

“Design for the real world”

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TNO | Knowledge for business



My story is in line with Freeband's ...

- To focus on challenges and problems in society
- To develop and evaluate applications (prototypes, pilots)
- An emphasis on end-users and on end-users' roles



... however ...

- ... we have not always practiced what we preached
- I invite you to act more accordingly to your ambitions
- (Slightly provoking – meant as constructive self-criticism)
- ***I would like to briefly make (and illustrate) three points***



Start with the demand side

- (Rather than with the supply side)
- “Start with real problems in the real world” (Commonplace?)
- Positive examples: VUmc research into needs, Police ISC
- ***Implication: Seek project partners from the demand side, and cooperate with future/potential end-users***



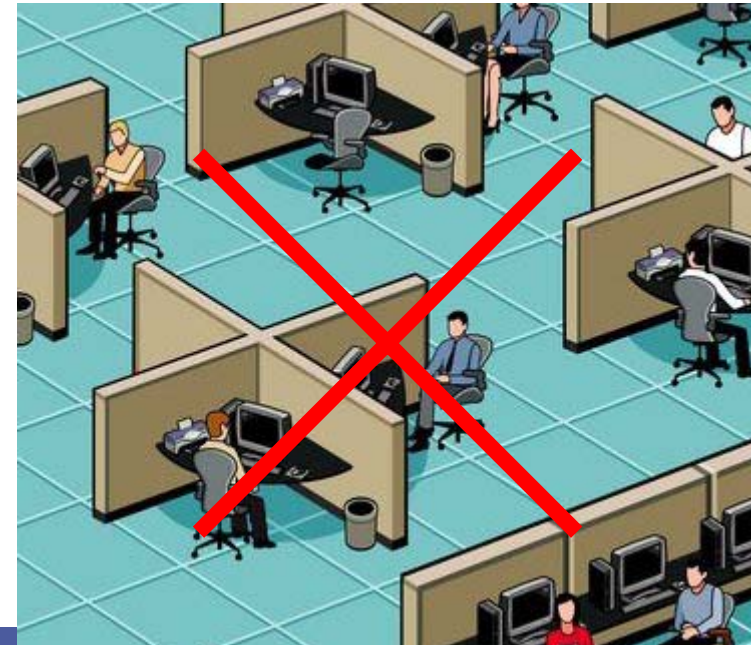
Involve end-users in research/design

- (More than “usability testing at the end”)
- Bridge the gap between “research/design” and “end-users”
- Positive examples: prototypes/pilots of B@Home, I-Share, PNP, FRUX, TUMCAT
- ***Implication: Apply human-centred design (participatory ~, empathic ~) to develop and evaluate applications***



Multi-disciplinary teamwork

- (Rather than in separate “work packages”)
- “Create synergy between α , β , γ ” (Stratix 2001, p. 23)
- What if ... sociologists, philosophers, artists (etc.) participate?
- Stimulate critical reflection within the project
- ***Implication: Invite (more) people with other backgrounds, and organise projects (more) multidisciplinary***



“Design for the real world”

- Seek project partners from the demand side, and cooperate with future/potential end-users
- Apply human-centred design to develop and evaluate applications
- ***Not as product development – but as research: into people-and-technology***
- Invite (more) people with other backgrounds, and organise projects (more) multidisciplinary
- ***Thank you. Questions? Discussion?***

