USER RESEARCH TOOLKIT

AIM: THINK OUT OF THE BOX TO FEED THE PRODUCT DEVELOPMENT

User research with a blue sky approach to feed the projects development: driving innovation through a human centered approach.

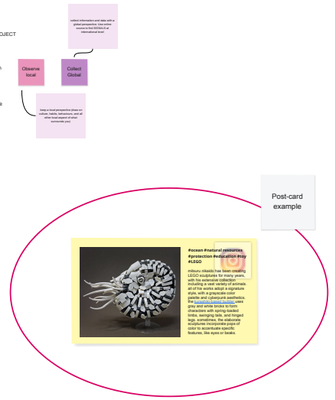
METHODOLOGY

- collect data, information and insights
- combine a LOCAL / GLOBAL perspective
- organise data and information to be used for the PROJECT DEVELOPMENT

HOW

- collect INFO & DATA from a concrete IMMERSION in real situations and from a real interaction with real people in real situations
- collect INFO & DATA from the web

Organise the research for **SIGNAL**. Each signal has three ingredients:



SOURCES connect the SIGNAL to the source by using the following post-its inside the Mandala

News on Newspapers, Magazines, Blogs	Papers, Books	Movies, Series	Events / Places / Museums	Associations & Institutions
Post on Social Networks (FB, IG, TW)	Product image from Companies or Brands websites	Concept from Competitions / Crowdfunding platforms	Store / Shops	Podcast / audio

GLOSSARY

EMOTIONS / FEELINGS / PERCEPTIONS

In Emotions / Feelings / Perceptions we have humans social beings. It is the social systems of our day-to-day lives. In this area we have:

- the relational dynamics
- examples / projects / activities that facilitate our relationships with each other (self-expression, cooperation & collaboration)
- activities and examples that leverage on relationships, groups and institutions, language, gender dynamics, play, emotions, perceptions, feelings
- situations & cases in which values are the core element: love, faith, respect, charity, help, solidarity, equality

COMMUNITIES / RELATIONSHIPS

In Community / Relationship we have everything is connected with the social, political and public sphere:

- the public sphere
- the actions, projects, activities addressed to create and support the governance of entities and systems such as nations, regions, municipalities, neighborhood
- actions, stories of new rules and laws, new concepts of world orders, ways of citizenship, rights, liberty, justice, and the nature of power
- projects and examples of new systems of governance for groups and communities
- new visions of human rights and life-centered design
- the establishment of laws and charters that account for sustainability and foresight
- re-imaginings of a world that strives for true equality

ECONOMY / ECOLOGY

In Economy / Ecology we have everything is connected with the economic sphere:

- The management of wealth and resources
- cases of markets, trade, taxes, companies, use of natural resources, labour, models of finance
- examples on how the concept of money is a leverage point of change
- examples include the end of traditional concepts: end of work, cryptocurrency or global currency, or a shift away from consumerism
- the economic foundation as a driving force behind our systems for the transition to future world paradigms (Foster, 2010)

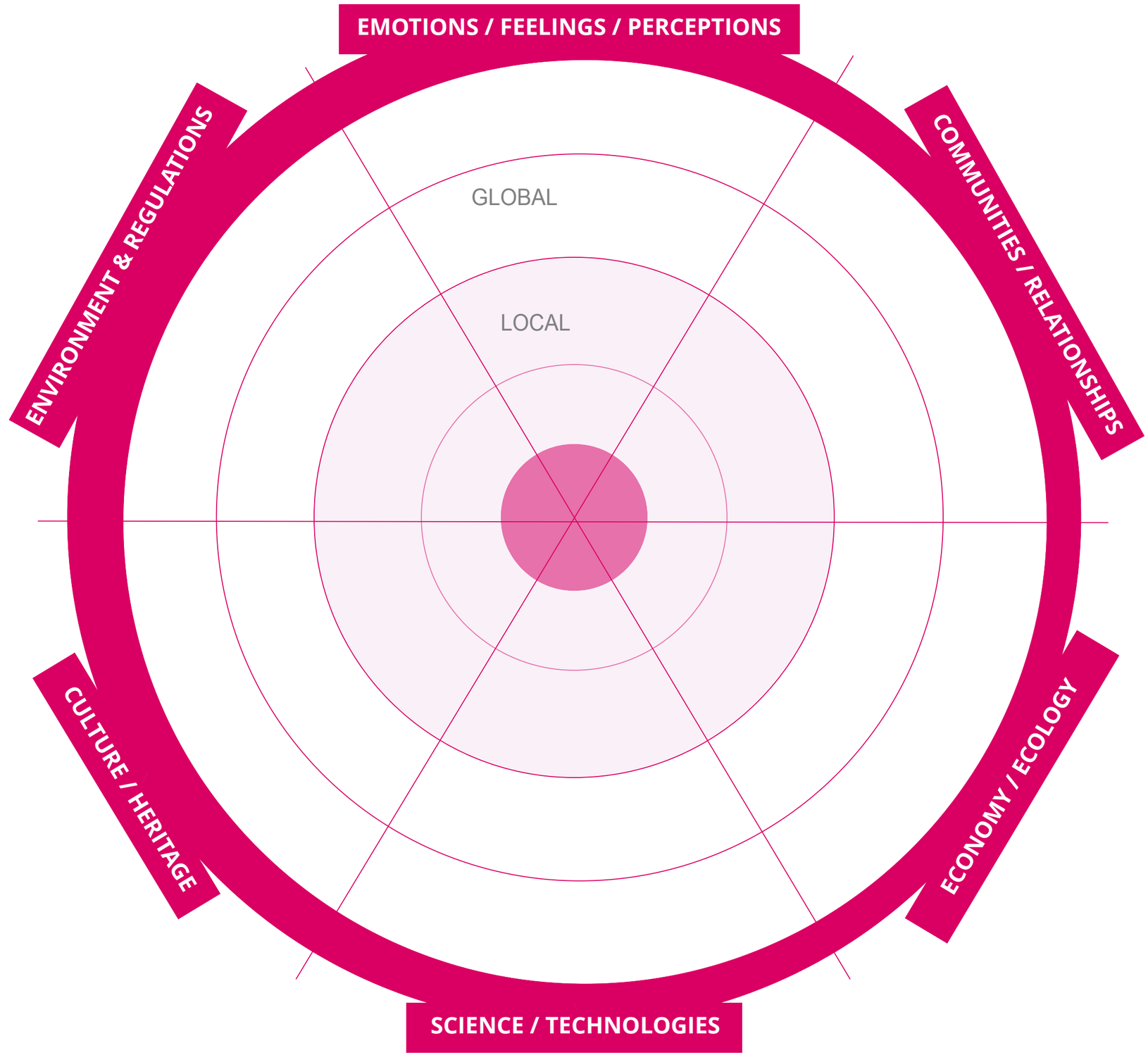
SCIENCE / TECHNOLOGIES

In Science / Technology we have the observation of and experimentation with the natural and physical world, the consequential innovation and invention, and the systematic, methodical approach to progression of knowledge, research, and its applications.
Examples of artifacts and technologies, process and their systemic impact. Other than technological advancements, examples in this area can include the application of the scientific method to social systems and values, systemic implications of increased funding for scientific research or institutions, or the democratization or open sourcing of science.

CULTURE / HERITAGE

In Culture / Heritage we have everything is connected to "the expression or application of human creative skill and imagination". It's everything has a relationship with the material and immaterial cultural heritage (art, museums, traditions, historical monuments). Not only the past tradition but also contemporary ways to create, produce and share art, music, design, fashion, multimedia etc.
In this area we have:

- the editions and memories
- new forms of expression and artistic / cultural production
- examples of creative society, creative communities, creative jobs
- use of experiential ways to produce cultural values

ENVIRONMENT & REGULATIONS

In Environment & Regulations we have the environmental foundation which includes the world's natural resources and materials but also includes the regulations that drive their use. A balanced system would require harmony between the environment and all other resources.
A future may explore our ecological concerns such as climate change and its consequences, such as unpredictable weather patterns and loss of land mass. Apart from ecological leverage points, this area could include the preservation of natural resources such as helium, the creation of sustainable megacities, and the transition of manufacturing from Earth to space. Sustainability is a prominent goal of civilizational foresight, and without a living Earth, we are lost.