



twenty graduate students

ID-StudioLab

these recent graduates are already applying their contextmapping studies to the real world

Recent graduates are already applying their contextmapping in industrial practice; for some, it has become part of their job descriptions. In the symposium, ten graduates presented their experiences in rapid-fire, four minute presentations (see the website), several more participated in the afternoon sessions. Here, twenty of them tell of the central role of contextmapping tools and techniques in their new professional life and/or aspirations.

Whether starting their own businesses, or adding new dimensions to existing companies, like Philips and Samsung, and whether active in the field of design, consultancy, marketing or research, each graduate demonstrated a commitment to contextmapping – not to mention an infectious enthusiasm – that was revealing in itself. Acting as advocates of the new approach, their stories told of publicising, proselytising, and persuading others, of crossing disciplines and borders and confidently taking the methods into new places, professionally (from insurance companies to development organisations) as well as geographically (from Turkey to Taiwan).

While a few provided cautionary tales of uncomprehending industries or markets, most revealed a growing receptiveness to the new ideas of designing with rather than for prospective users: in the words of one young professional, companies (active, in this case, in Spain) are keen to embrace 'a more creative, open-minded and people-centred approach.'

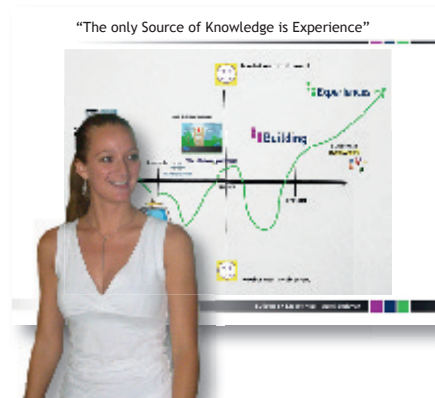
In applying their ideas so variously, to products, processes and perceptions, the graduates' accounts revealed a collective vision of contextmapping's potential that was convincingly broad in its scope: more a new way of seeing than a mere toolkit. That, more than anything else, speaks volumes for the changing face of design, in education and in practise.

Quiel Beekman

4Building (4Experiences)

As a product designer, I was trained to design not only for but also with users. I wondered whether design errors could be avoided by involving the end-users of healthcare buildings in an early phase of the design process. I discovered, during an internship, that architects are not used to this!

As well as finding that contextmapping was applicable to the end-users of public buildings, I also developed my own methodology, the Hospital Stakeholder Participation Method. This became the subject of my graduation project. The company 4Building has given me the opportunity to put my findings into practice and further my ambitions. Currently, I am looking for healthcare organisations interested in implementing this innovative approach.

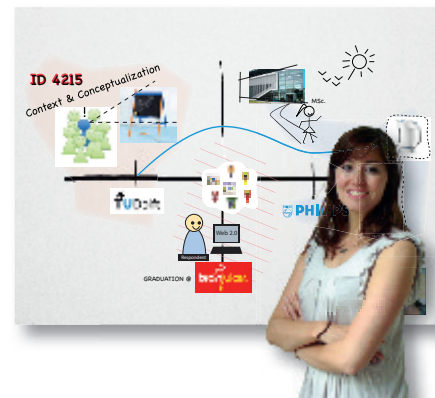


Stella van den Berg

Philips Consumer Lifestyle b.v.

During my graduation project for the Master Design for Interaction at TU Delft, I designed a web 2.0-based tool for brand-mapping for the online research agency, BrainJuicer. In this research tool, I let the respondents describe the most important attributes of a product by visualising the context of their last product use. This project showed me how a context study can combine qualitative and qualitative research.

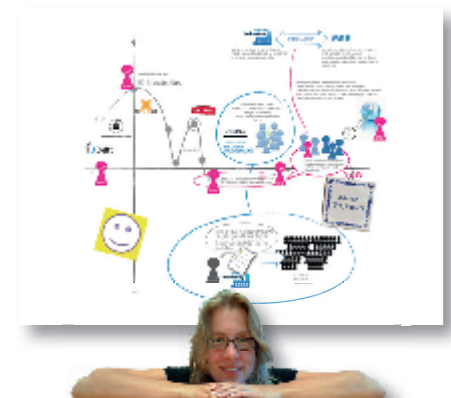
In my current job as Application Researcher at Philips, I guard the usability of kitchen appliances such as grills and steamers during the product development process, to enhance end-user satisfaction. Here, contextmapping is a valuable method for getting in touch with end-users and learning about their true needs.



Marcelle van Beusekom

Samsung Design

Some people say that life is what happens while you're making other plans. But I think life is all about jumping on the train of opportunity. You can choose to hop on, or just let it pass by. My first train was headed for Delft, studying at the school that inspired me to become a designer. My second train went to Sweden, where I studied at the Umeå Design Institute and learned to present my ideas - and myself. In Eindhoven, the third train came to a stop at VanBerloStudios , where I learned to become a professional. My next stop? London, working for Samsung Design Europe. I'm looking forward to getting there. I'll keep you updated.

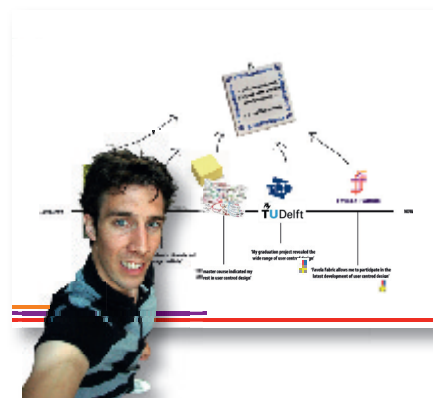


Lex Dekkers

Favela Fabric

Lex Dekkers likes to discover. A few years ago, my journey mainly focussed on framing architecture.

As a photographer, I was discovering interesting neighbourhoods, restaurants or shops in cities all over Europe. More recently, that journey took on a human touch. Inspired by the methodology of user-centred design, I became more interested in people, especially how they behave. Today I discover, observe, investigate and work together with users in order to make online platforms, suited to the target group. This is my daily work at Favela Fabric, a co-creation consultancy. At weekends, I'm driving my old-timer convertible, practising watersports or enjoying a quick city trip.



Christa van Gessel

Zilver Innovation

I enjoyed the Master Strategic Product Design, working at the fuzzy front-end. Contextmapping gave me the opportunity to indulge my passions for people and being creative. It all came together in my graduation project at Philips Research, where real engineers worked with real user insights. Currently, I work at Zilver Innovation, a creative consultancy where I help companies to innovate using their insights, vision, and brand. Here, contextmapping results in information and inspiration to help designers create products that fit both the company and the users. I love (and think it's essential) to be a researcher and designer in the field of strategy and to stay connected with real people and everyday life.



Annet Hennink

Achmea

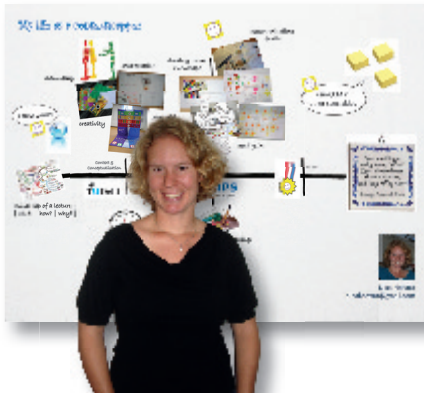
During the Master Design for Interaction, I became interested in the connection between user research and design - especially how user data can be communicated in an inspiring way for product development and innovation. I graduated from Microsoft Research in Cambridge in 2007; I studied English families and the knick-knacks they have on display in their homes, repeatedly tested my concepts with the same participants, and designed the Family Gallery. In that same year I won the HEMA design competition with 'Tast Toel', a disposable cake platter. I now work for a strategic innovation project at Achmea, a large insurance company in the Netherlands. I do contextmapping studies, communicate user insights and set up co-creation sessions.



Nina Horstra

CLMS

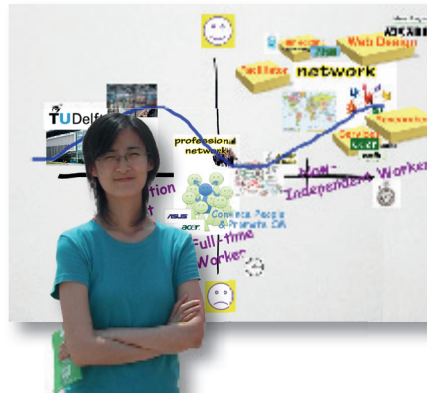
I did my graduation project at Philips Research, where I performed a contextmapping study on how people exchange experiences in the living room, in order to design product concepts that enrich the exchange of experiences. What I appreciate about the method is that it enables you to get to know and collaborate with the real users of the to-be-designed products. What, why and how do people exchange, and what tools do they use while exchanging experiences? What are their dreams, and what do they detest? People's creations and their discussions provided me with much information, which proved a great inspiration for creativity. At the moment I work as a usability consultant at CLMS, where I improve website usability and set up requirements and design ideas for good websites, based on the user's needs and wishes.



Kang Ning Hsu

Freelancer

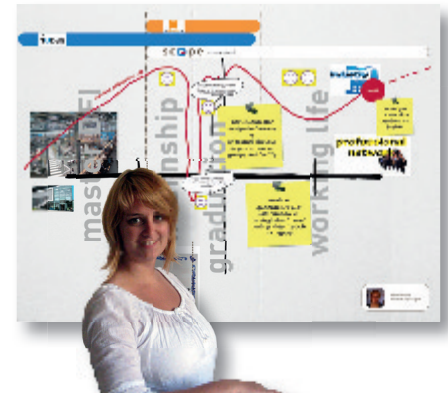
My Msc graduation project was called Contextmapping in Taiwan. After I graduated, I hoped to apply contextmapping methods in my work; ideally, I'd use my experience to develop feedback processes to improve the method. However, things aren't going as planned. Contextmapping is new to Taiwan's industries and education, so that it's quite hard for me, as a contextmapping junior, to be effective. And being a designer/ researcher in the Taiwan IT industry is not the life I want. I've tried to switch to the service industry, to have contacts with people in real life. At the same time, I will stay involved with user research projects and design cases as a freelancer – and keep my life aspiring and my brain researching!



Maartje Huinink

Scope Design & Strategy

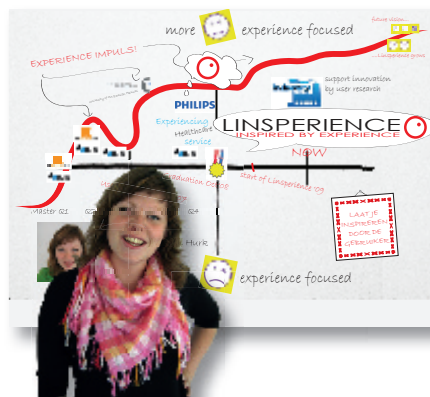
During my studies in Delft I executed several contextmapping studies, which showed me the value of insights into user experiences and user contexts for product development. In a study with the design agency Scope Design & Strategy, we investigated how contextmapping techniques can be successfully applied to projects for SMEs. In my current job at Scope, I'm working on ideation and strategic design projects in diverse industries. I'm always looking for pragmatic ways to benefit from rich insights into user experiences in projects for our clients. The user context still inspires me every day in my ambition to create successful products. I am currently applying contextmapping techniques to design projects, as well as stand-alone services.



Linda van den Hurk

Linsperience

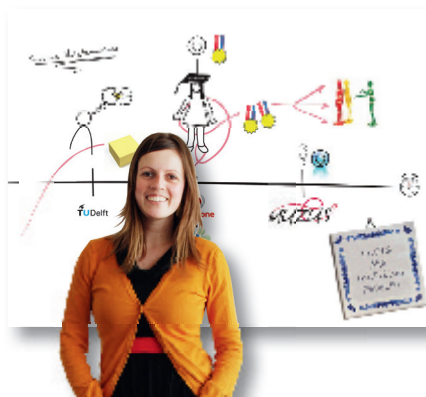
In my Industrial Design Engineering studies, there were some 'experience highlights': courses in Context & Conceptualisation, RichViz and User Inspired Design at the University of Art & Design, Helsinki; and my graduation project on Experiencing Service at Philips Healthcare Customer Services. By focusing on experience, you get a good understanding that helps in developing concepts that people love. I lost my own heart to contextmapping, so I started my company, Linsperience – 'Inspired by Experience'. Linsperience supports companies in their innovation processes (any kind!) to get an understanding of the related stakeholders. Whether it's products, services, product assortments or internal communication - Linsperience looks for insights! Contact me @ linda@linsperience.nl



Sanne Kistemaker

Muzus

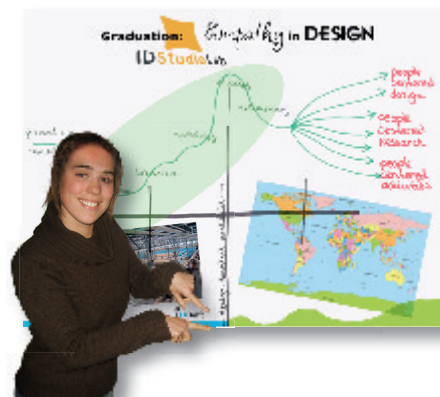
After winning three design awards with my 'Piece of Family', I wanted to apply user-centered design techniques in areas other than simply product design. So I set up the user-centered design agency Muzus, together with my sister. Every day we design with and for people, and our strength is combining the perspectives of researcher, designer and user. We work in four fields: product design, service design, organisational projects with end-users, and community-related projects where people participate in social matters. We notice that businesses are open-minded to user-centered approaches: it's refreshing and inspiring to hear honest stories from real people, presented in a non-commercial way.



Merlijn Kouprie

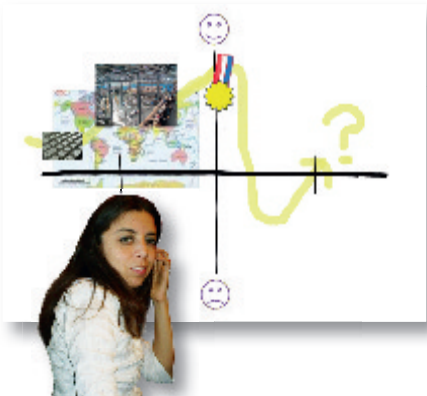
Social and creative researcher

Ever since I made people my main point of interest, I started seeing possibilities for applying creative techniques in all kinds of fields. My future might develop in various directions, but it will remain people-centered. My ambition is to apply my knowledge and experience to socially relevant (design) projects. I believe there's great potential for using contextmapping techniques in development organisations. When you use them as communication tools to stimulate dialogue between different parties, they can help to raise people's awareness. Increased awareness can help them to understand their ability to improve their situation. In the end, I want to contribute to improving people's lives.



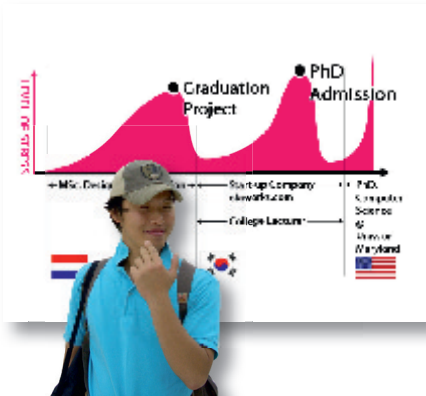
Andrea Leal Penados
New graduate

I developed my graduation project for TNO Quality of Life: a toy that stimulates children to increase their physical activity. The research focused on children and their parents in order to discover what motivated them to be more physically active. Contextmapping techniques were useful during the whole design process. For example, interviews with parents and children were carried out using generative tools during the research phase, and generative sessions were conducted with children to gain information about what was important for them, and to generate ideas and test design concepts. I'm certain that, in my future career, everything I learned will be used in some way.



Tak Yeon Lee
University of Maryland

For two years after graduating from the Design for Interaction course, I applied the contextmapping approach to many projects in South Korea. As a project manager in a start-up company, I've designed a blogging system that promotes visual creativity in people. I've also taught introductory courses on human-computer interaction in two universities. In doing so, I realised that what I have learned in Delft is not only useful design techniques, but also a constructive way of thinking applicable to general tasks. Now I am taking a PhD course in the Computer Science department at the University of Maryland, USA. My research topic is information visualisation systems using enormous datasets, such as genome information.



Elisabeth Leegwater
Oliver Wyman

It was wonderful to have 'four minutes of fame' at the symposium. I was consumed by 'contextmapping madness' during my Master Design for Interaction course, and I am happy to apply this and other design knowledge in my professional life in Barcelona, Spain. For me, it's important to help clients better understand their customers, and transform these insights into opportunities and concepts for innovation purposes. Our world is evolving very rapidly, and I've discovered that many businesses are therefore open towards a more creative, open-minded and people-centred approach. There is still a lot to discover regarding the integration of design and business activities, but it's a fun and inspiring experiment!



Martje van der Linde

Blauw Research

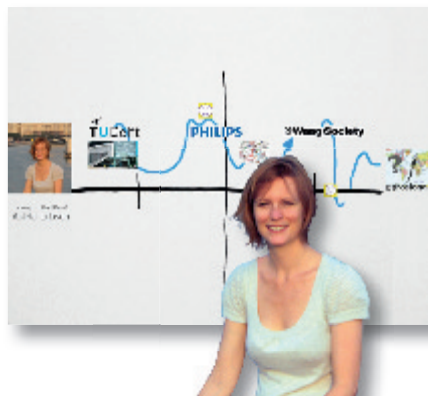
Why do we love some products, but hate others? Why do we feel connected to one brand, yet miles away from another? How can products fit our lives? During the Design for Interaction course, I was taught methods and techniques to investigate the role of products in people's lives, and how products can be optimised to fit our habits and rituals, and hence express our identity. In my current job at market research agency Blauw Research (Rotterdam), I mainly address these issues from the consumer point of view, conducting research for large companies in the durables and FMCG market. In the future, I hope to approach the subject more from a design/innovation perspective, by integrating consumer research into new product development.



Astrid Lubsen

Waag society

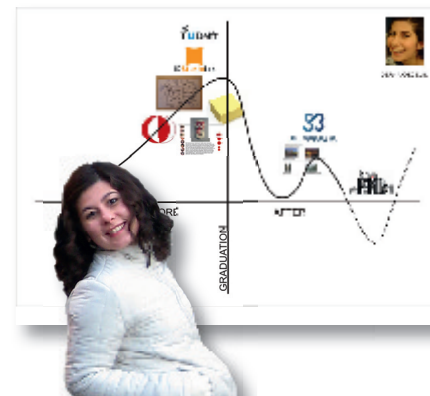
During my Integrated Product Design course, I discovered contextmapping - and loved it. So for my graduation project at Philips, I applied context mapping on a larger scale while researching how people deal with neck complaints. I discovered an enthusiasm for applying generative techniques in a company environment. Three years down the road, I work as a user researcher/designer at Waag Society. Most of my projects are healthcare related, where it is crucial to understand how users experience their world. Although it's a challenge to keep the research within budget and timing, the results are always surprising. For the future, I hope to continue working in the field of design research and get lots of inspiration from people's everyday lives!



Derya Ozcelik

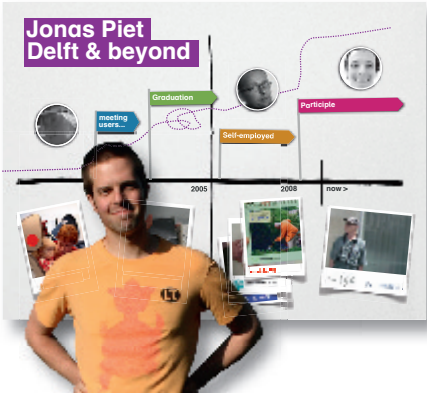
Superbus/TU Delft

I received my degree in Industrial Design in 2004 from Middle East Technical University (Ankara, Turkey), as 'highly-honoured graduate of the year'. I then began my master studies. In spring 2006, I visited TU Delft Industrial Design Engineering as an Erasmus Exchange student. There I worked in ID-StudioLab, where I encountered contextmapping studies. I did literature research on participatory design methodologies, which became the basis for my graduation thesis on the analysis of participatory design methodologies and their utility for industrial design practice in Turkish industry. Since 2007, I've been working on the Superbus Project, TU Delft (www.superbusproject.com) as an interior and user experience designer.



Jonas Piet
Participle

I work at Participle, a London-based studio designing public services targeting social issues such as loneliness and youth development. Working with and for the public, these projects change everyday lives. I graduated in Vilnius (Lithuania), with a tourist information system. Then I worked freelance on a range of projects - from mobile internet applications for older people (Vodafone), to illustrating abstract future scenarios with user-based implications to support mobility decisions (Rijkswaterstaat / Dutch Ministry of Transport). The common element in these projects is a user-centered approach, in which the people who will actually use the service are encouraged to explore, create and inspire the design at the start of the process, as well as test prototypes later on.



Victor Visser
Jungle Gym

From the moment I started my education at TU Delft, I have always been interested in user-centred design. Several courses and an internship have taught me various useful methods and techniques. In 2005, I was one of the first to graduate in using contextmapping methods. Using a wide spectrum of tools, I have developed a vision and concept of user-friendly entrance admittance. Since completing my education, I've worked as a designer of products for disabled people. I now design backyard playgrounds. These are both fields where a user-centred approach is very important. Although I don't currently use contextmapping in practice, my background helps me to look at products from a user-centred perspective.

