Guest Lecture | Deltakende eksperimentell design | IN5510

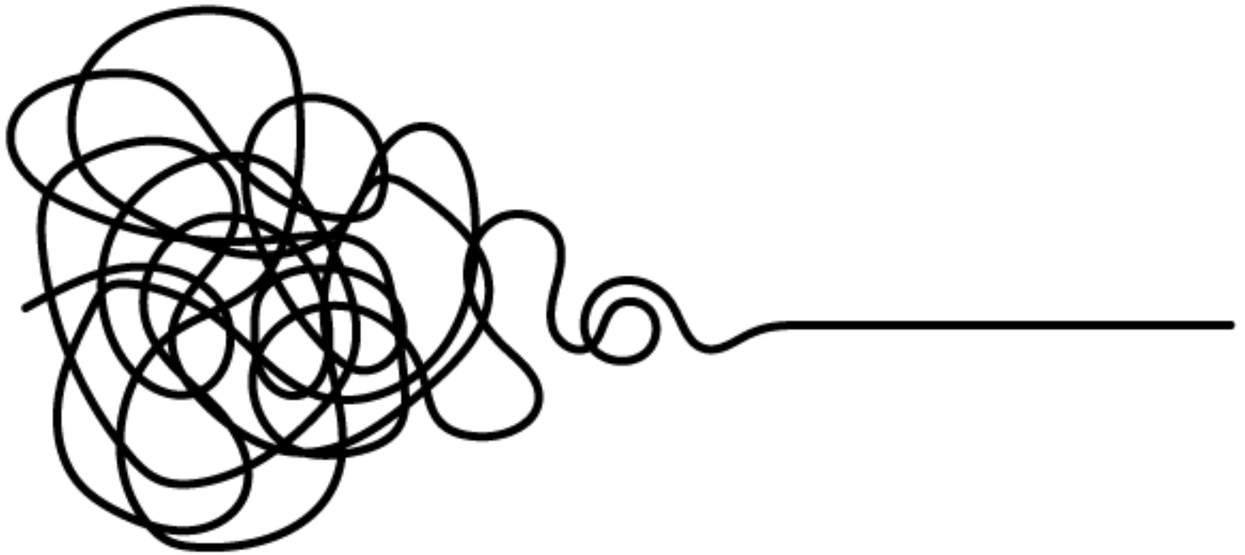
Participatory and exploratory design in practice



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- M.Sc. fra IT Universitetet, Copenhagen
- Digital Design & Communication, specialization in interaction design
- Worked 3 years as a UX researcher & designer in Berlin
- Today, PhD fellow at RUC investigating “The Future(s) of Hybrid Work”
- Qualitative, design-driven research
- Discursive Design & Participatory Design as preferred methods

Today: Examples from the “fuzzy front end of the design process”



Understanding first-time parents and their needs



Understanding first-time parents and their needs



Exploring the future of hybrid work



Understanding first-time parents and their needs



Exploring the future of hybrid work

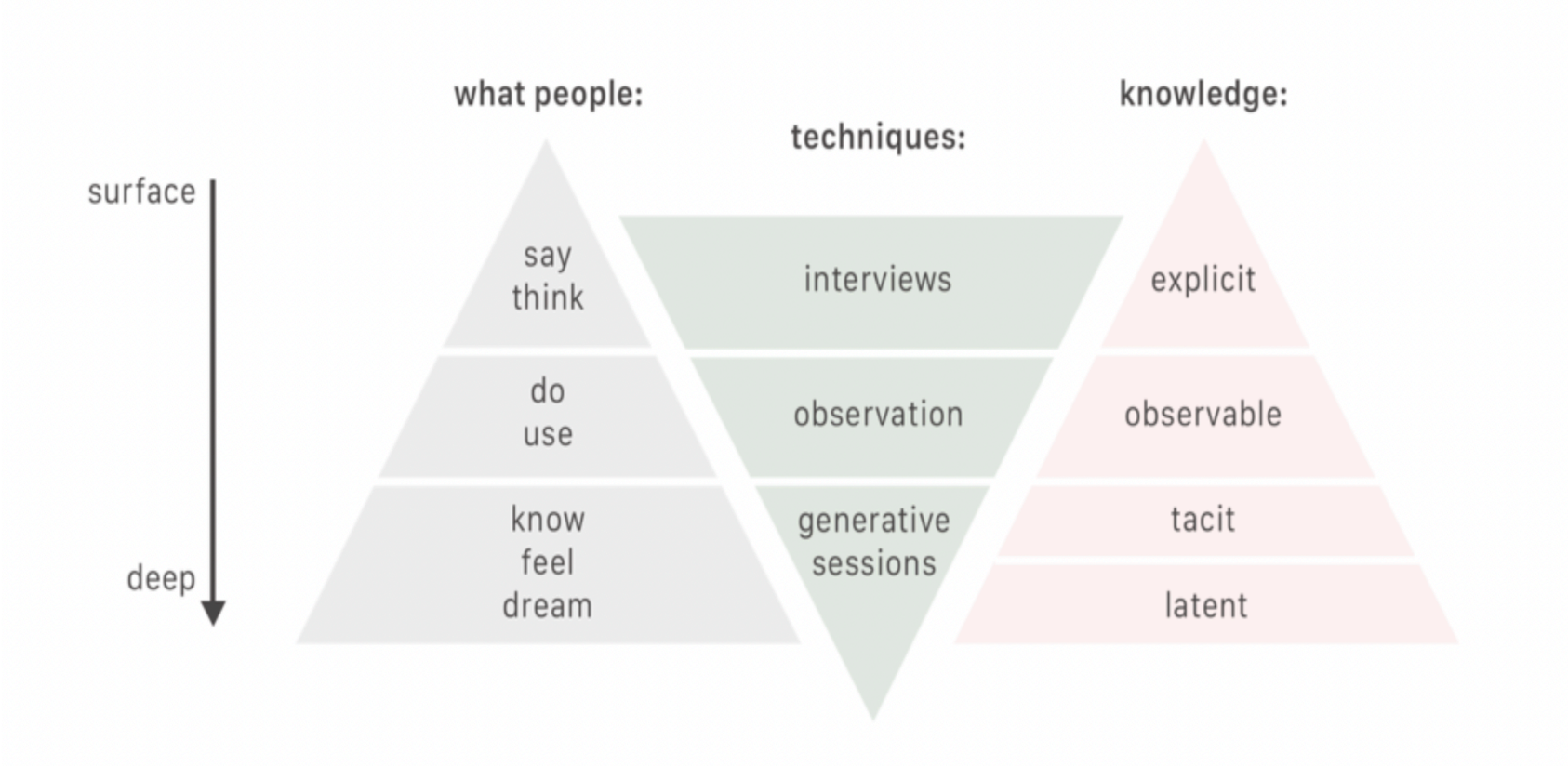


Other projects



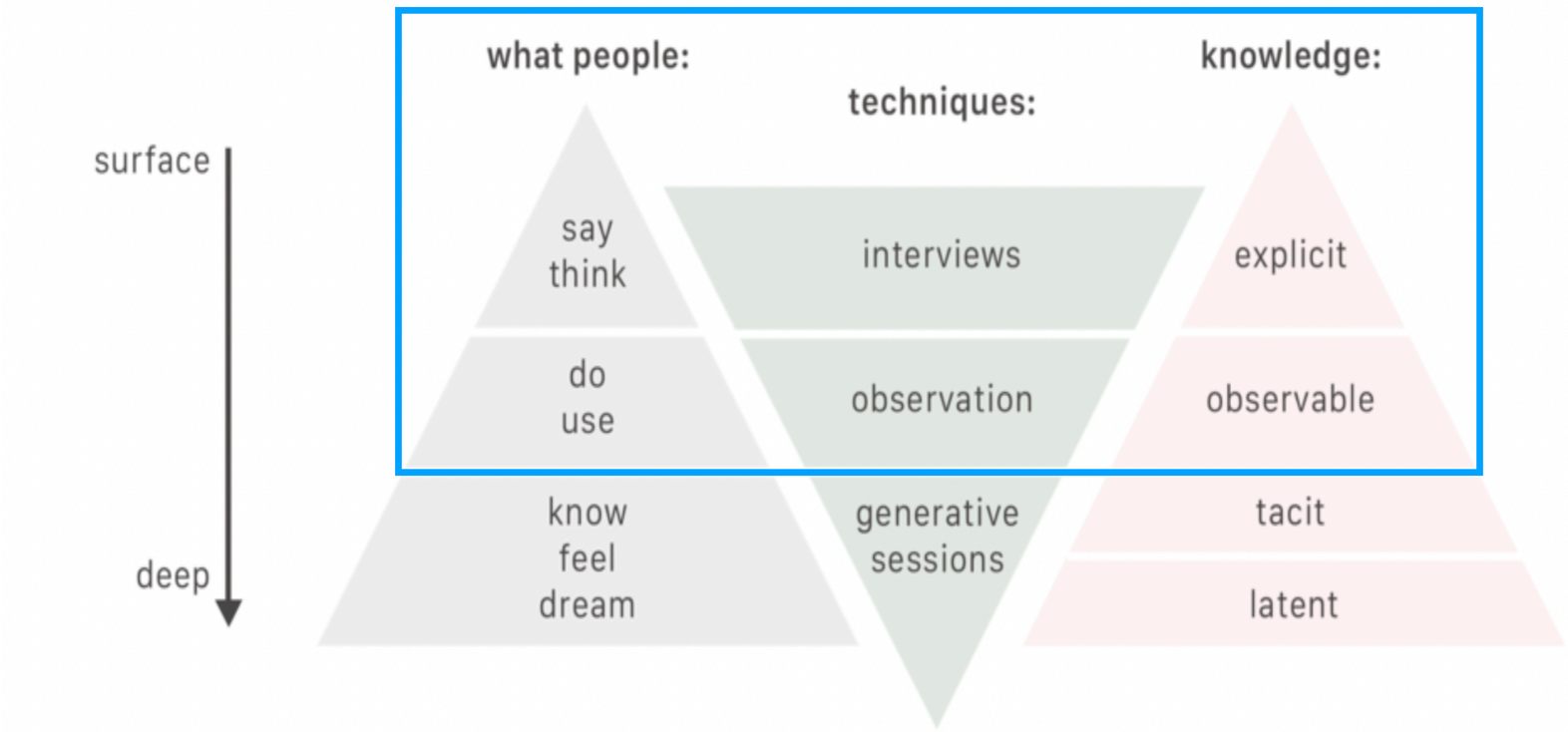
When and why is exploratory and participatory design research helpful?

As Designers,
we want to understand…



Sleeswijk Visser (2009) *Bringing the everyday life of people into design*. phd thesis.

Traditionally, designers draw on
ethnographic methods to understand
what people say/think & do/use

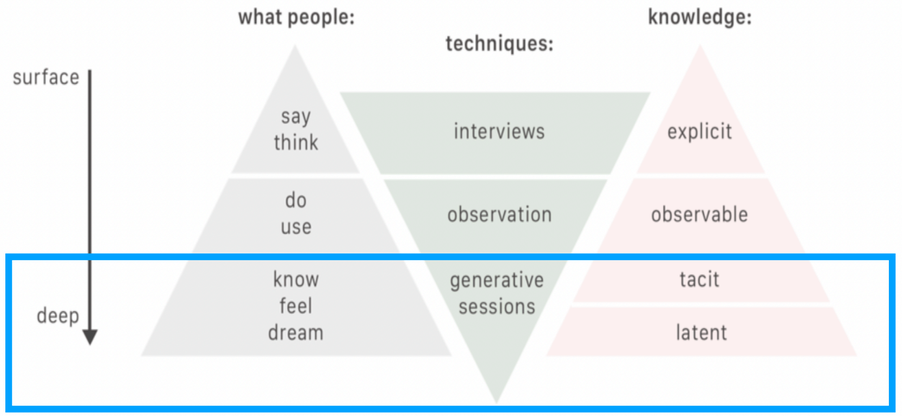


Sleeswijk Visser (2009) *Bringing the everyday life of people into design*. phd thesis.

However, today designers are more and more engaged in designing for experiences (3rd wave HCI), hence requiring different kinds of knowledge about people…

"It is now becoming apparent that the user-centered design approach cannot address the scale or the complexity of the challenges we face today. **We are no longer simply designing products for users. We are designing for the future experiences of people, communities and cultures** who now are connected and informed in ways that were unimaginable even 10 years ago" (p.6).

Sanders, E. B. N., & Stappers, P. J. (2008). Co-creation and the new landscapes of design. Co-design, 4(1), 5-18.



Sleeswijk Visser (2009) *Bringing the everyday life of people into design*. phd thesis.

I will introduce you to some projects where the act of understanding people and their needs is heavily led by design and aimed at gaining latent and tacit knowledge…

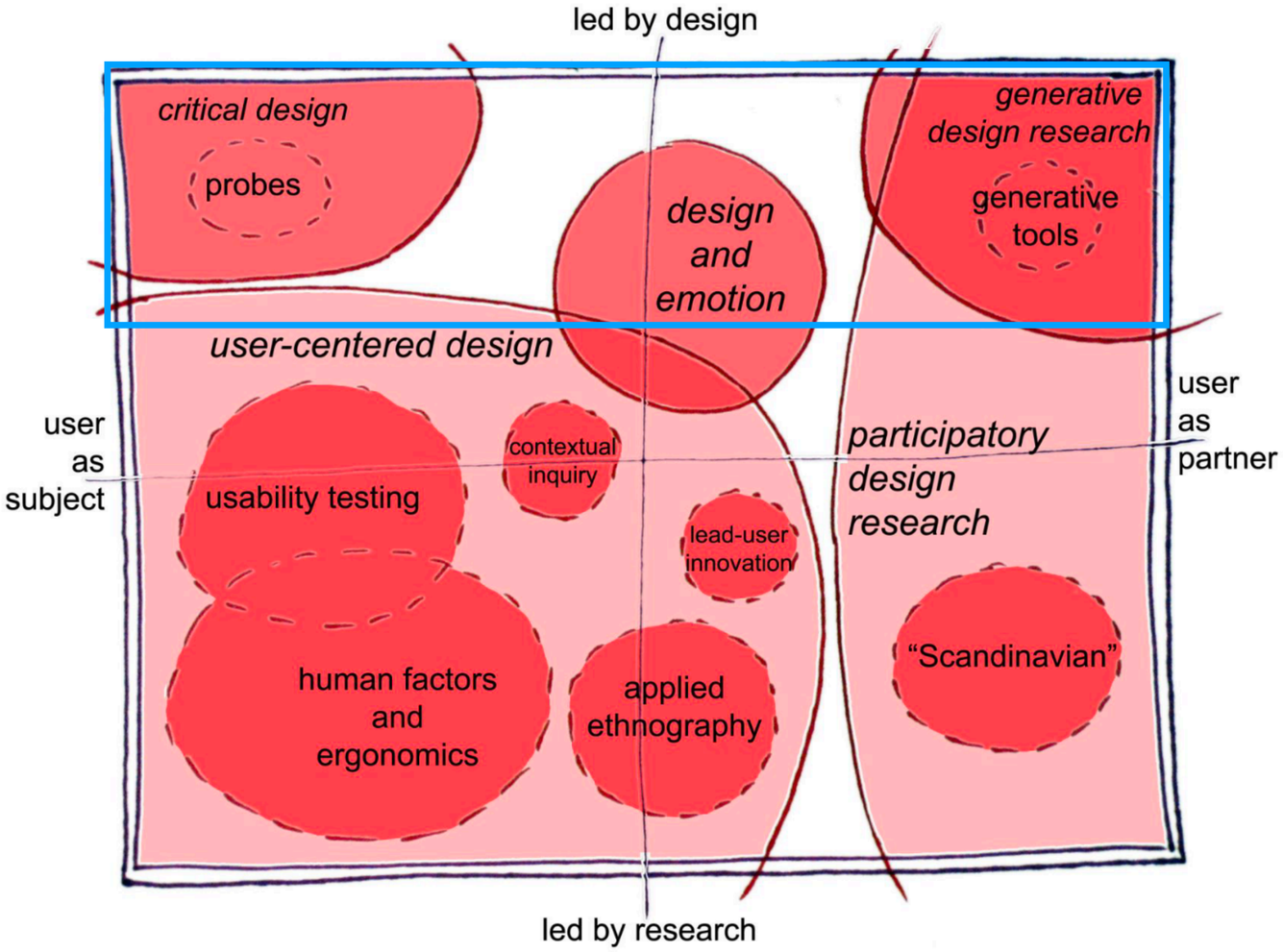


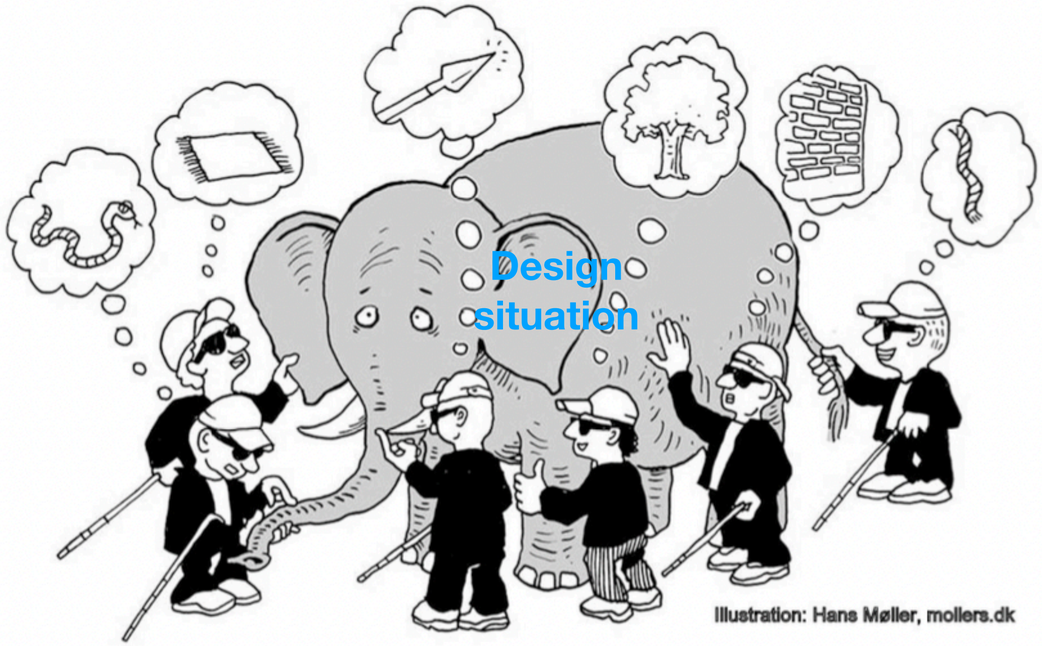
Figure 1. The current landscape of human-centered design research as practiced in the design and development of products and services.

Sanders, E. B. N., & Stappers, P. J. (2008). Co-creation and the new landscapes of design. Co-design, 4(1), 5-18.

My approach…and what I am inspired by

- Exploring the design situation from different angles can aid in finding new notions to a design situation and open up for new opportunities.
- Complex design situations demand a brought spectrum of insights in order to grasp the situation at hand in the right way.
- *If we ran a design laboratory with a **standardized toolbox,** we would (at best) get a **standardized result** already baked into the tools and methods we deploy.*

Halse, J., Brandt, E., Clark, B. & Binder, T. (Eds.). (2010). Rehearsing the future. The Danish Design School Press.



Understanding first-time parents and their needs



The project and its context

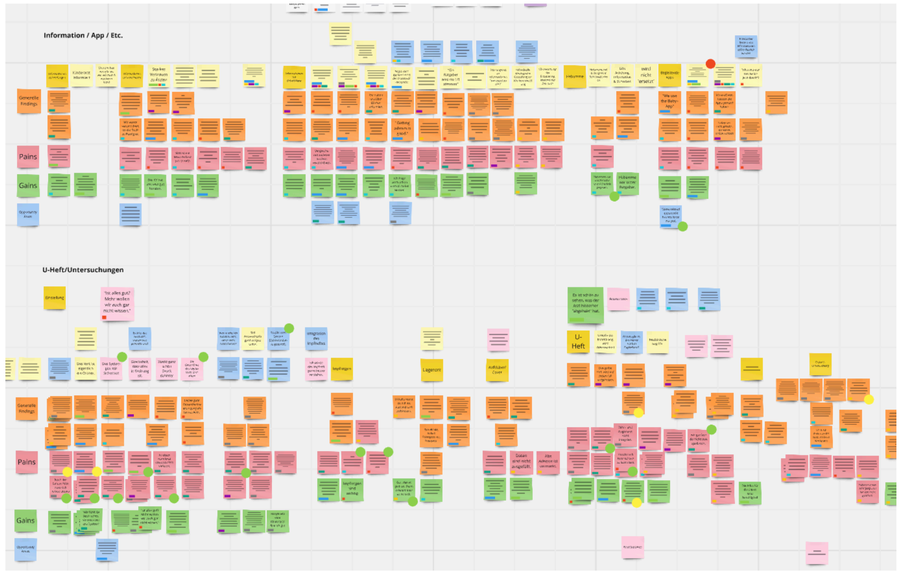
- Public funded project - to improve the experience of being a first-time parent.
- Overall goals: Streamline information flow, gathering all information in one place, digitizing processes
- My job: Mapping the users needs & informing the design process

Understanding first-time parents and their needs



Starting with an interview study

- Interviewing parents - at different stages
- Interviewing doctors, pediatrics & dentists
- Topics: The pregnancy & first years of parenthood. Challenges, information needed, processes, systems & future hopes.

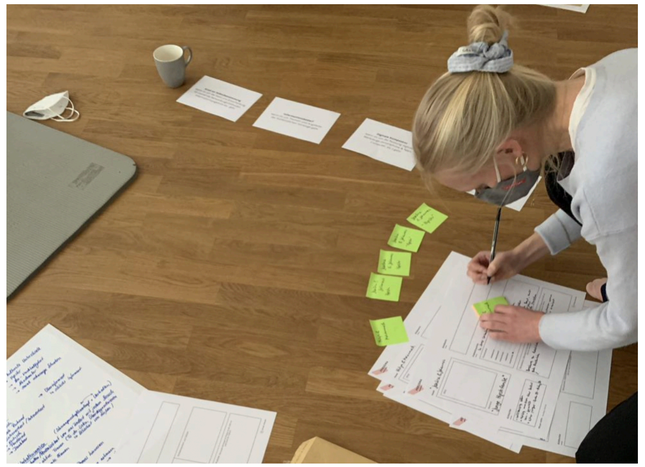


Understanding first-time parents and their needs



Co-creation workshop with midwives

- Understanding first-time parents through the eyes of midwives: Discussion, experience exchange, co-creation of “typical” problem areas
- Understanding challenges, situations, which the parents themselves do not see
- Getting a broader picture of the system behind (the midwives operate between the systems and spend much more time with parents and children then e.g. doctors





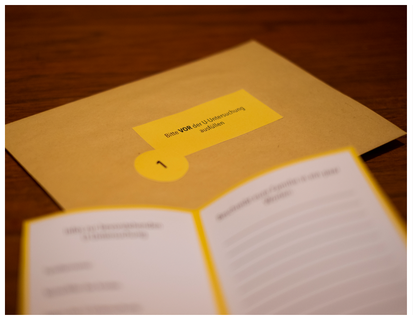
Understanding first-time parents and their needs

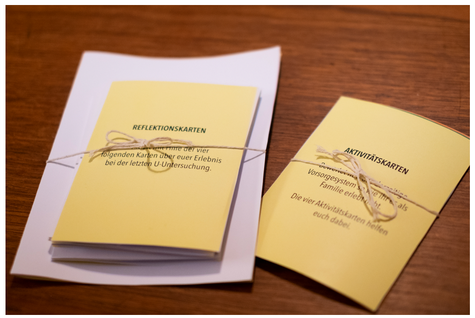


Empathy probes

"Probes are design-oriented user research toolkits that are based on self-documentation....They address the challenge of studying users in their own settings, which are mainly personal" (p.83).

Mattelmäki, T. (2005). Applying probes–from inspirational notes to collaborative insights. CoDesign, 1(2), 83-102.







- Covid-19: It wasn't possible to join situations at the doctors office.
- We wanted to understand the experience of going the the obligatory medical check-ups during the first 1-2 years after a child is born.

ReWork project

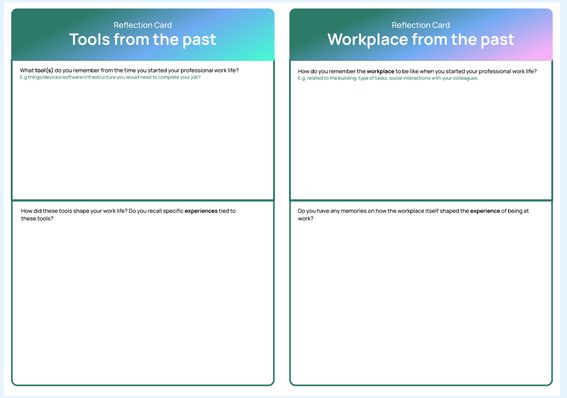
- Research project across 4 Danish universities
- Investigating the future of hybrid work from 4 different angles
- My angle: Involving employees in the collective generation of future ideas regarding their workplace, work in general - participatory and bottom-up.

Exploring the future of hybrid work

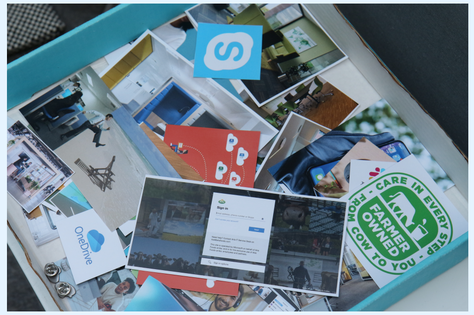


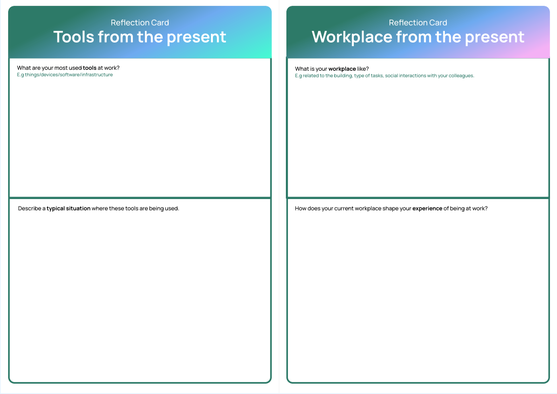
Exploring the (hybrid) workspace of the future

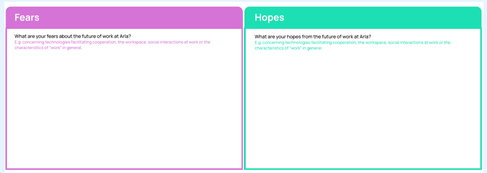
- Participatory design + trying to add participatory futures - **building a participatory exhibition**
- Research-through-design approach - **making employees at Arla engage with the exhibition wall (artifacts, reflection cards, stickers)**
- Design and research driven speculation on alternative futures (Candy, 2010; Candy & Kornet, 2017).

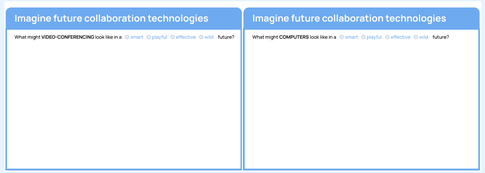
















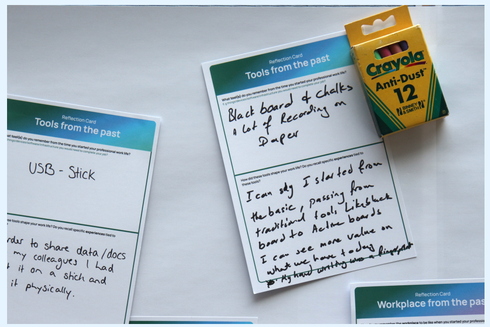

WHAT
IF
SHUT UP
AND
KISS ME
THE PAST
1980
1985
1990
1995
2000
2005
2010
2015
2020-2021 COVID
THE PRESENT
2023
THE FUTURE
2025
2030
2040
2050
2070
2100
Workspace & surroundings
Special interactions at work
Technologies facilitating
Characteristics of 'work' in general

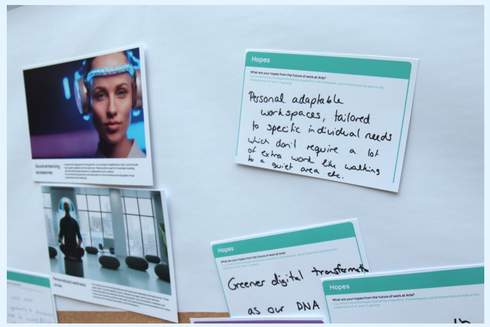
Collected data based on mixed methods

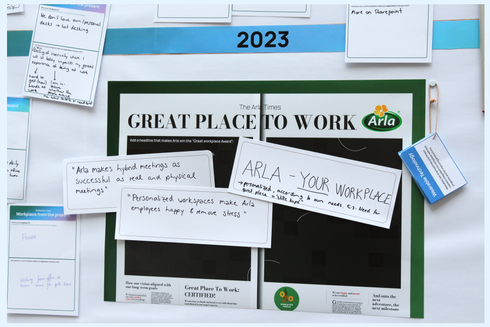
- 10m long exhibition wall co-created with Arla employees
- 71 reflection cards
- 44 mini interviews (8 hours interview material)
- 2 focus groups (3 hours interview material)







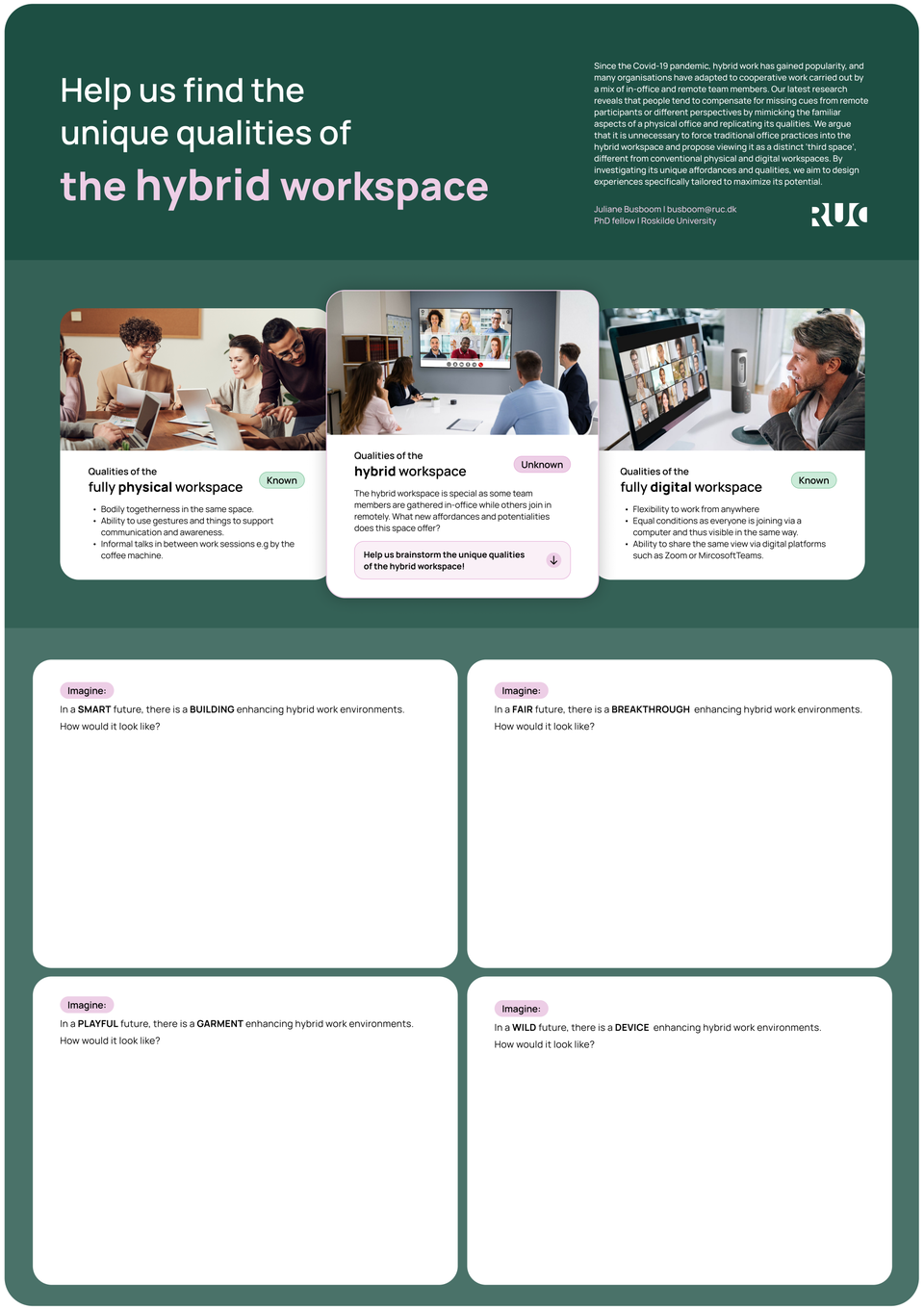






Exploring the hybrid space as a third space with the help of a participatory poster

- Research and Art event in Copenhagen
- Engaging visitors in the collective brainstorm of qualities of the hybrid space through speculative prompts
- Goal: Producing visions on the unique qualities and affordances of the hybrid space, in a participatory manner

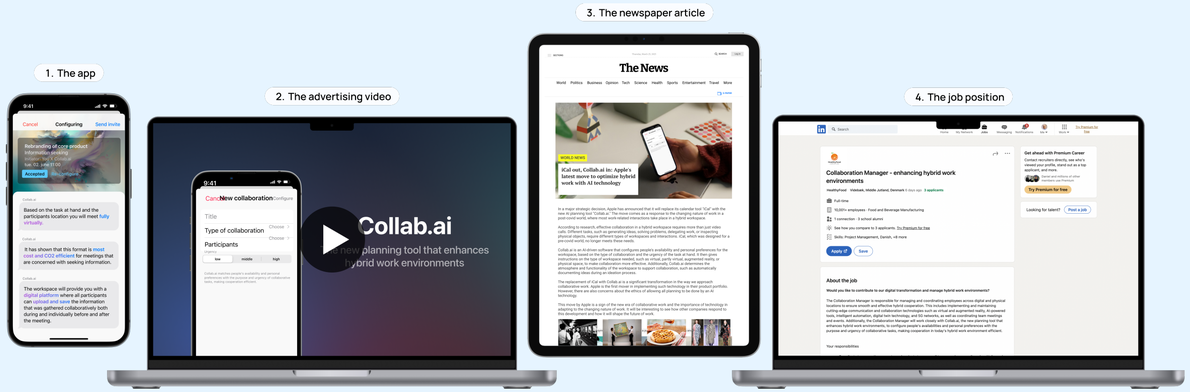



Help us find the
unique qualities of
the hybrid workspace
Since the Covid-19 pandemic, hybrid work has gained popularity, and many organisations have adopted to cooperative work carried out by a mix of in-office and remote team members. Our latest research reveals that people tend to compensate for missing cues from remote participants or different perspectives by convincing the familiar aspects of a physical office and neglecting the qualities. We argue that it is unnecessary to force traditional practices into the hybrid workspace and propose viewing it as a distinct, novel, Third space, different from conventional physical and digital workspaces. By investigating its unique affordances and qualities, we aim to design experiences specifically tailored to maximize its potential.
Juliane Busboom | busboom@ruc.dk
PhD fellow | Roskilde University
Qualities of the
fully physical workspace
Known
Bodily togetherness in the same space
Ability to use gestures and things to support communication and awareness.
Informal talks in between work sessions e.g by the coffee machine.
Qualities of the
hybrid workspace
Unknown
The hybrid workspace is special as some team members are gathered in office while others join in remotely. What new affordances and potentialities does this space offer?
Help us brainstorm the unique qualities of the hybrid workspace!
Qualities of the
fully digital workspace
Known
Flexibility to work from anywhere
Equal conditions as everyone is joining via a computer and thus visible in the same way.
Ability to share the same view via digital platforms such as Zoom or Microsoft Teams.
Imagine
In a SMART future, there is a BUILDING enhancing hybrid work environments.
How would it look like?
Imagine
In a FAIR future, there is a BREAKTHROUGH enhancing hybrid work environments.
How would it look like?
Imagine
In a PLAYFUL future, there is a GARMENT enhancing hybrid work environments.
How would it look like?
Imagine
In a WILD future, there is a DEVICE enhancing hybrid work environments.
How would it look like?

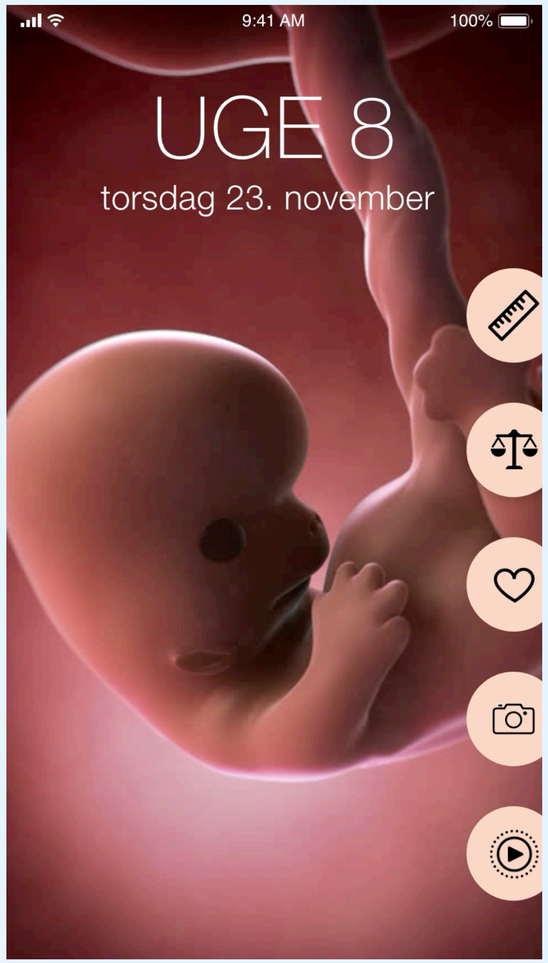
Help us find the
unique qualities of
the hybrid workspace

Fictional prototypes to explore alternative ways of planning for hybrid cooperative work

- **Speculative design as a method** to re-imagine existing planning tools and thereby spark discussions around the role of articulation work for hybrid cooperative work.
- As a part of this we designed 4 artefacts which are **to generate rich reflections that can be used for the design** of future tools and practices for hybrid work.



Other projects…



“iBaby - live from the Womb”

Participatory & exploratory design research doesn’t always need to take a lot of effort…

Engaging in explorations about self-tracking & pregnancy



- 3 weeks including report
- Identify topic: Selftracking & pregnancy
- Deciding for exploratory method. Here: Speculative design, “forcing an aspect of the future into the present so it demands response” (Auger, 2013)
- Building a prototype in AdobexD
- Provoking responses. Here: via a Facebook group for “Mothers and fathers in Copenhagen”.

Other projects…







"As drama appeals to more senses than verbal language alone it offers a common platform for the designers and users that makes the communication and understanding easier among them" (p.13).

Brandt, E., & Grunnet, C. (2000, November). Evoking the future: Drama and props in user centered design. In Proceedings of Participatory Design Conference (PDC 2000) (pp. 11-20).

Participatory & exploratory design research doesn't always need to take a lot of effort…

Engaging in explorations about dating among parents

- 3 weeks including report
- Identify topic: Experience of dating despite being parents (recently)
- Deciding for exploratory method. Here: Drama and props following Brandt & Grunnet (2000):
- Inviting an audience (real parents)
- Preparing scenarios that can be played out
- Providing the audience with props to react to the scenarios.
- Recording sessions & analyzing the produced data

In all of these approaches: Consider the politics of what knowledge has been gathered.

"The transition from prototype to implementation is the assurance that an outcome is reached and that a sort of decision has been made, but it is also a transition from participation to appropriation that may well raise the questions as to **whether those affected have been rightfully represented"** (p.158)

Binder, T., Brandt, E., Ehn, P., & Halse, J. (2015). Democratic design experiments: Between parliament and laboratory. CoDesign, 11(3-4), 152-165.

What approach would you like to try out? ☀️