





AUTODESK UNIVERSITY  
2024, August 14-15

## User Research Session

AU attendees are shaping the future of generative design today here at the Airstream. Research sessions have been booked in advance. If you're interested in participating in sessions after AU, please visit: [www.autodesk.com/user-research](http://www.autodesk.com/user-research)

Autodesk Design Research (C)

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2024, Current, Future

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# User Testing

*How do designers, engineers, makers respond to the new environment, for the first time?*

CUSTOMER OBSESSION



# Identity

*Marketing — away from design synthesis automation, and into a new paradigm.*

Beyond any AI automation, into a participatory collaboration. With human-in-control.