

DESIGNING EVERYDAY LIFE

by Max Munnecke



new challenges

social innovation

quality of life

sustainability

reliable business opportunities

empower people

meaningful lives



everyday life

social innovation

quality of life

loyal customers

stable markets



meaningful
lives

EVERYDAY LIFE

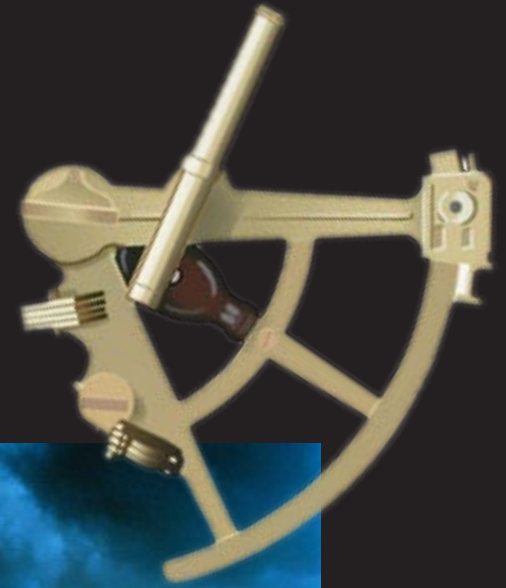
sustainability



“everyday life can be the key
to meet the challenges of
modern society!”

envisioning new ways of living

involve stakeholders
externalize point of view
democratize the future
gain momentum
memory of the future
analytical + visionary

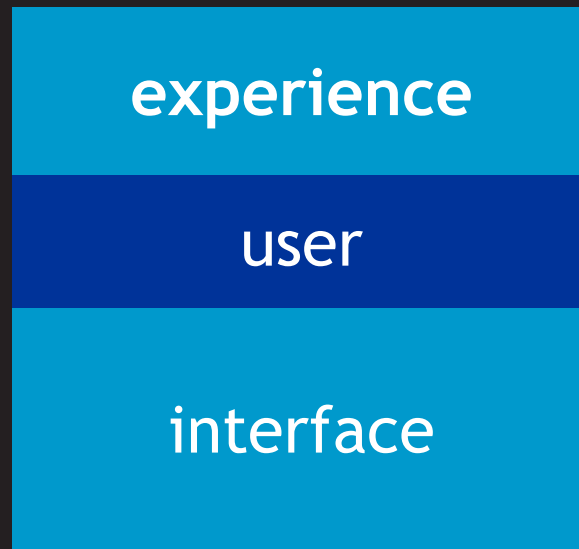


changing design paradigm

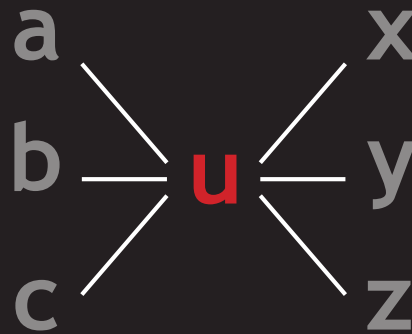
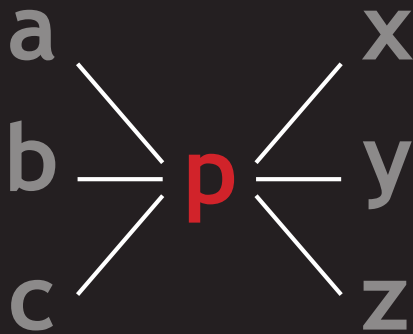
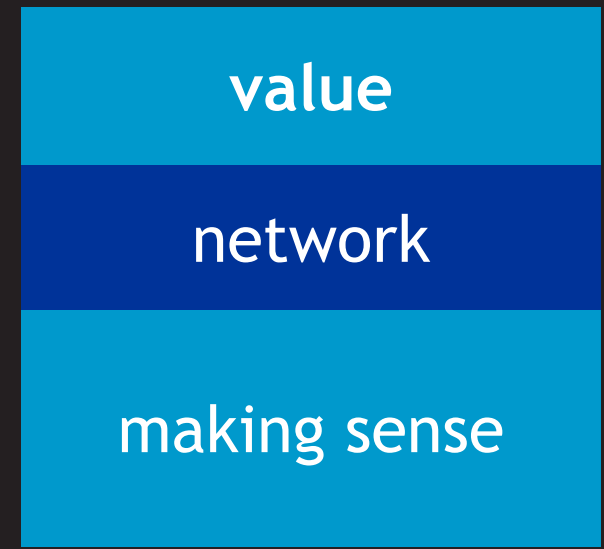
1950-70s



1980-90s



2000+



[Inspired by Josephine Green, Philips Design]

the 3rd way

society



practice



individual

practice-oriented product design

from the
POPD collective

POPD Manifesto

Designers fear they are the lackeys of capitalism. Of course they are. But they are also architects of society. They hold in their hands (a little bit of) the means to define the practices of which human experience and social order are constituted.

Practice Oriented Product Design (POPD) recognizes the opportunities and responsibilities this power entails. Of late, designers have been interested in User-Centered Design (UCD). The radical idea - that products and services should be designed for the people who use them - is welcome progress. But it does not go far enough. UCD focuses on single products and on individual users; it encourages a fragmented pick-and-mix methodology for understanding user needs - needs which are taken to exist even before the designer's intervention. POPD is more:

POPD contends that product innovation requires innovation in practice.
POPD says that the product is nothing without the practice.

POPD is more:

POPD tenets:

- POPD holds that practices are the basic unit of society**
POPD renounces all approaches, whether in social science or in design, that focus on specific products or upon individual users. POPD focuses on the routinised ways of doing, understanding, knowing, and desiring which comprise human experience and social structure at all scales. It is in the performance of practices that users and products come together. In complexes of skills, meanings, materialities and temporalities, it is in understanding the dynamics of practice and in identifying points for intervention that the power of POPD resides.
- POPD knows we are all POPDers (practice oriented designers).**
engaged in assembling components of practice - products, competences, meanings - with skill and occasional creativity in the process of 'accomplishing everyday life'. POPDers accept the limitations and opportunities this represents.
- POPD goes beyond the 'verbal'**
Killey and Utman explain that ICD thinks of products 'in terms of verbs, not nouns: not cell-phones but cell-phoning'. POPD has a more radical understanding of how practices structure society.
- POPD realises that no object is an island**
so it attends to the relations between products, not to objects in isolation.

Implications:

By paying hold of the means by which products intervene in practices, POPD shows designers how they shape everyday life and the structures of society. POPD matters for designers who want to change the world and for those who want to sell more stuff.

POPD provides a critical understanding of design in cycles of production, consumption and use. It recognizes the flow of meanings, competences, purposes and products in which designers intervene.

POPD integrates concepts from science and technology studies, consumption and design. POPDers are happy with terms like diffusion, innovation, domestication and co-evolution.

Methodologically, POPDers study practices now and over time. This requires an eclectic and pragmatic approach: large scale data sets, statistics on the use of time, money and energy, market research, and detailed qualitative exploration of situated practice - all can help in following the traces of practice across space.

POPD understands that history matters!
Understanding the dynamics of practice means understanding communities and patterns of co-evolution over time: look backwards to see forwards.

POPD recognises that needs are made
Needs do not exist, ready made. They emerge from the dynamics of practice. Products, designers and consumers are all agents of change but none can change alone. Their interdependence defines and limits the scope of POPD.

POPD assumes the relationality of value
Value does not reside in the product itself, nor in the meanings attached to it. Value emerges in practice, it is defined by relations between products, and between objects, skills, meanings and temporalities. Design success is situated and situational.

POPD never ends!
POPD is implicated in the long term evolution of practice. POPD refutes the temporal linearity of contemporary product design. POPD does not end when a product sits on shelf. That moment is but one in the POPDers' ongoing relationships with the practices in which they intervene.

**DESIGNERS OF THE WORLD UNITE!
YOU HAVE NOTHING TO LOSE
BUT YOUR CLIENTS**

MANIFESTO OF PRACTICE ORIENTED PRODUCT DESIGN

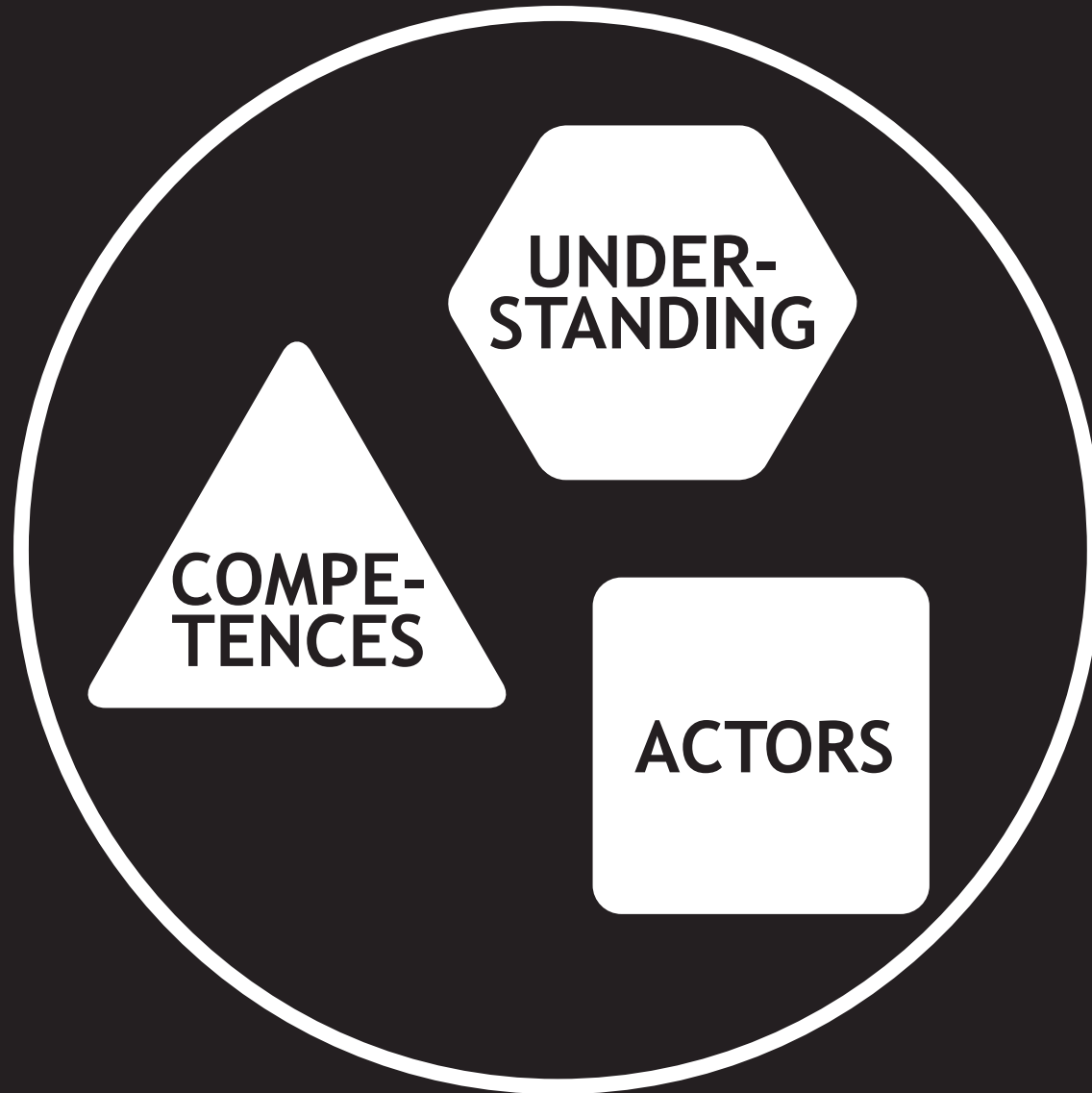
a practice

repetitive across time and space
remove random noise
shared understanding

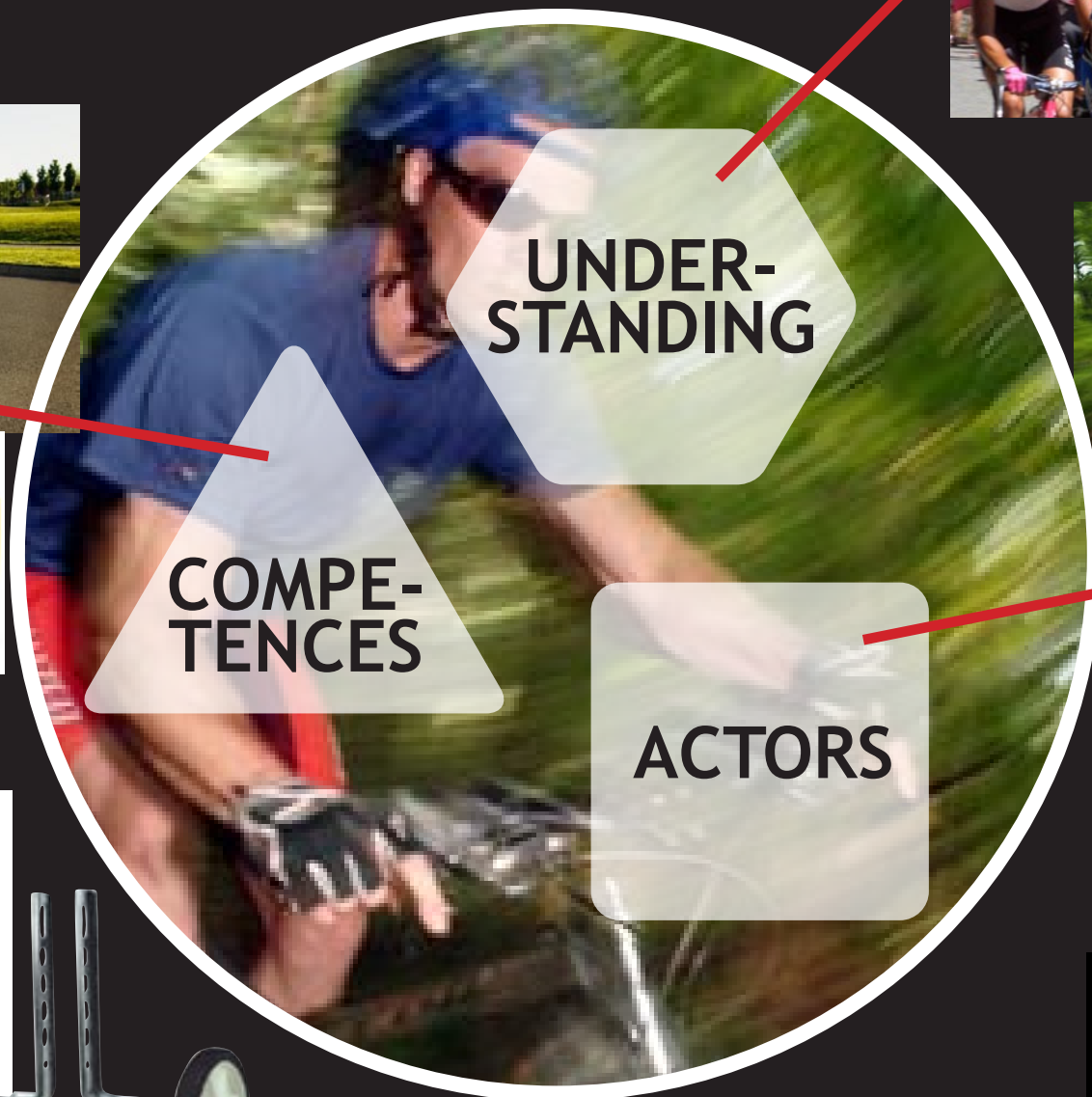
= set of activities,
routine, habit,
daily chore.



elements of a practice



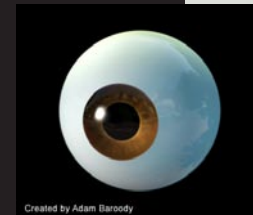
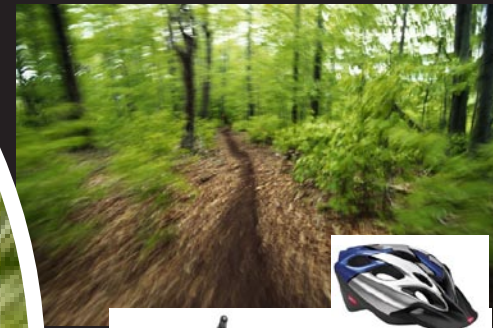
case: mountain biking



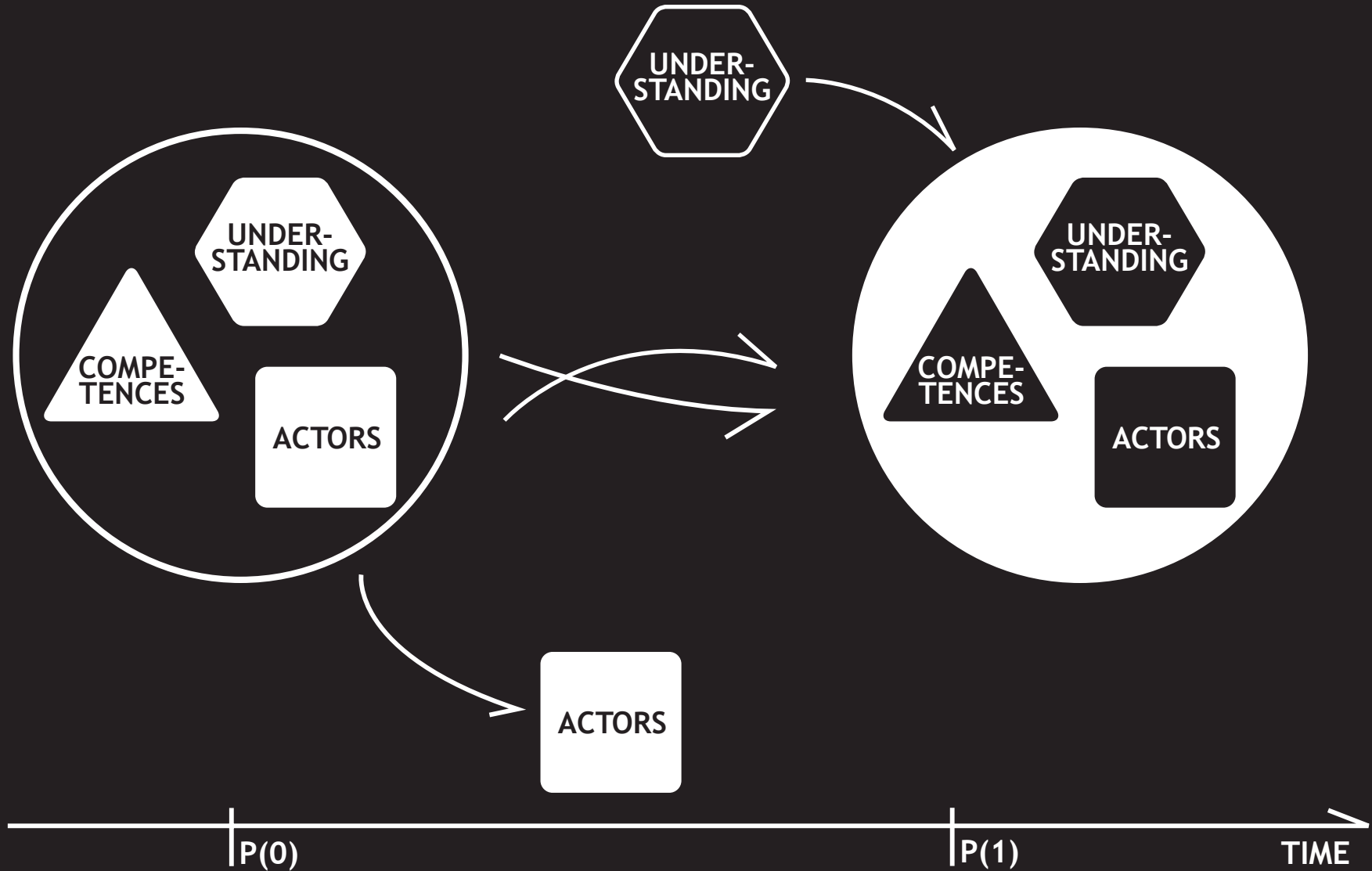
UNDER-
STANDING

COMPE-
TENCES

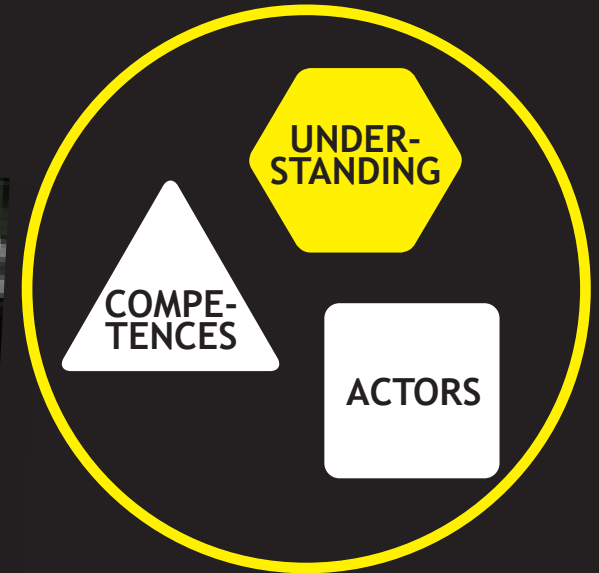
ACTORS



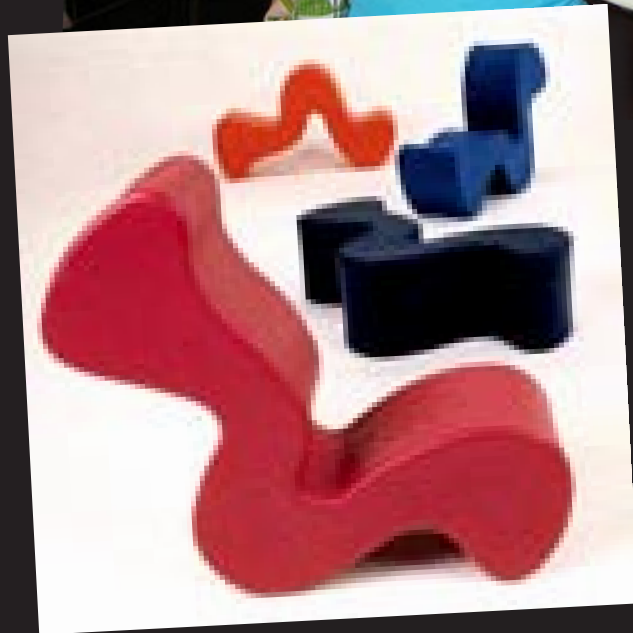
life of a practice



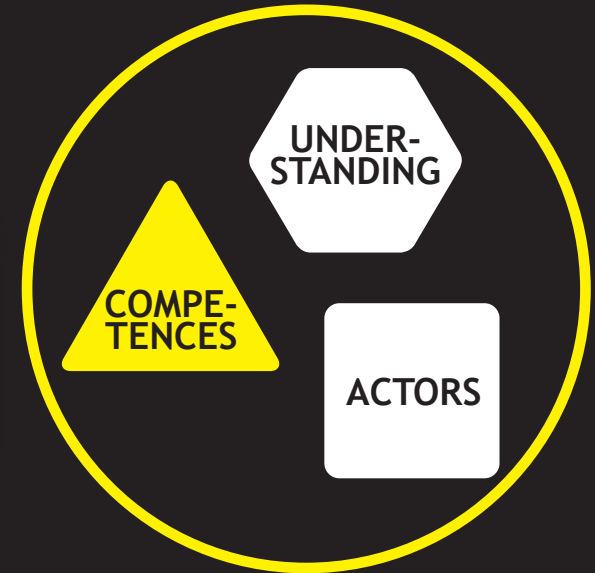
changing practice



changing practice



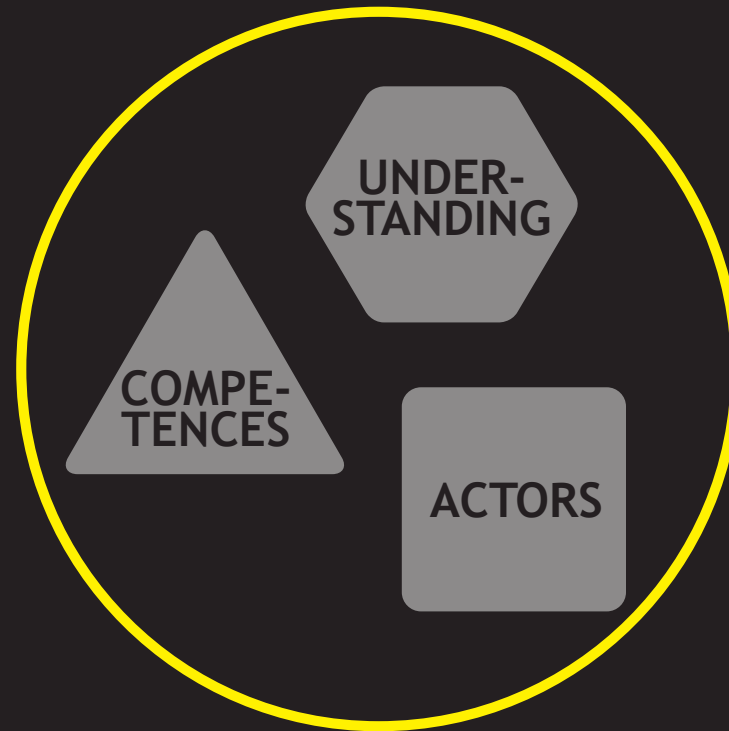
changing practice



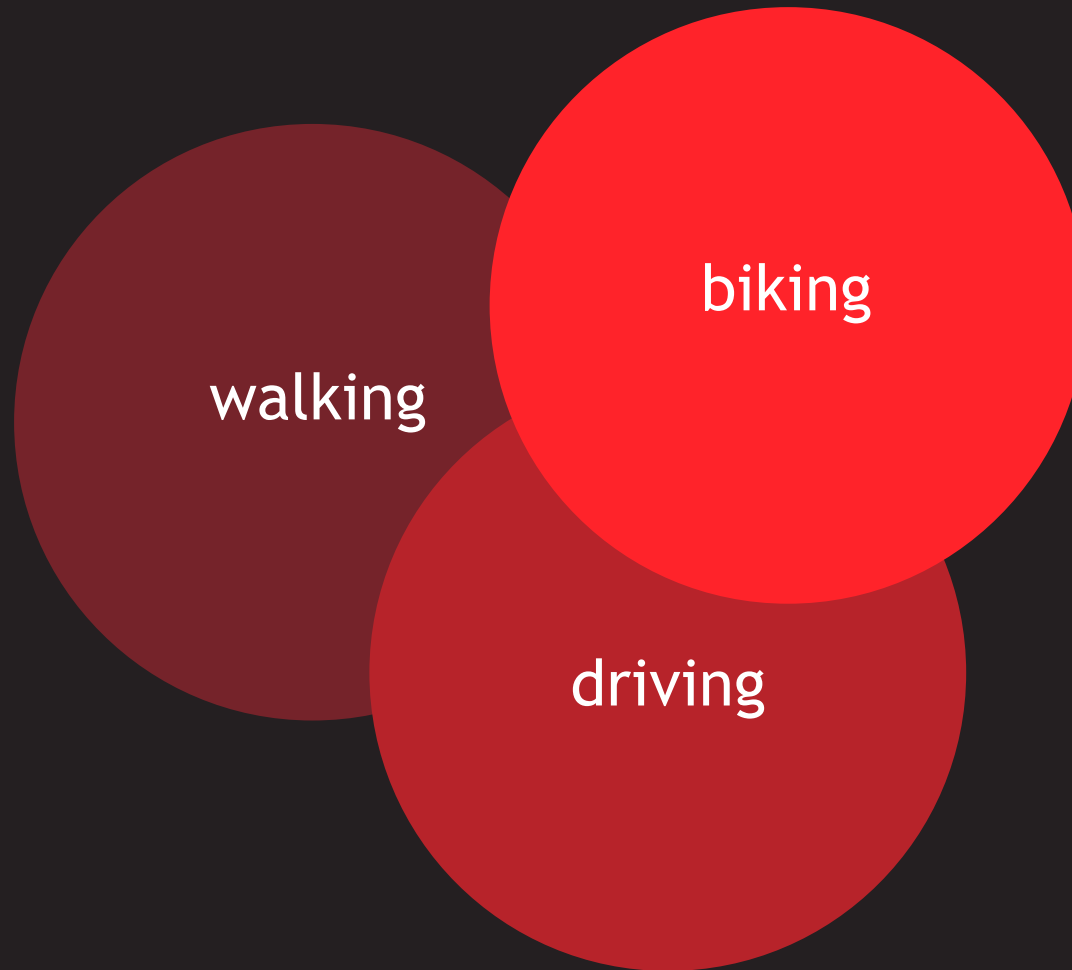
practices as unit of analysis

reproduction

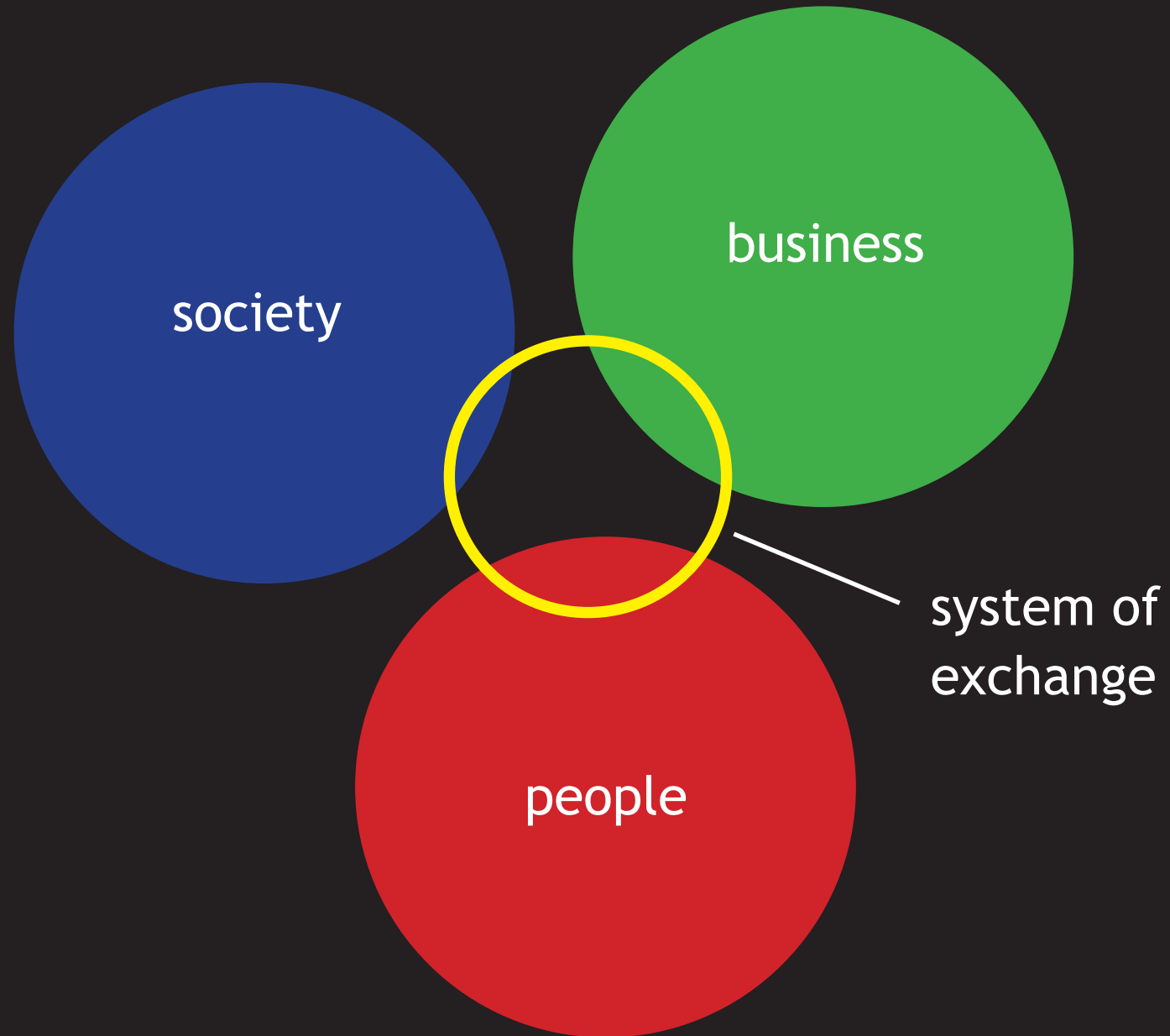
drives markets/society



competing practices

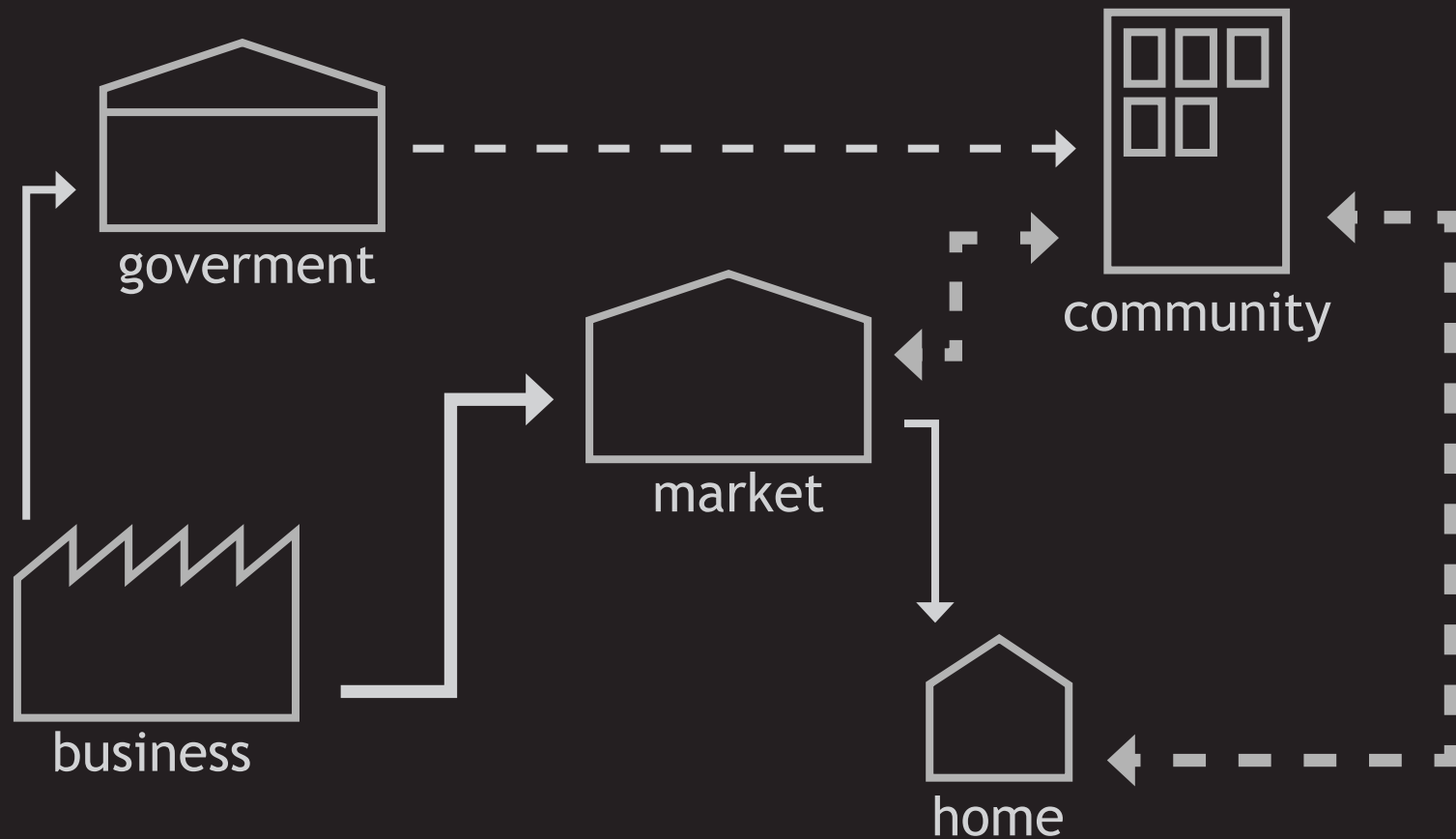


integrated practices



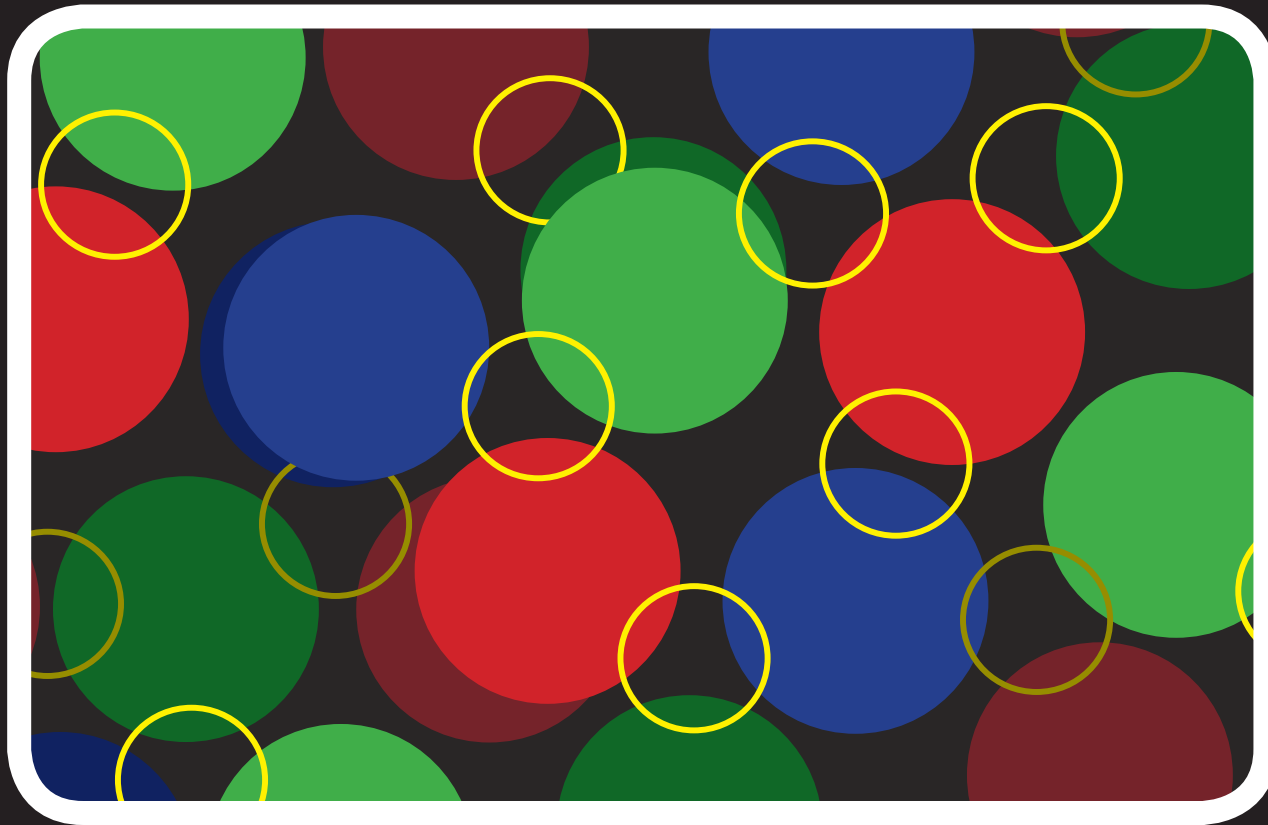
product service system

products, services,
money, risk & trust.

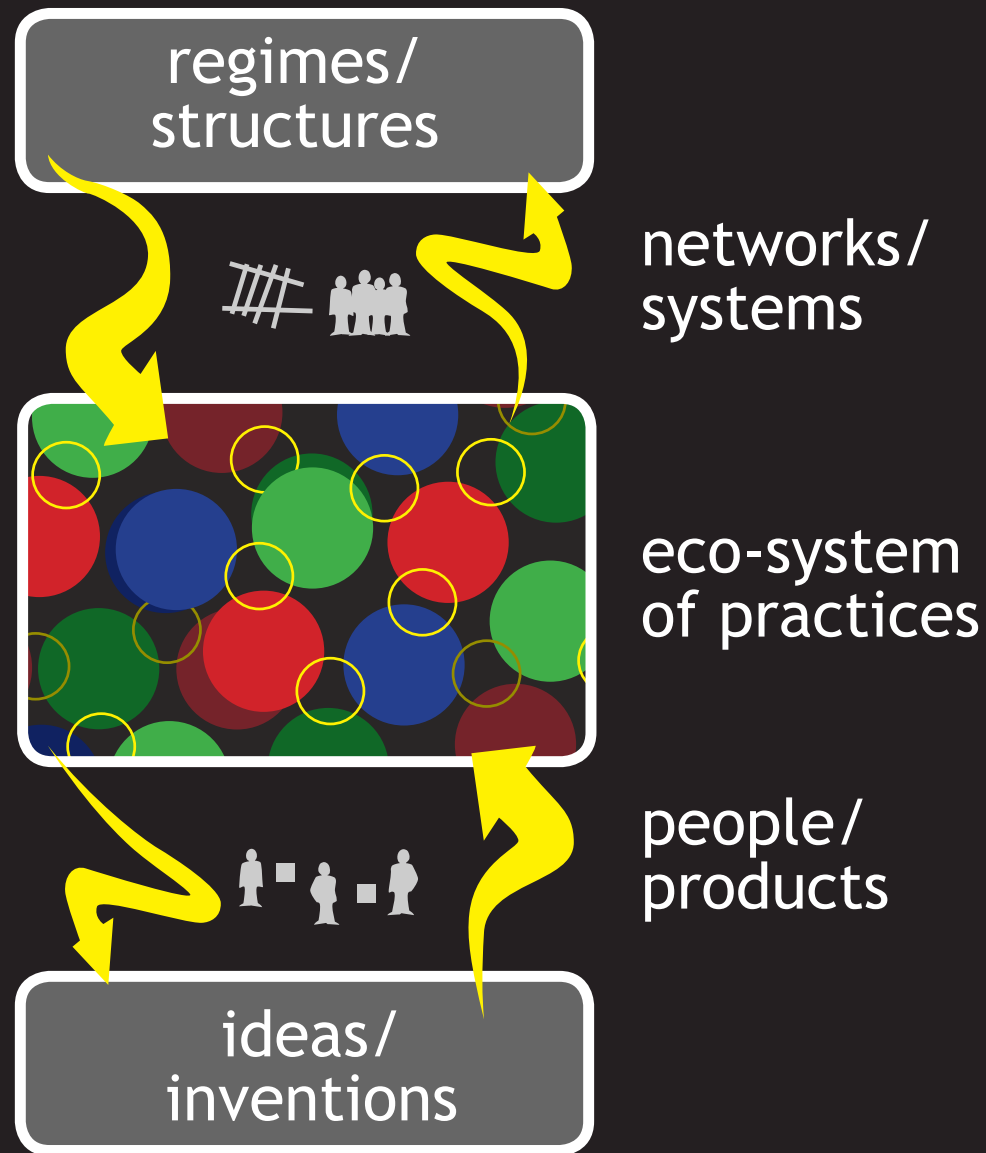


[Inspired by Ezio Manzini, Politecnico di Milano]

eco-system of practices

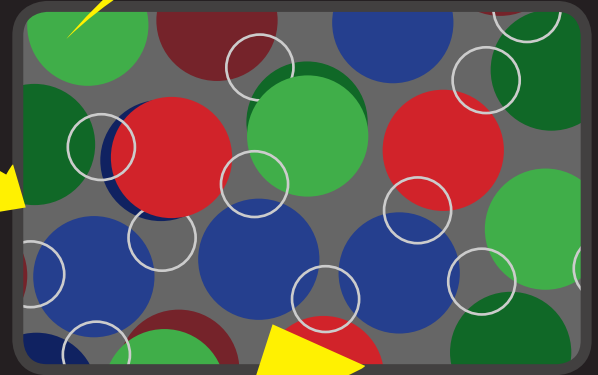
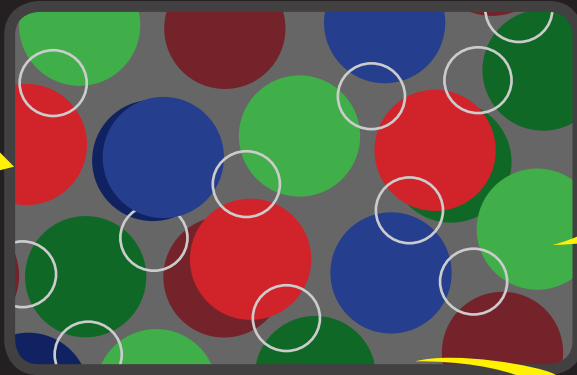
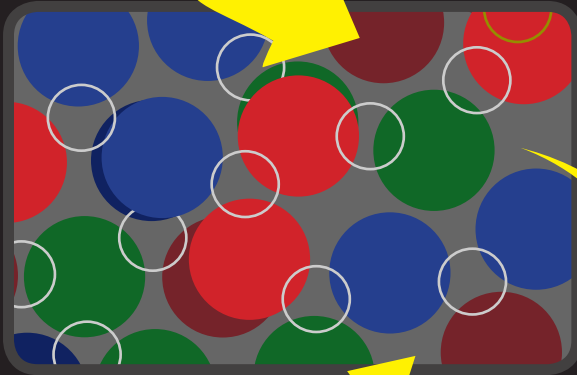


network & structures




dynamics of practices

regimes/
structures



ideas/
inventions



“The problems are solved,
not by giving new information,
but by arranging what we have
known since long.”

[Ludvig Wittgenstein]