What can participative design do for you?
And what can you do for participative design?



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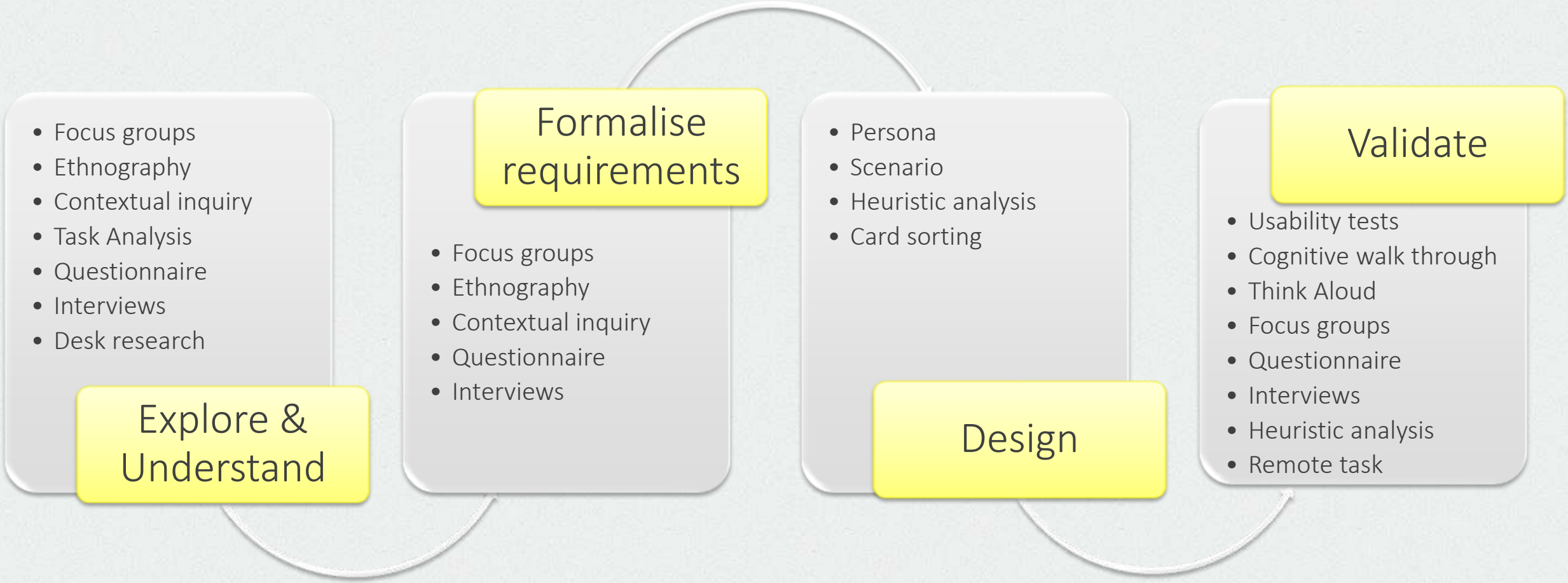
UX = Design?

The design process



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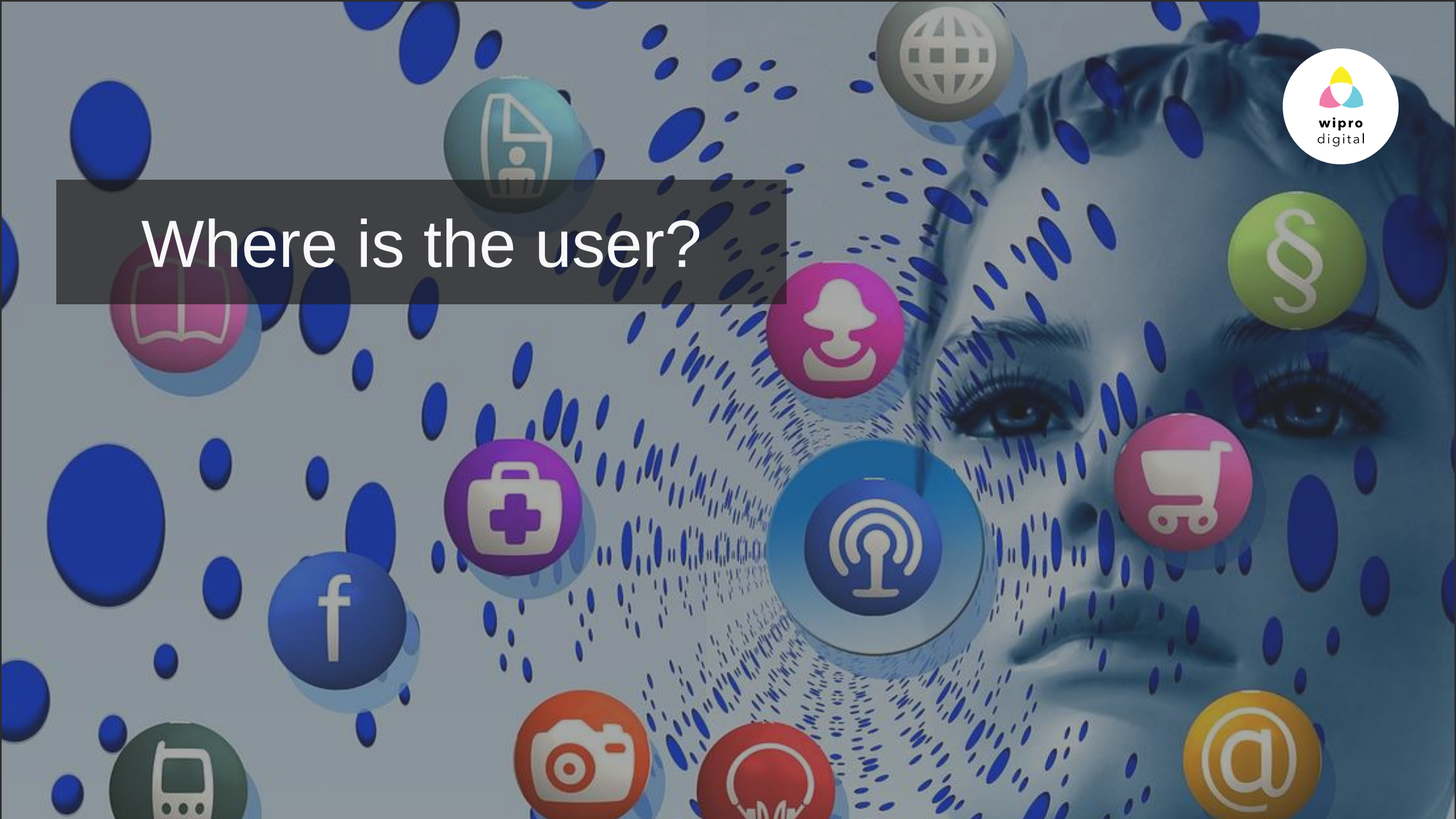
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Where is the user?



Users are the experts in their own experience


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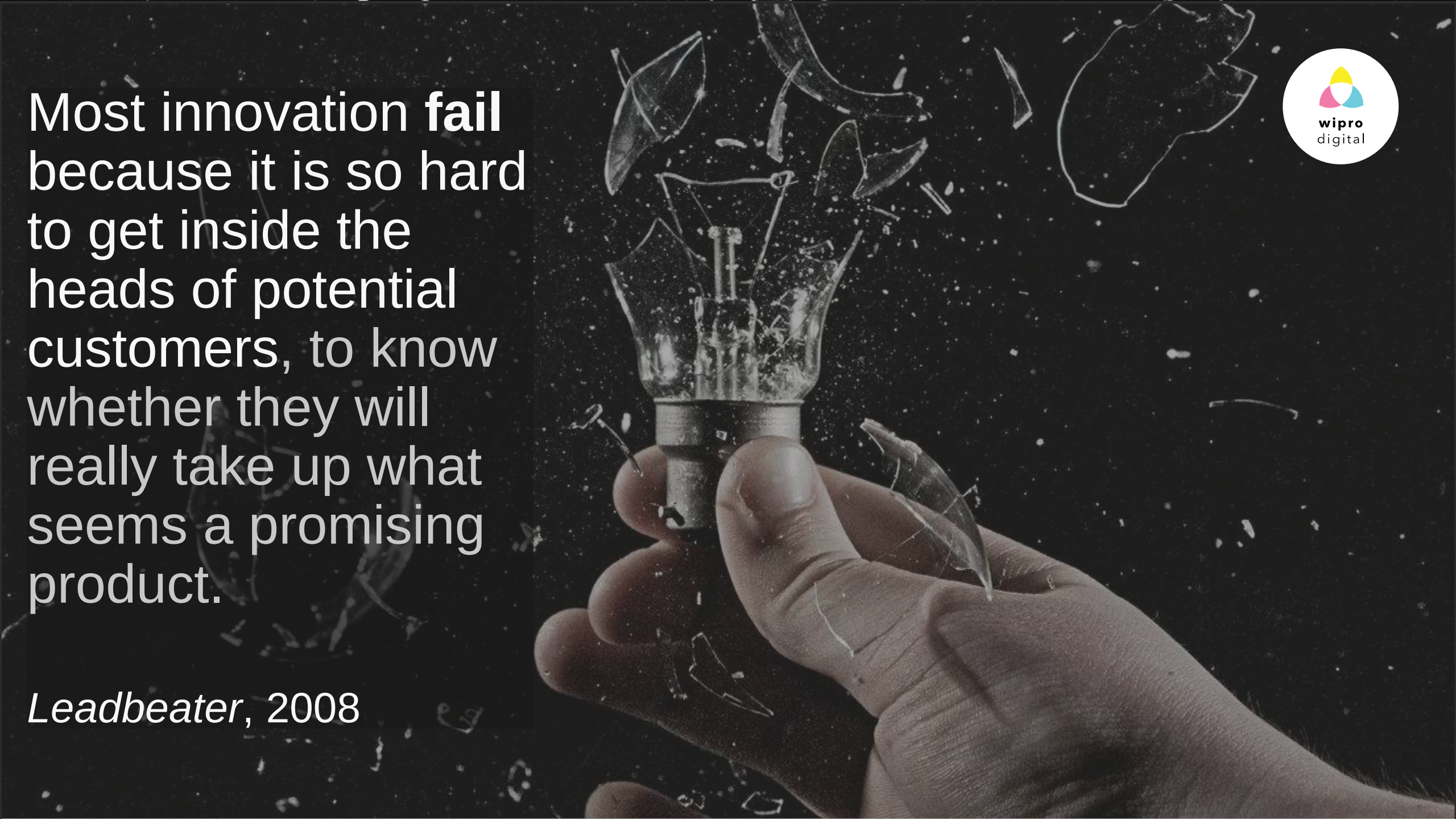
When was the last time your Client has spoken *with* their customers?



The Man-in-the-Middle approach


Most innovation **fail** because it is so hard to get inside the heads of potential customers, to know whether they will really take up what seems a promising product.
Leadbeater, 2008
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It is really hard to design products by focus groups.
A lot of times people don’t know what they want until you show it to them.

S. Jobs



What can you do?


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Imagine…
What if it were like this?


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Markets are conversations



If consumers are required merely to be either a lead tester of a product or an adaptor of a suite of pre-selected choices, it lacks a sense of real *creativity*.

Ind & AI 2012

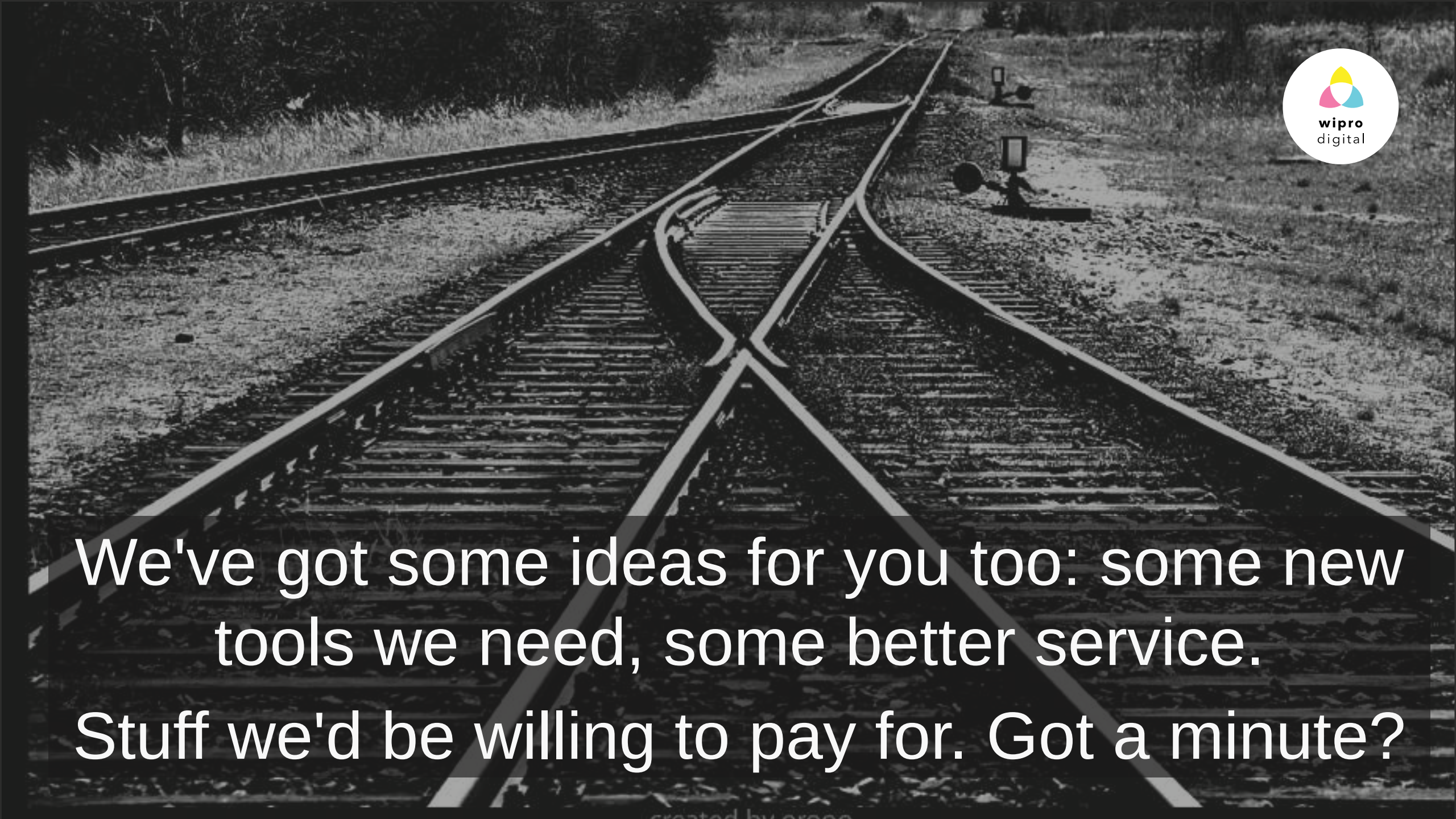


Participative design, or Co-creation is…

…A social, collaborative, and creative process to generate innovation and value, through the dialogue and participation of all actors to construct new win/win opportunities and experiences



The participative approach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We've got some ideas for you too: some new tools we need, some better service.
Stuff we'd be willing to pay for. Got a minute?



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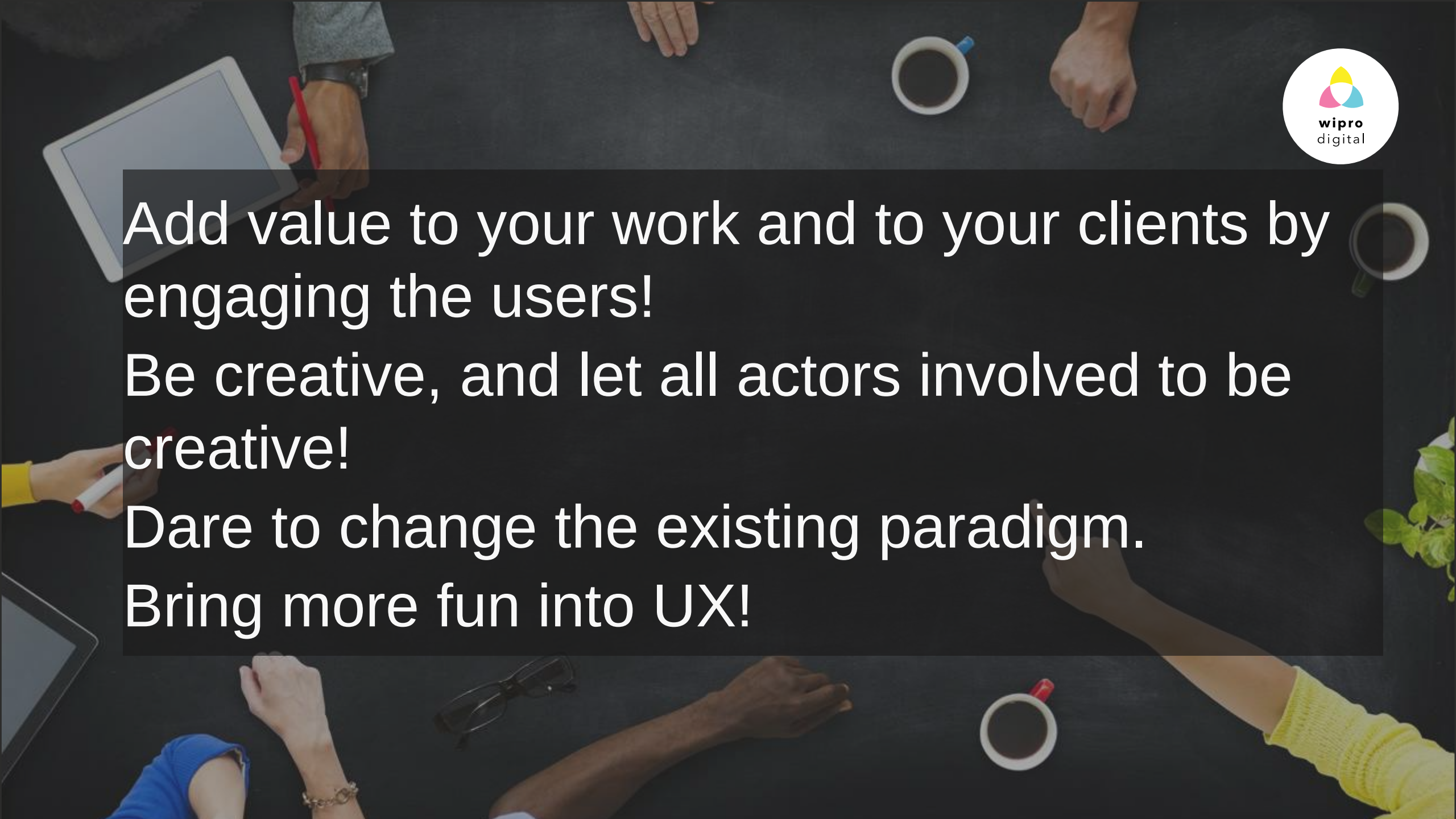
Psychologist tend to see creativity as a mental process (but) creativity is as much a cultural and social as it is a psychological event.

M. Csikszentmihalyi



What can you do?

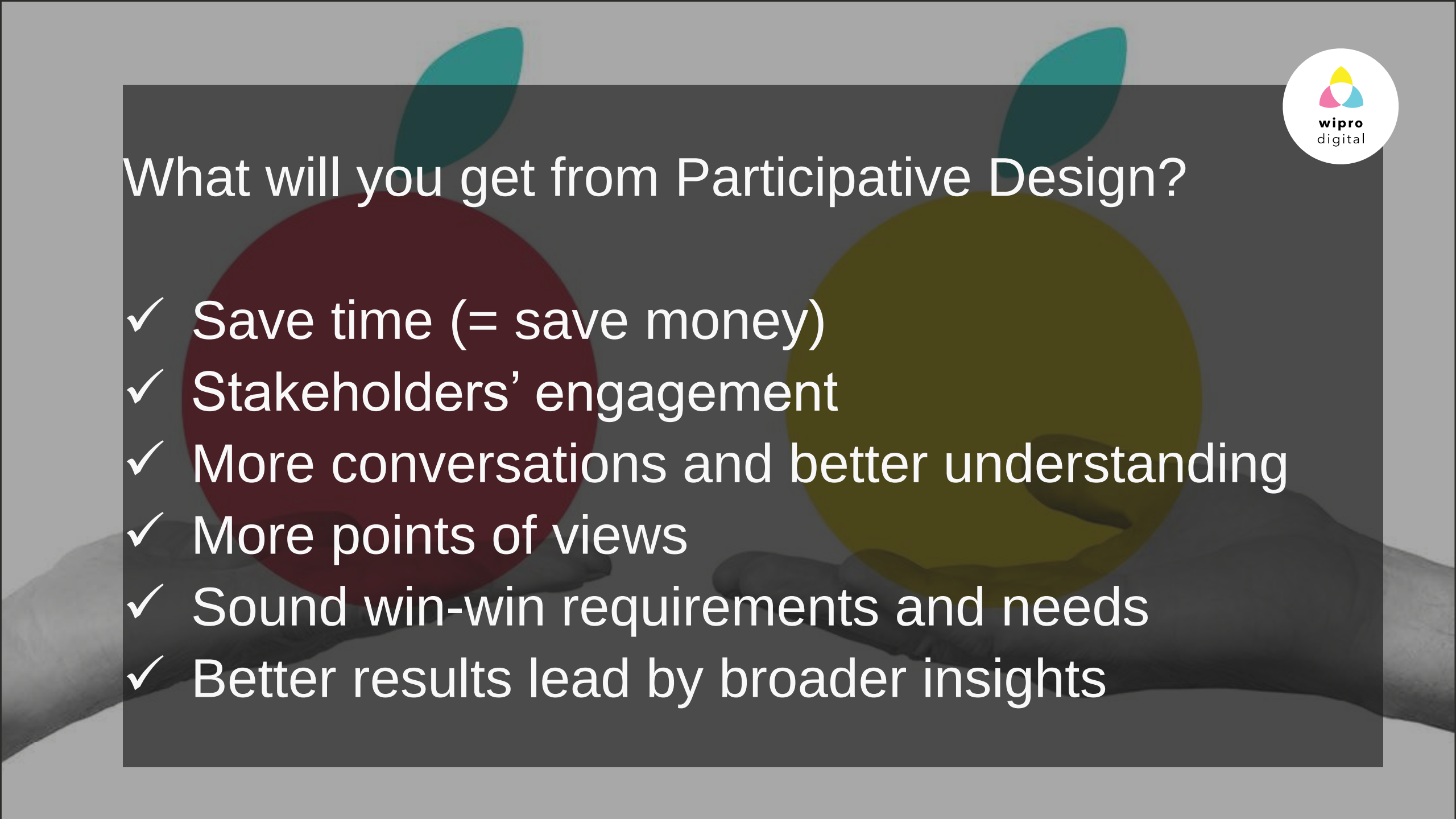


Add value to your work and to your clients by engaging the users!

Be creative, and let all actors involved to be creative!

Dare to change the existing paradigm.

Bring more fun into UX!



What will you get from Participative Design?

- ✓ Save time (= save money)
- ✓ Stakeholders' engagement
- ✓ More conversations and better understanding
- ✓ More points of views
- ✓ Sound win-win requirements and needs
- ✓ Better results lead by broader insights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THANK YOU!