

Proposal tutorial style workshop ICED 2013

Title: The Envisioning Use technique

Duration: ½ day workshop

Organiser: Dr. Mieke van der Bijl-Brouwer, University of Technology Sydney
(*Optionally co-organised with Dr. Stella Boess, Delft University of Technology*)

Objectives: in this workshop participants will learn how to execute the Envisioning Use technique: a workshop technique that allows multidisciplinary product development teams to generate a shared vision on product use. The usability and user experience of designed products depends largely on decisions made in the design process of these products (den Ouden 2006, Harkema 2012). These decisions are heavily influenced by the extent to which team members have a common understanding of the design problem with regard to product use: who future users will be, in which situations the product will be used and what usability or user experience issues will be of importance in these use situations. Our studies in design practice have shown that design team members often do not share such implicit knowledge of product use (van der Bijl - Brouwer and van der Voort 2009). The Envisioning Use technique was developed together with design practitioners as a means to support product development teams in generating this shared vision on product use (van der Bijl - Brouwer, Boess et al. 2011). The technique has been applied successfully in multiple product development projects in design industry (van der Bijl - Brouwer 2012).

Content: in this workshop we provide hands-on experience with the Envisioning Use technique by having participants work on a fictional design case. The content of the workshop will be:

- Introduction to the Envisioning Use technique and presentation of evidence of its success in design industry
- Hands-on experience with the technique by applying it to a fictional design case. The technique is a combination of different types of techniques including storytelling, scenario exploration, role-playing, solution generation, reflection on the gathered knowledge and connection to the product development process.
- Discussion of the usability and usefulness of the technique within product development practices.

Participants will receive an 'Envisioning Use-manual' at the end of the workshop to take home.

Intended audience: product development project managers, usability/ ux experts, and academics with an interest in how user-centered design methods connect to design practice.

Maximum number of participants: 20

Abstract: The Envisioning Use technique is a half-day workshop technique in which members of a product development team come together to create a 'shared vision on product use'. This is a common understanding of who future users will be, under which circumstances the product will be used, and which user experience or usability issues will be targeted for these use situations in the product development process. Our research in design industry has shown that the Envisioning Use technique provides a means to successfully create such a shared vision on product use, which in turn has a positive influence on team decision-making with regard to product use. As such it is a very useful technique to connect user centred design methods to actual product development processes. In this workshop we provide hands-on experience with the Envisioning Use technique as well as an opportunity to reflect on how to further integrate this in product development processes.

Bio: **Mieke van der Bijl-Brouwer** gained her doctoral degree in 2012 (with honours) from the University of Twente in the Netherlands. Currently she works as a senior research fellow at the University of Technology, Sydney where she researches the application of design thinking, user centred design and frame creation to non-design practices.

*(optional: **Stella Boess** is a design researcher with an interest in methods development to bridge user research and the design process; She is an assistant professor in the ID department, Faculty of Industrial Design Engineering of Delft University of Technology. She received her PhD from Staffordshire University with a research and design project on designing bathrooms for elderly.)*

References:

den Ouden, P. H. (2006). Development of a design analysis model for consumer complaints: revealing a new class of quality failures. Department of Technology Management. Eindhoven, University of Eindhoven. **PhD thesis**: 165.

Harkema, C. (2012). Revealing unawareness in usability related decision-making. Faculty of Industrial Design. Eindhoven, the Netherlands, Eindhoven University of Technology. **PhD thesis**.

van der Bijl - Brouwer, M. (2012). Exploring Usability - design for dynamic and diverse use situations. Faculty of Engineering Technology. Enschede, The Netherlands, University of Twente. **PhD**.

van der Bijl - Brouwer, M., et al. (2011). What do we know about product use? a technique to share use-related knowledge in design teams. Proceedings of the 4th world conference on design research IASDR2011. Delft University of Technology.

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