

Designing with abstract qualities.

When I design I rather focus on the experience than the actual mean that facilitates this experience. By doing this I try to implement the abstract notions of a certain feeling or emotion into the interaction with a product or service. For me the interesting part of this module was that we took these kind of qualities as a starting point for a design process. Taking this into account in an early stage of the process creates a phenomenological context to design in. When you design in this context I noticed there is a big difference in concept development in comparison to a 'regular' design process as is described in the report. We started with abstracting values from a poem, which is already not a very concrete vehicle on its own. In a way for me this felt as a reversed process since we already had the notions we wanted to convey. The challenge now was to go from these abstract notions back to a concrete product.

Concrete guidelines for designing with abstract qualities.

In order to do get towards this translated tangibility it was necessary to use guidelines that would give sufficient structure for this unusual way of designing. This meant that we had to look how we could use existing methodologies in a reverse way. By using the principles of a WORTH-map (G. Cockton, 2009) we could order and visualize our findings. For me this handhold when working with such abstract values is very worthwhile. I notice that for me this gives a good balance between the two extremes and a clear vision on where the results should go.

Awareness of the process in relation to the end result.

In regard to keeping track of the process and the structure and guidelines that meant to give me a balance in this process there are some interesting points to reflect on. Although I felt very satisfied to have a clear vision on what I am doing this did blur the view on the end goal. As much as I wanted to have balanced the process this was not always the case. Being aware of the steps and seeing the value of abstracting qualities I could almost say that I was too busy with learning and reflecting. This constant awareness of using this new methodology has resulted in a prototype that did not had the full richness of qualities and values that were discovered during the process. By constantly reflecting on what I was doing and how I was doing it I forgot to pay attention to implementing this learning into the final product.

Social cultural value in my design approach.

I believe that for me this module has added to my growing expertise in a social driven design approach. When designing with and for people I think that these qualities and values that are contained in experiences need to be taken into account. It is even more important to let people think about these qualities themselves and how they like to see them in any design solution possible. This module has given me the possibility to approach a design process in a new and richer way. With that it also showed how designing with this approach I require a certain academic method to guide me. By doing so I have to make sure that I keep focused on the end goal and balance abstraction and production into a satisfying result.