Passionate for People

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Design by Fire >>> the passion in our work:

People using

media and

technology in

their daily lives

Passionate for people

- Active and creative use
- Empowered negotiations
- Multi-channel usage
- Fragmented behaviour
- Messy routines

People research for service innovation design

Kent by Bas Raijmakers, for Philips Medical Systems Seattle

Contributing to the creation of innovative services and products for use in daily life.

People research for service innovation design

Fred by Bas Raijmakers, for Philips Medical Systems Seattle
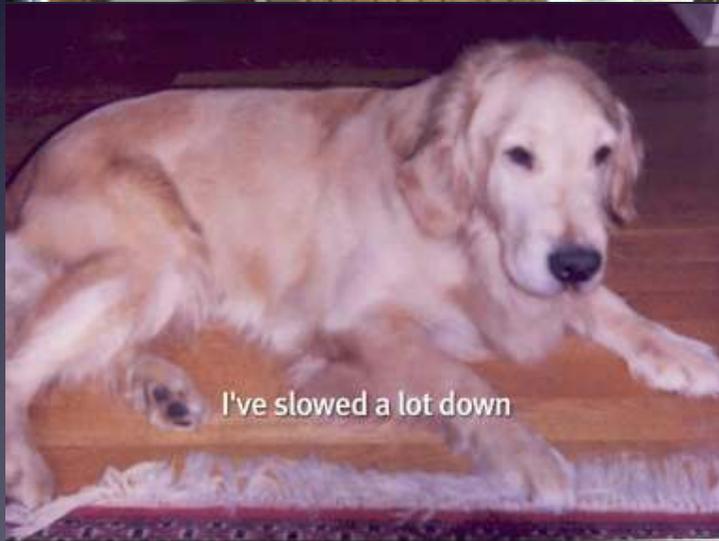
Applied in early stages of design processes

Discovery research.

Research creates empathic conversations

Based on observations and interactions with the people that will be using the new services.

Alena's Strawberry Farm by Xiaoxiao Sun, for Goldsmiths and Orange/FT

Research creates empathic conversations

Research results inform and inspire the concept development process.

Alena's Strawberry Farm by Xiaoxiao Sun, for Goldsmiths and Orange/FT

Passion for inter-disciplinary teamwork

R&D team:
designers,
software
developers,
engineers,
marketeers,
social
researchers.

Passion for inter-disciplinary teamwork

Broad understanding in various disciplines

Deep knowledge in a specific field
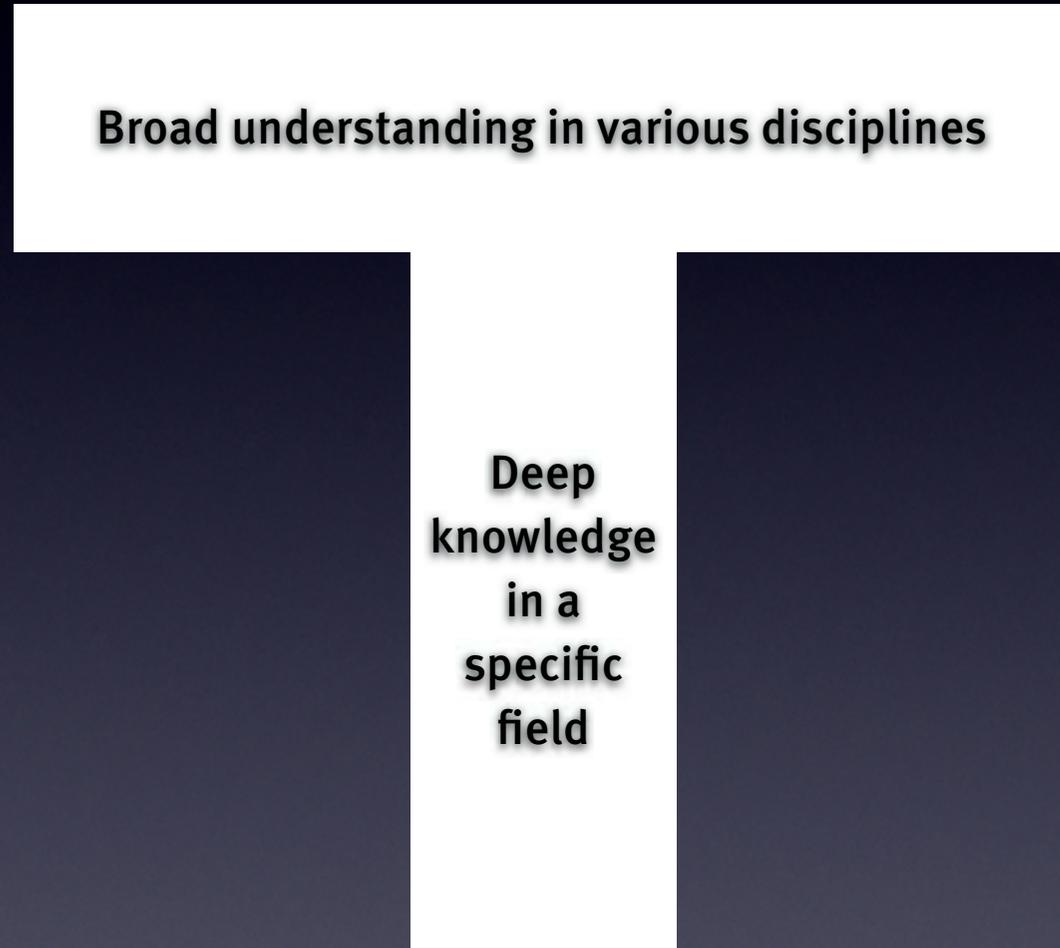
Collaboration between T-shaped experts.

(Tom Kelley, 2005)

2. People research for innovation design

Service design
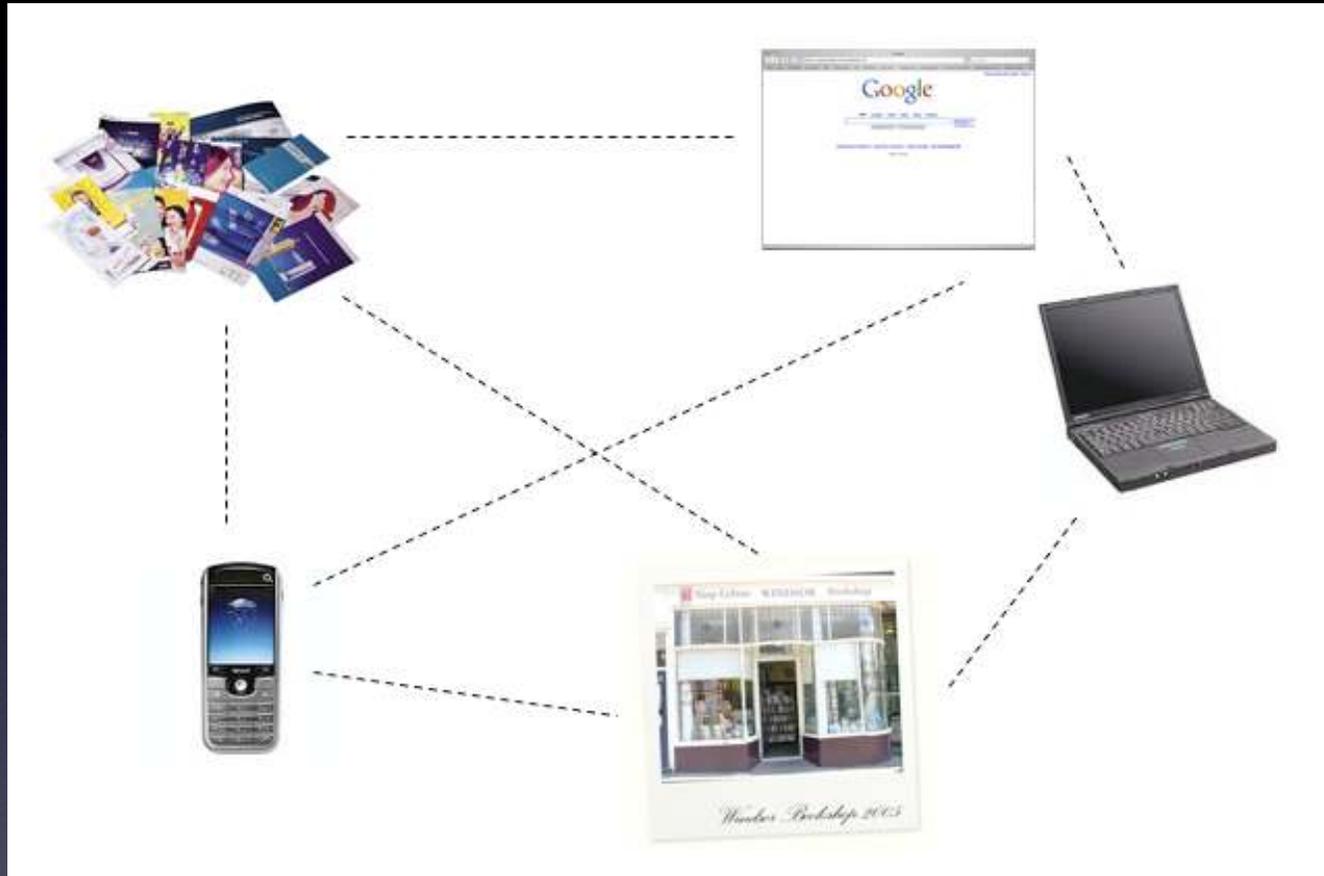
Integrated network of tangible and intangible service elements

Self-service technology

The consumer is in control

Empowered consumers

- Media literate and well-informed
- Triangulating of information from various sources
- Negotiating with various providers in parallel
- Expecting control over consumption process and transaction modes
- Often elusive and fragmented behaviour

Service design challenges

Development of innovative services that engage with complex and dynamic character of contemporary consumption behaviour.

Current challenges:
• Multi-channel usage
• Co-production of services
• Social networking

Challenge 1: multi-channel use

Voluntarily movements between channels are a reality.

Services need to cater for this.

Integrated offering rather than competition between channels.

Challenge 2: co-production

Choice of which elements to use co-produces the actual service.

Providers need to offer optimal freedom, flexibility and control.

Challenge 3: social networks

Consumers are well-connected.

They know how to find and compare information.

They exchange experiences through social networking.

People research for service innovation design

Each member of the service design team needs to be consumer-focused.

People research is essential element in early stages of concept development process.

Taking inspiration from context of use.

3. Methods and examples

Methodologies for people research

In-depth qualitative research based on ethnographic research tradition

Examples:
- Design documentaries
- Diary studies
- Probe studies

Design documentaries

Rich visual material about consumers' everyday lives,

informing and inspiring the design process for new medical appliances

Collaboration with Royal College of Art (London) and Philips Medical Systems (Seattle)

Diary studies
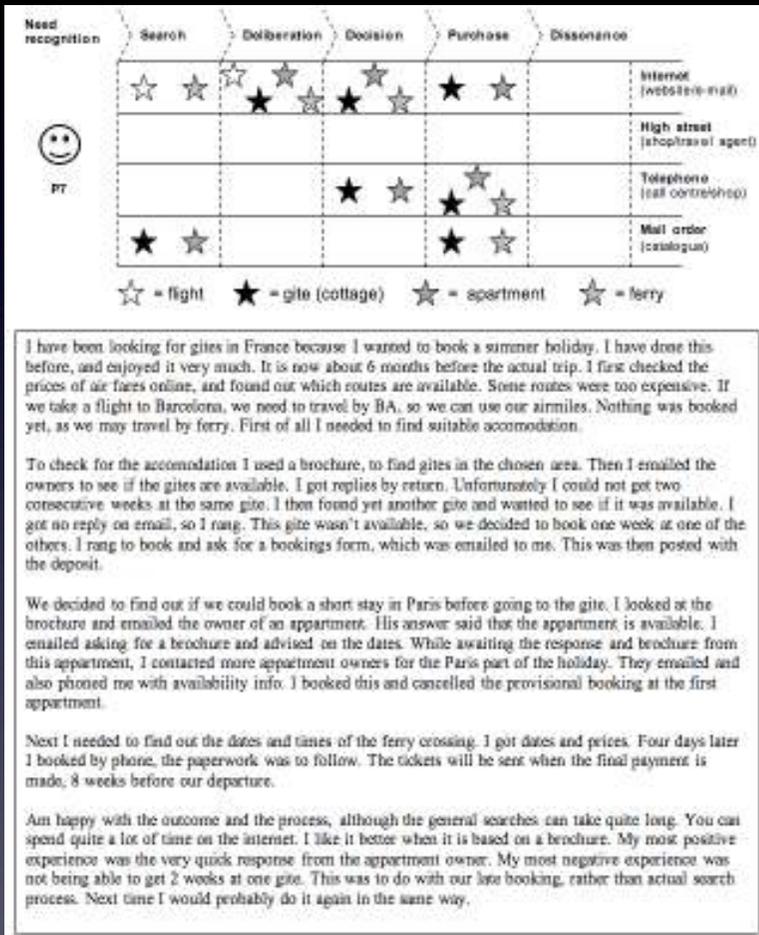
In-depth longitudinal study into multi-channel usage during leisure travel preparations

Collaboration with Open University (UK) and University of Glasgow

Probe studies

Involving consumers in collection of ideas and materials to inspire design team

Collaboration with Goldsmiths College (London), France Telecom Orange (Nantes) and Royal College of Art (London)

Participatory research > Interaction in situ

Researcher is not passive observer.

Empathic conversations with participants.

You cannot do people research without engaging with participants.

Methodology based on anthropology.

Participatory research › Active participants

Involved in process of data collection.

But not necessarily in analysis and results.

Specific choice to be made per project.

Insights are always mediated by researcher.

Thank you!

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