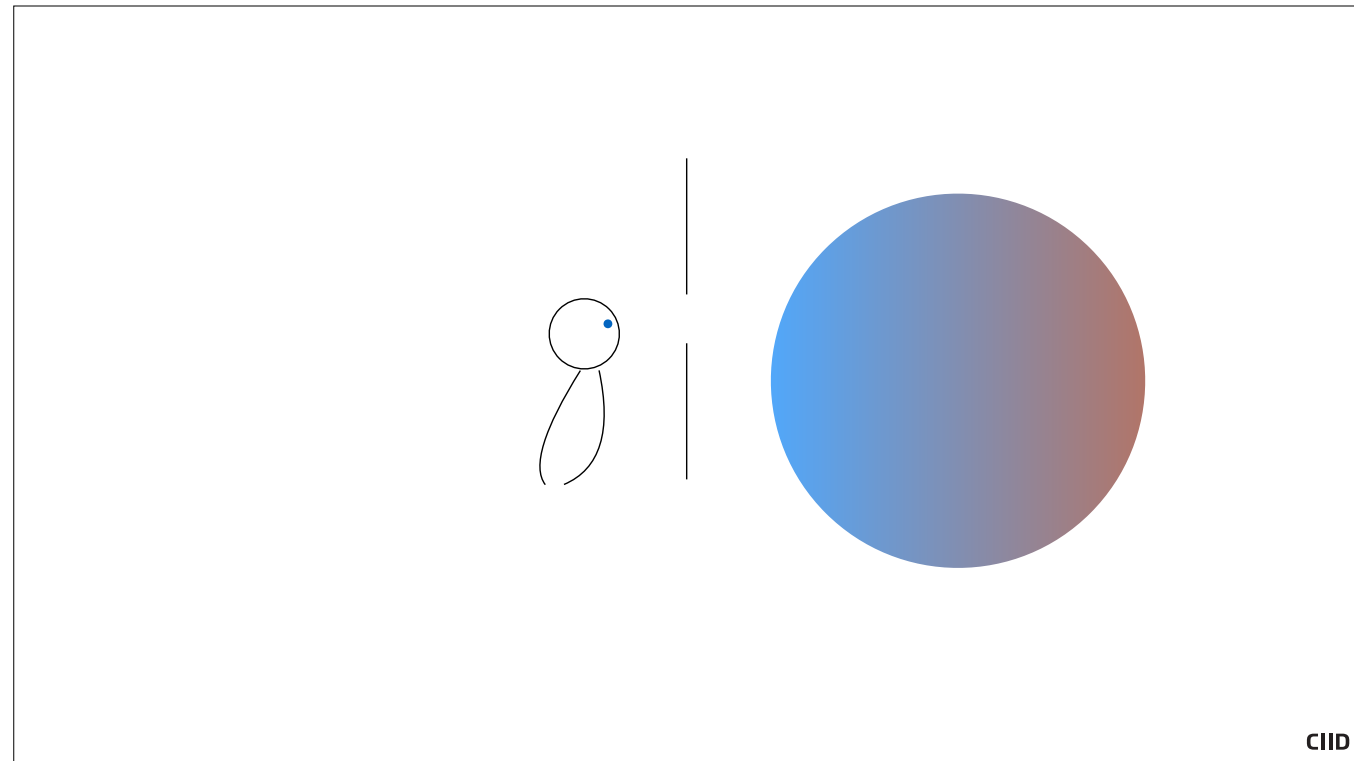


how do we understand the world around us / how do we control it? often via computers now, but interaction design is also based in the mechanisms, affordances of physical product design. talk about examples of analogue vs. digital interaction design and how they are similar?

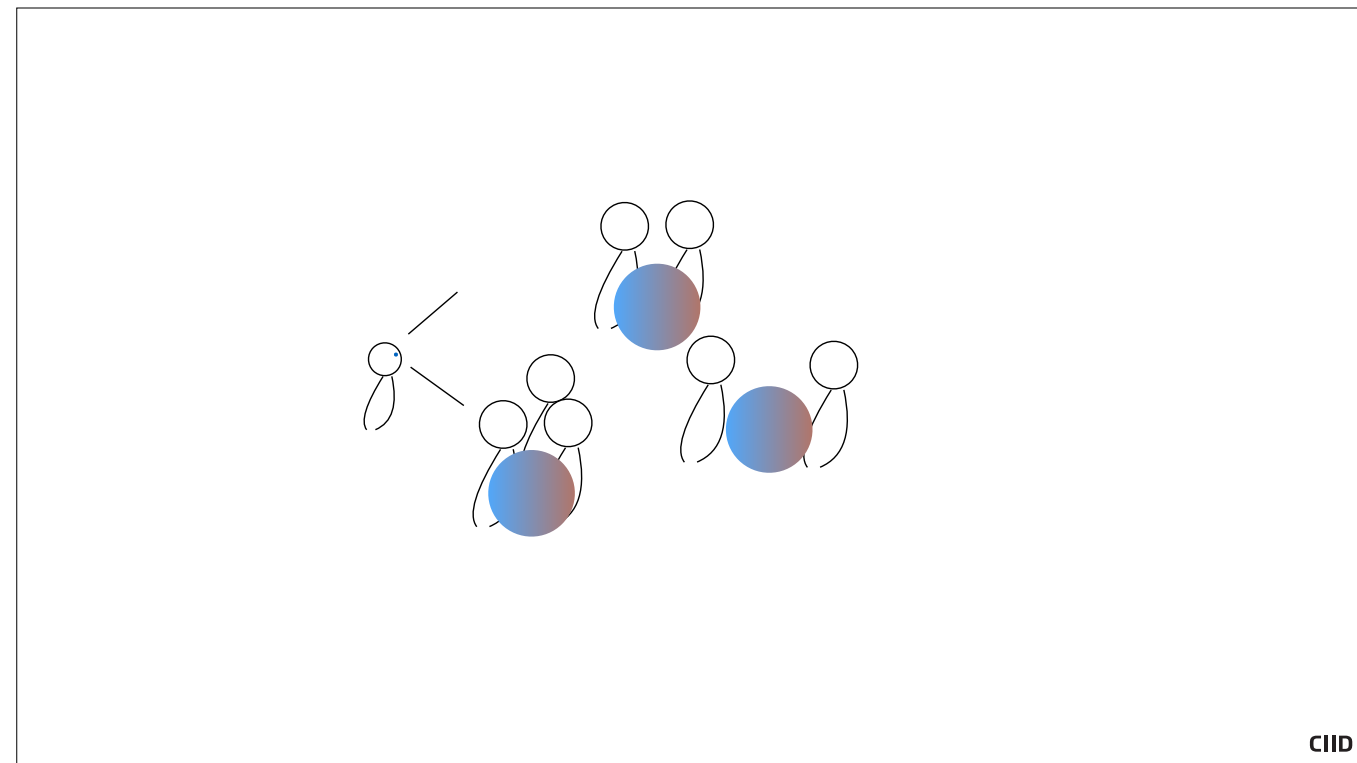
The Copenhagen Institute of Interaction Design

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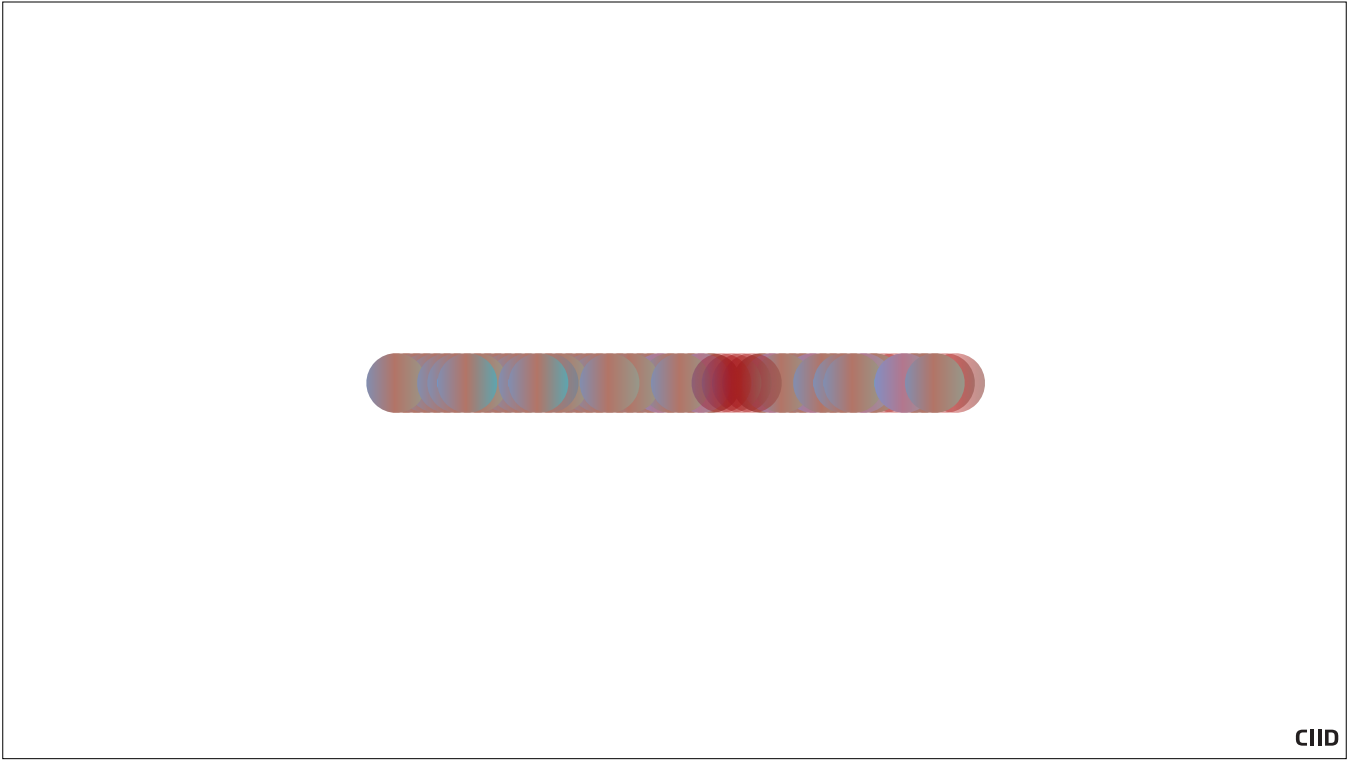
a year long program to study the fundamentals of interaction design and apply them to a series of deeper investigations - from interface design to internet of things design to service design -



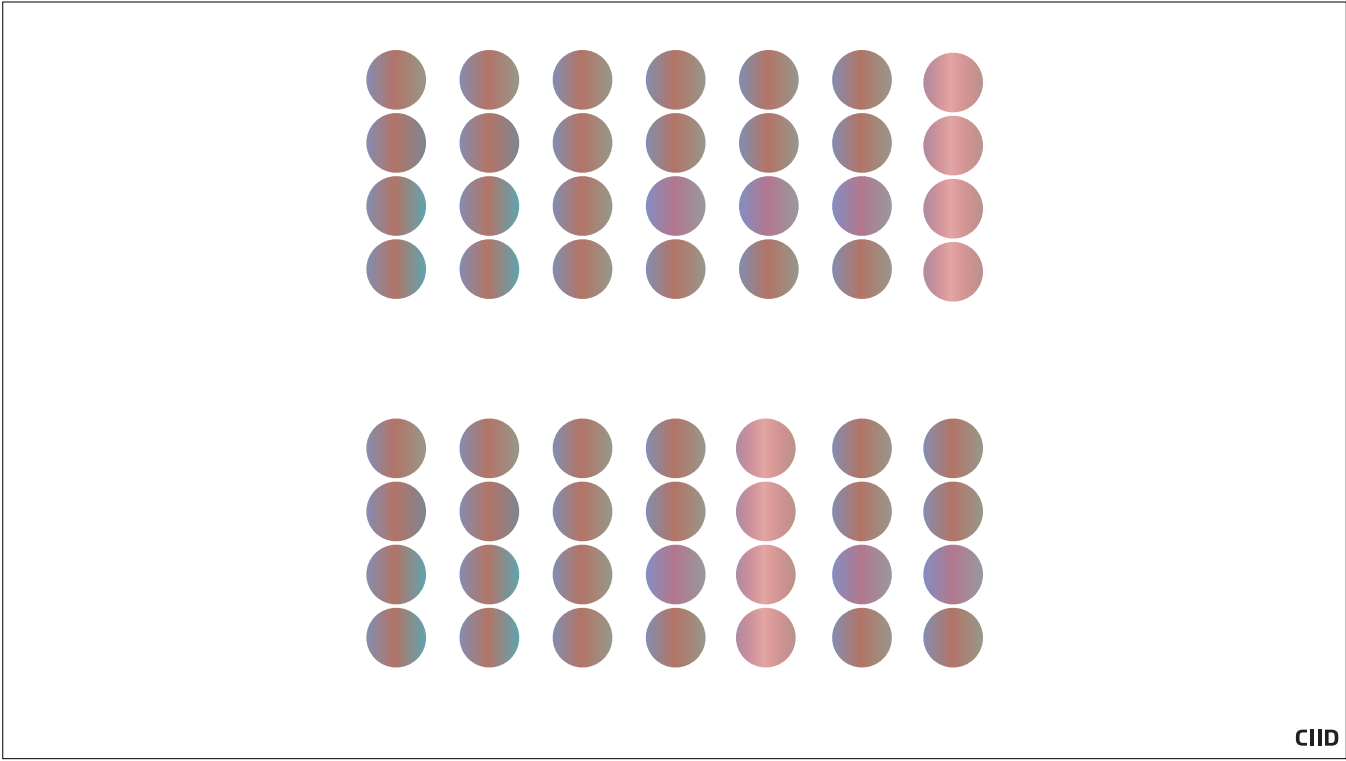
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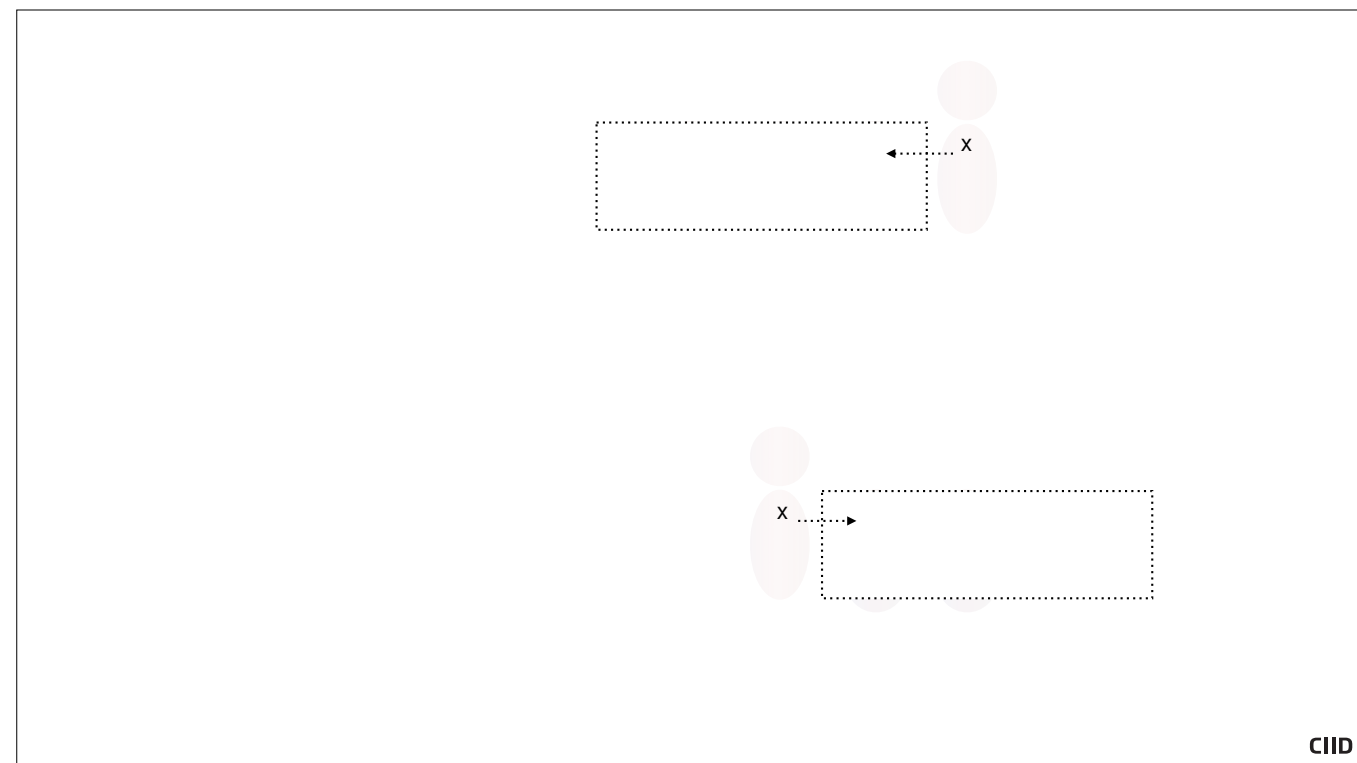
people-centered research and design - learning from the perspective of the people for whom we want to design



making patterns out of the worlds we see in to



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people will always be at the heart of the design

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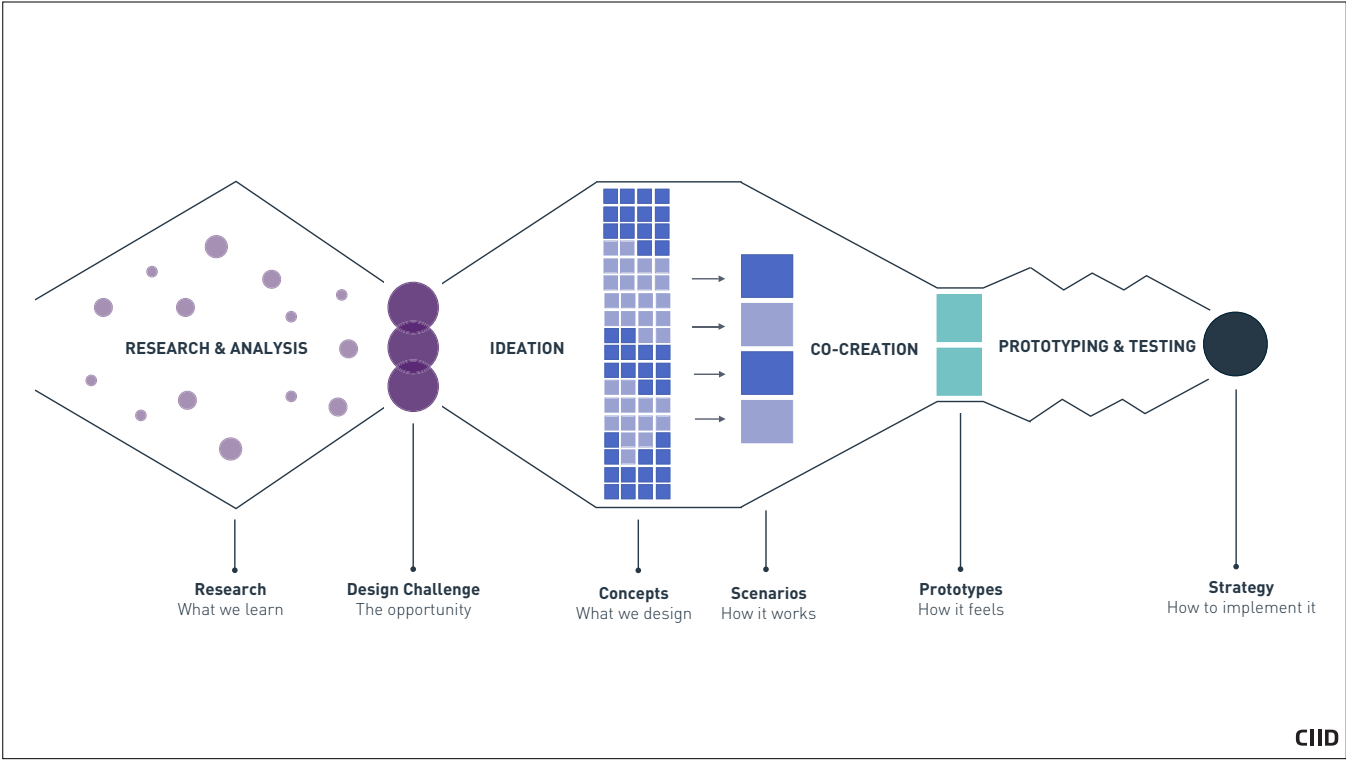
EXERCISES

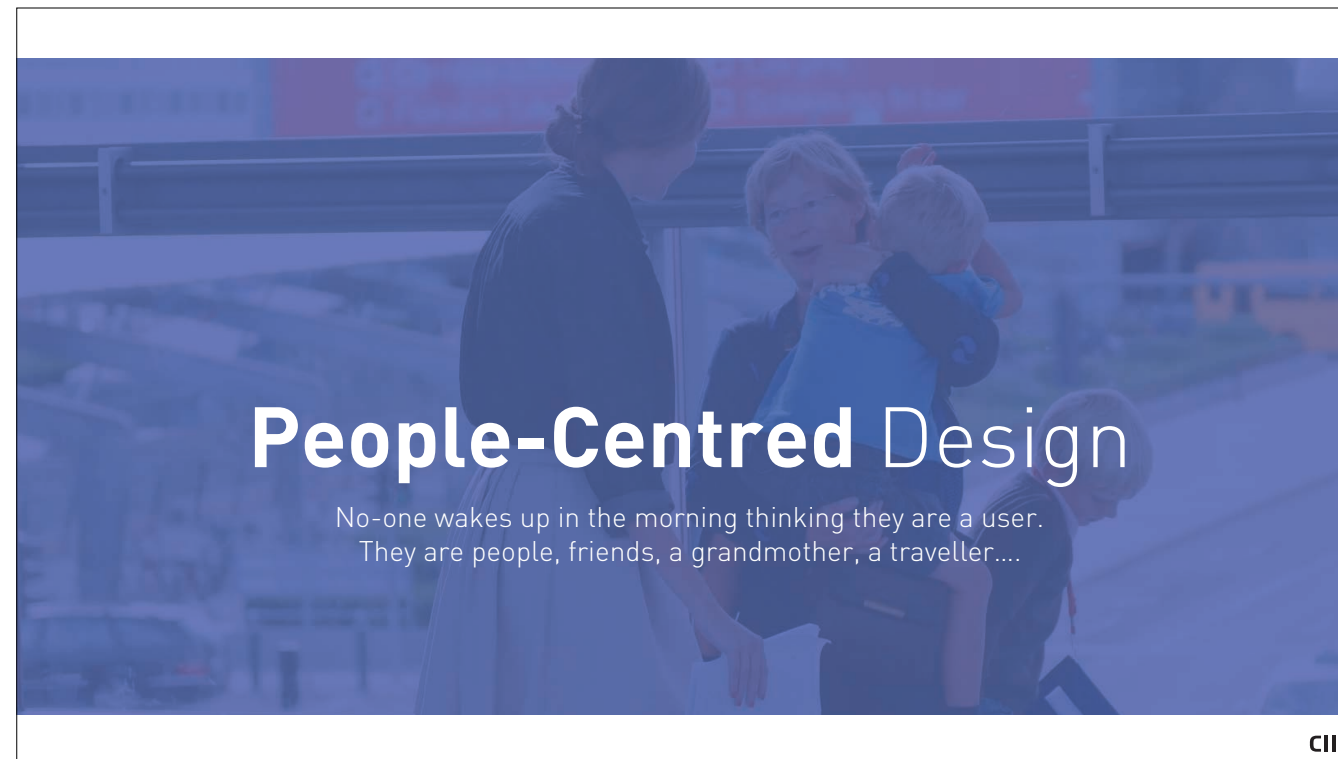
- SATISFACTION + CURIOSITY -

DISCUSSION

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The importance of design with people needs in mind is not new. Since design has roots in craft, customized solutions by craftsmen can be considered people-centered design.



The term 'user-centered design' originated in Donald Norman's research laboratory at the University of California San Diego (UCSD) in the 1980s.


"We must design our technologies for the way people actually behave, not the way we would like them to."
(Don Norman)



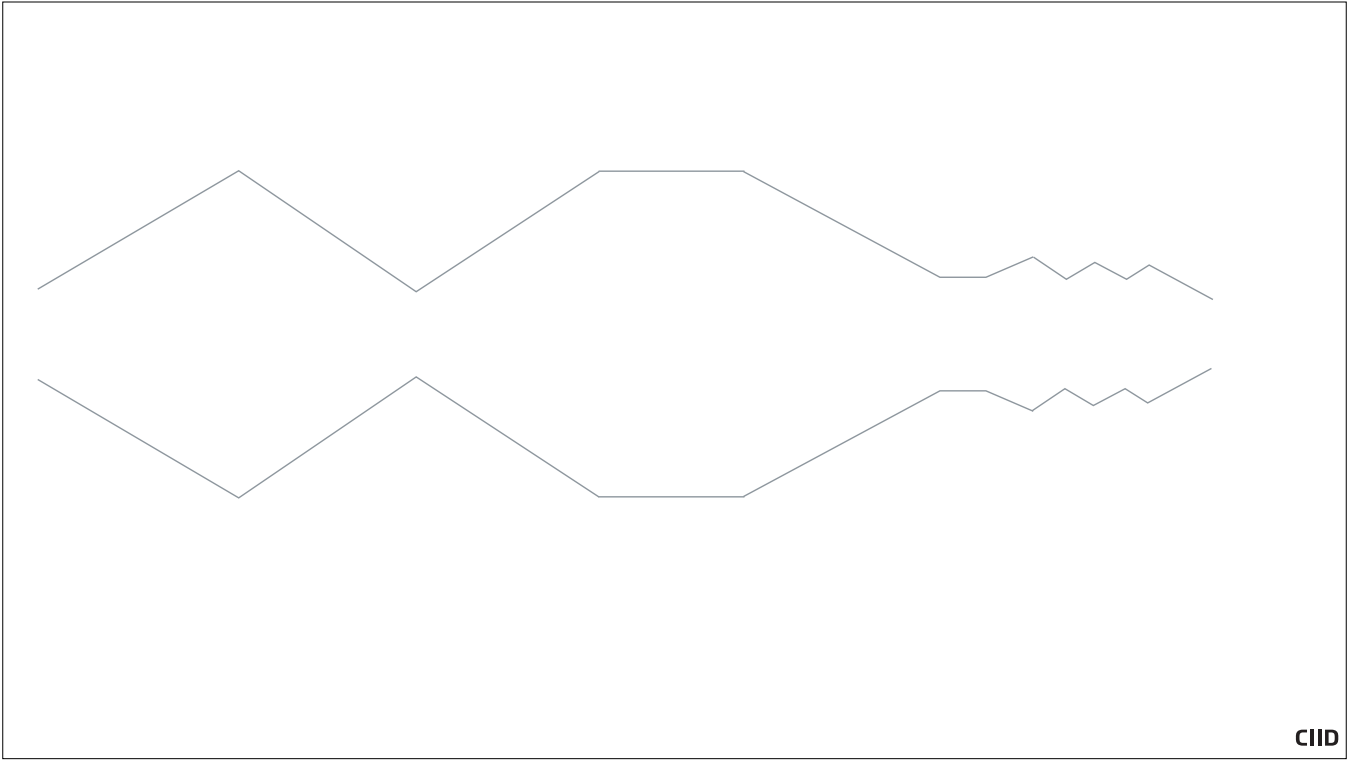
People-Centred Design is an approach that supports the entire design and development process with people-centred activities.



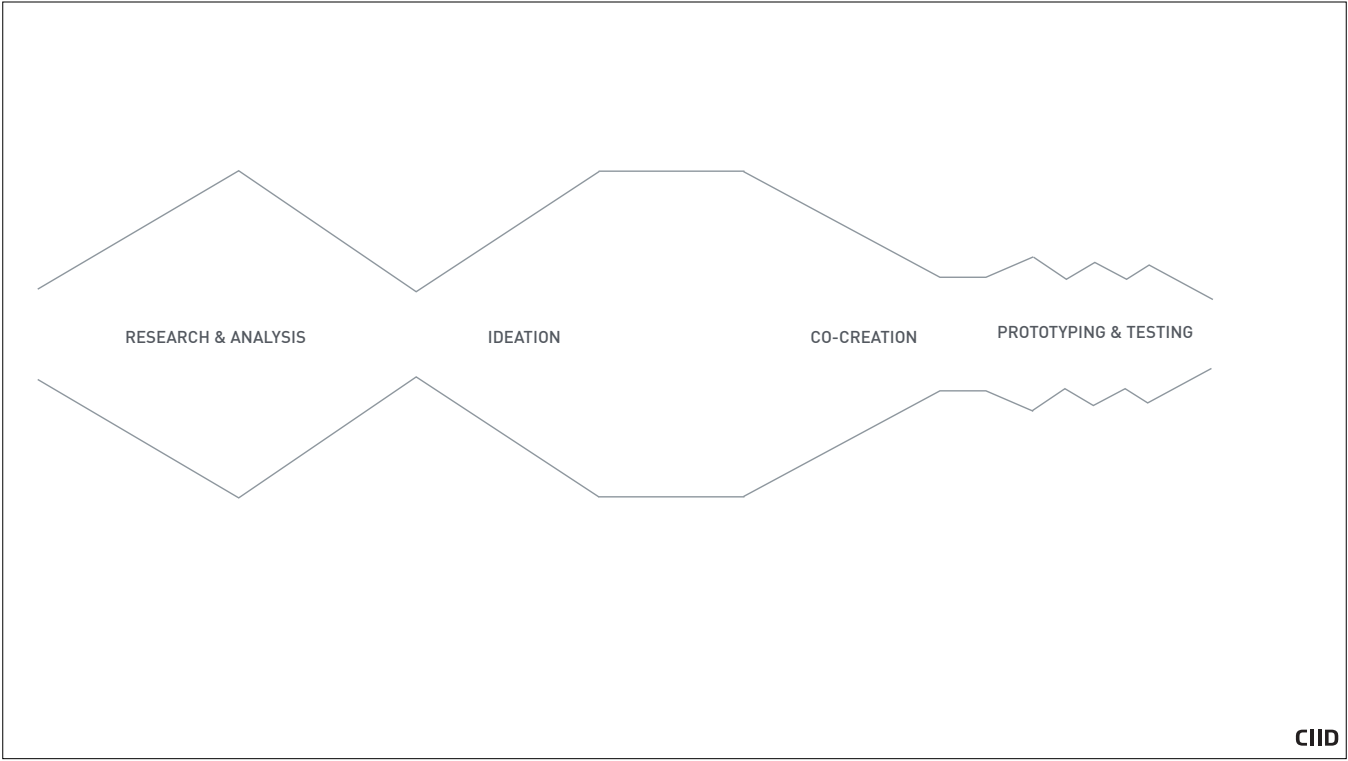
It involves people at many stages of the design process; to define opportunities, get inspiration, co-create ideas, test prototypes and validate solutions.

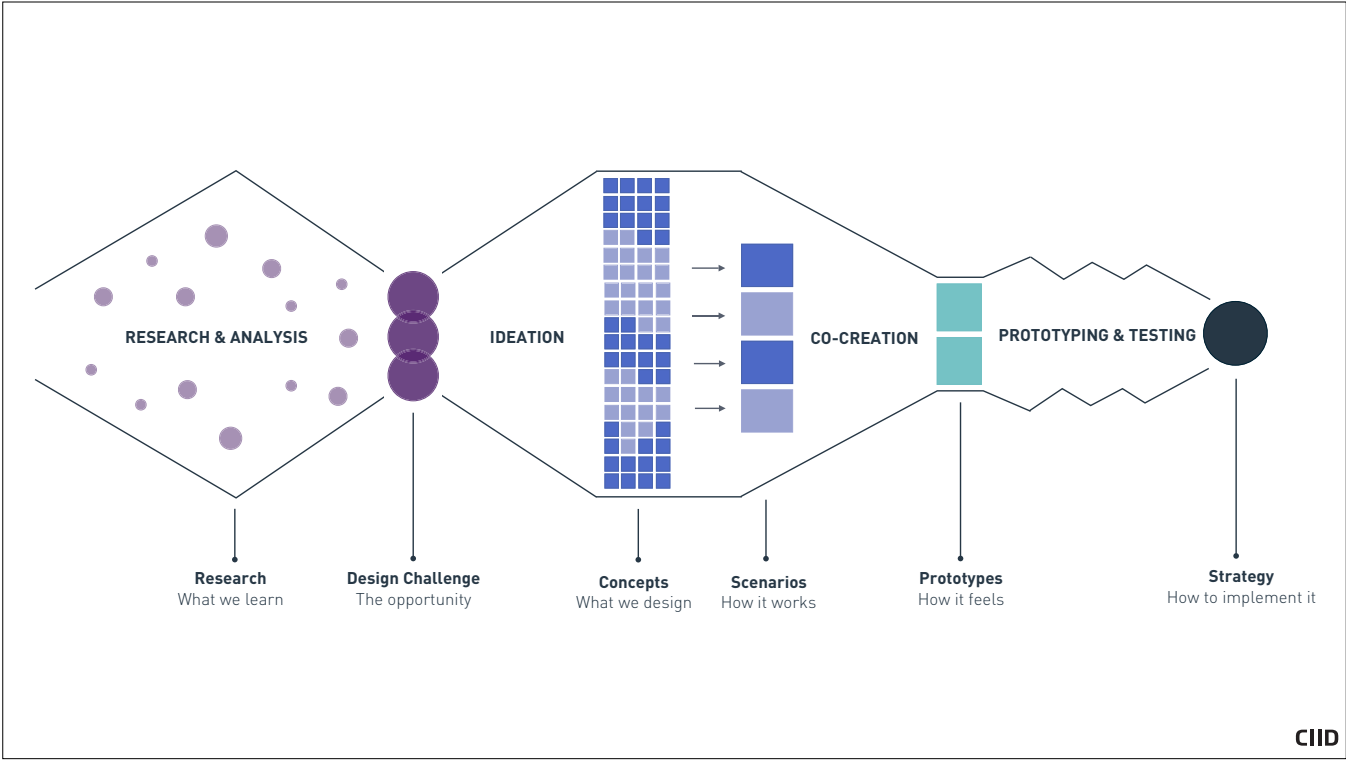


It creates solutions that are inspired by genuine behaviours, contexts and needs and are of added value to the intended audience.



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IS INCREDIBLY **INSPIRING**, HUMBLING AND **BALANCES OUR DESIGN INTUITION**.



HELPS US **BUILD EMPATHY** FOR HOW PEOPLE LIVE, WORK AND EXPERIENCE THE WORLD, AND THEREFOR **DESIGN SOLUTIONS** THAT WILL **BRING THEM VALUE**.



ENABLES US TO **IDENTIFY GAPS** AND **CRITICAL COMPONENTS** OF AN EXPERIENCE



INSIGHT INTO BEHAVIOUR OF PEOPLE FOR WHOM WE ARE DESIGNING



FOCUS AND DIRECTION



FIRST HAND EXPERIENCE OVERCOMING PURE SUBJECTIVITY



Objective



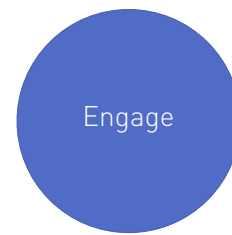
What do we want to learn.



Approach



What methods, tools will we used. Who will you talk to & where will we go.



Engage



Gathering information and knowledge from real people in their real context.



Analysis



Transforming gathered knowledge into insights to guide your design process.