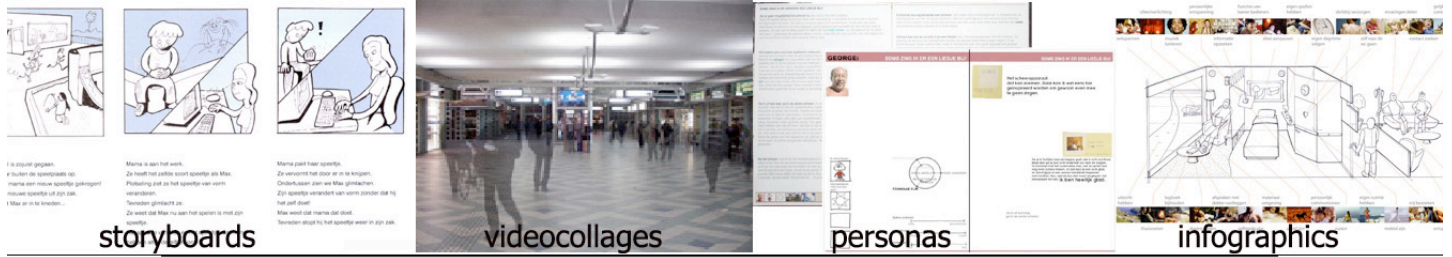


Rich Visualization project – Spring 2006



In user-centered product design, design teams immerse themselves in the results of user studies to gain empathy with the envisaged users. Rich visualizations are an important medium to support this immersion. In the Spring 2006 semester, ID-StudioLab organizes a special Master course for students of Industrial Design Engineering. The course is called 'rich visualizations'. A maximum of 20 selected students (from the MSc programmes design for interaction and strategic product design) will create rich visualizations of information about contexts of product use. Students are selected on the basis of a motivation and portfolio. Our tutors are trained in creating infographics, storyboards, scenario's, documentary, and various means to communicate data within multidisciplinary design teams of product development companies. We want to share our knowledge with the students, and with the students explore new solutions that are relevant for research and practice. To create a rich visualization an audience is essential. We are looking for cooperation with a company who is interested in participating in this course.

We are searching for an industrial partner for this project, who

- has an interest in exploring rich visualizations within their own practice.
- has time to introduce him/her self and to evaluate the visualizations of the students (two half days, for example a visit to TU Delft in February and in May)
- will use the visualizations with the multidisciplinary team to give the students feedback about the practical use of the created 'rich visualizations'.
- will contribute in the costs, needed to create rich visualizations (tapes, prints etc) and will, of course, receive copies of the created visualizations.
- will share usable data from a user study in real practice with the students as input for the rich visualizations. (This data set may be already used, or from a current project. Alternatively, a dataset from earlier studies at ID-StudioLab can be used, if this fits with the needs of the company)

In this project we work toward examples of contextual presentation techniques, such as:

- Storyboards to represent interaction over time
- Video-collages to represent places and situations
- Personas and group representations to represent people and social relations
- Infographic maps to group diverse findings in an inspiring overview

Tutors in the course are researchers and designers at ID-StudioLab with practical and research experience on contextual presentation techniques and design research: prof. dr. P.J. Stappers, dr. ir. R. van der Lugt, ir. F. Sleeswijk Visser, C. van der Lelie.

Related recent publication list

contextual information for design

1. Stappers, P.J., van der Lugt, R., Hekkert, P.P.M., Sleeswijk Visser, F. Reader id4215: Context and Conceptualization, TU Delft, 2005.
2. Sleeswijk Visser, F., Stappers, P.J., van der Lugt, R., Sanders, E.B-N., Contextmapping: experiences from practice. *CoDesign: International Journal of CoCreation in Design and the Arts*, 2005, 1(2), 119-149.
3. Stappers, P.J. Creative connections: user, designer, context, and tools. *Journal of Personal and Ubiquitous Computing*, Fall 2005.

communication

1. Sleeswijk Visser, F., van der Lugt, R., Stappers, P.J., Kahmann, R. Participatory design needs participatory communication. Proceedings of *the 9th European Conference on Creativity and Innovation*, Lodz, 2005
2. Sleeswijk Visser, F., van der Lugt, R., Stappers, P.J., The personal cardset- a designer-centered tool for sharing insights from user studies. Proceedings of *Second International Conference on Appliance Design*, Bristol, 157-158, 2004.
3. Sleeswijk Visser, F., Visser, V., Re-using users: Co-create and co-evaluate. *Journal of Personal and Ubiquitous Computing*, Fall 2005.

storyboards

1. Stappers, van der Lelie. *Visualizing context and time with storyboards*. Tutorial at the 2nd International Conference on Appliance Design, Bristol, UK, 2004.
2. van der Lelie C (2005) The value of storyboards in the product design process. *Journal of Personal and Ubiquitous Computing*, Fall 2005.

videocollages

1. Keller, A.I., Stappers, P.J. (2001) Presence for Design: Conveying atmosphere through Video Collages. *Cyberpsychology & Behavior*, 4(2), 215-224.