Design 3.0. Toward meso scale?

1 WHAT STEVE SAID

2 SERVICES AND THE SOCIAL AS DESIGN MATERIAL

3 THE PROBLEM: SCALING UP IN UX & UCD

4 CAROLINE’S PROBLEM: FINDING A LANGUAGE

5 SYSTEMS AS CONCEPTUAL DEVICE: FOUR CLASSES, DESIGN’S PLACE, MESO IN THIS PLACE, OPEN AND PERMEABLE

Q1: RESEARCH ISSUES: IT, DATA, AI, RETHINKING SENSORS AND ACTUATORS, RETHINKING ETHICS WHEN PLAYING WITH FIRE

Q2: RESEARCH APPROACHES: FROM EXPERIENCE AND SITUATIONS TO ANTECEDANTS

Q3: EDUCATION AND PRACTICE: MULTIDISCIPLINARY PARTNERING

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Social systems  Technical
THE USUAL PLACE OF DESIGN
OUR METHODS NORMALLY TARGET MICRO
BUT GET WEAK AT MESO, EVEN THOUGH MOST OF OUR SOCIETAL PARTNERS ARE THERE
MACRO IS TOO COMPLICATED AND POLITICAL, WE THINK
But there are other ways to expand meso
But there are other ways to expand meso through collaborations.
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2 Services and the social as design material

3 The problem: scaling up in UX & UCD

4 Caroline’s problem: finding a language

5 Systems as conceptual device: four classes, design’s place, meso

   in this place, open and permeable

Q1: Research issues: IT, data, AI, rethinking sensors and actuators,

   rethinking ethics when playing with fire

Q2: Research approaches: from experience and situations to

   antecedants

Q3: Education and practice: multidisciplinary partnering

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