

# THE DESIGN OF EVERYDAY LIFE

by Max Munnecke





“Design starts with a  
question”

# your design brief

rfid tags in packaging.

a perfect work shoe.

customer expectation of shopping center.

increase number of returning customers.

mobile library for all ages.

re-think temporary workers.

# your design brief

rfid tags in parking.

**PRODUCT**

a perfect work shoe.

customer expectation of shopping center.

**PEOPLE**

increase number of returning customers.

mobile library for all ages.

**SOCIAL VALUE**

re-think temporary workers.

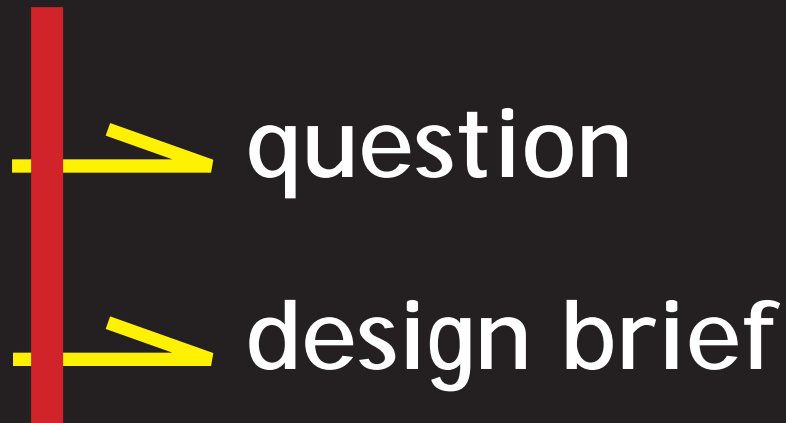
# evolving worldviews

PRODUCT LED	MARKET LED	SOCIALLY LED
1950-70s	1980-90s	2000+
consumption	experience	network
technology driven	people driven	value driven
products hardware functionality	interface aesthetics emotions	sense-making open innovation co-creation

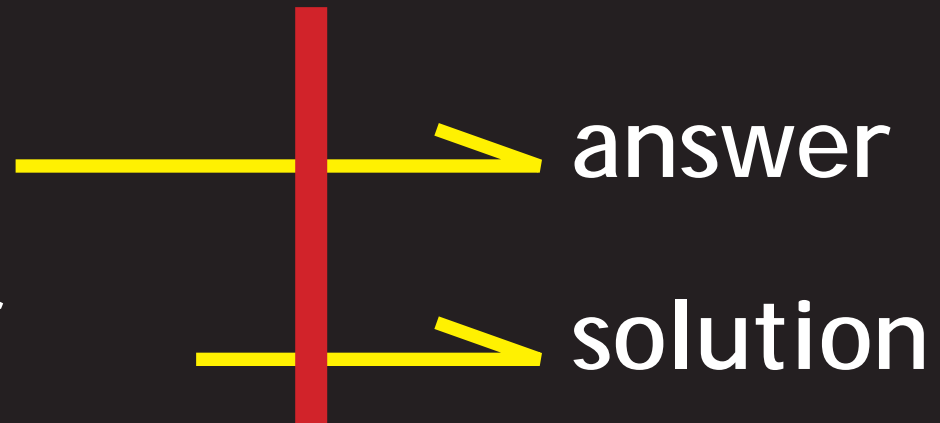
[josephine green, philips design]

# analytical framework

worldview



framework



# “How to analyse everyday life?”



# THINKING IN PRACTICES

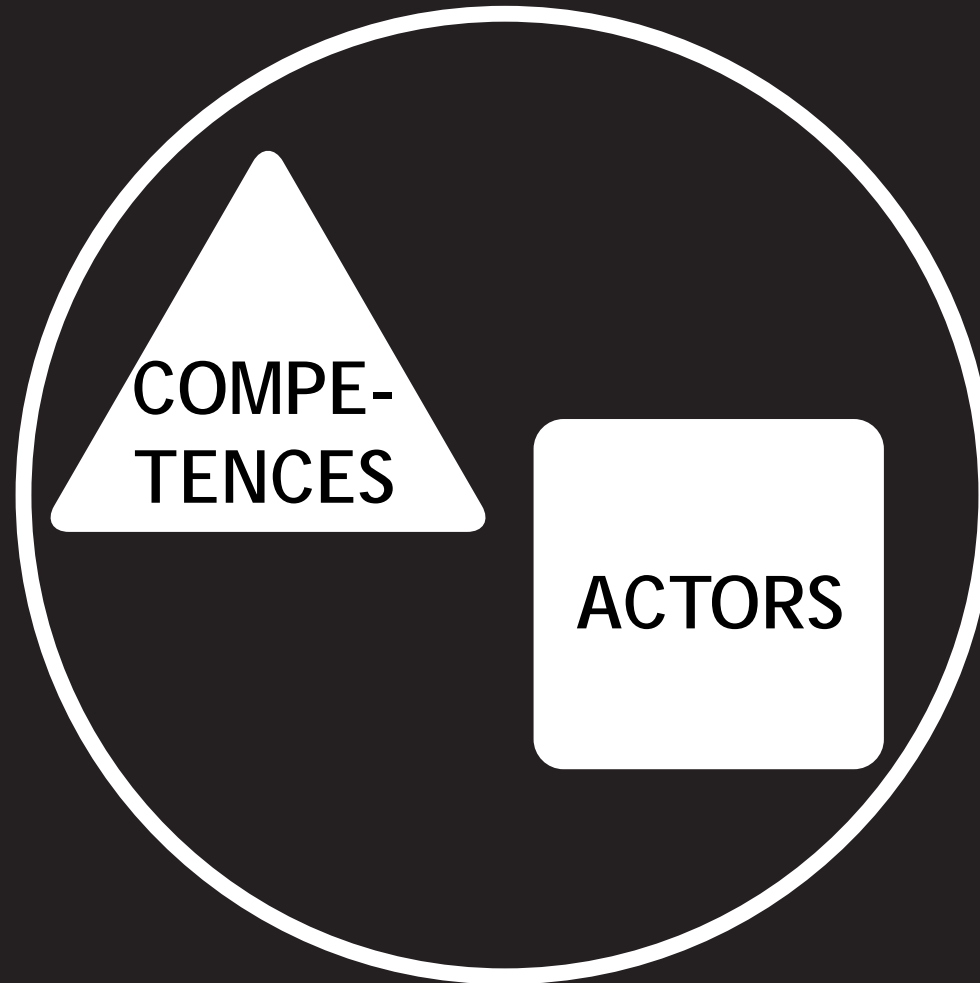


# a practice

---

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

UNDERSTANDINGS



# case: mountain biking



## UNDERSTANDINGS



# puppet theater



script  
= understanding

puppets & things  
= actors

hidden hand  
= competences

# case:coasting bike

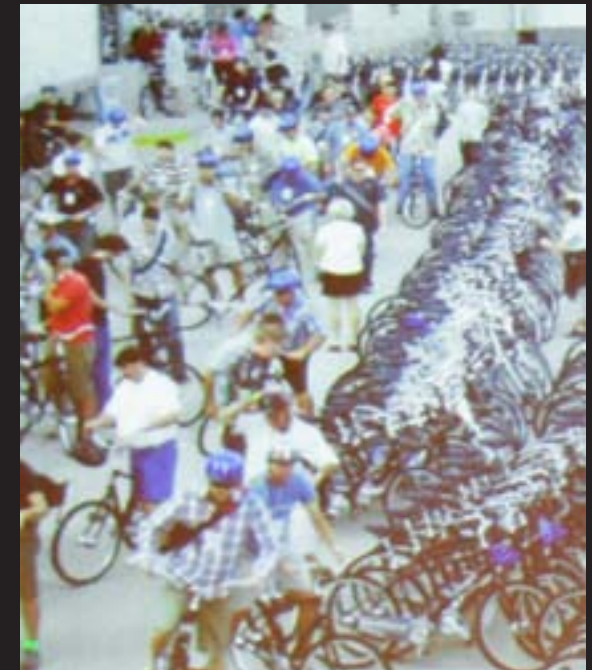
the making of a practice

**SHIMANO**



**IDEO**

# case:coasting bike the making of a practice



# case:post-it

the making of a practice

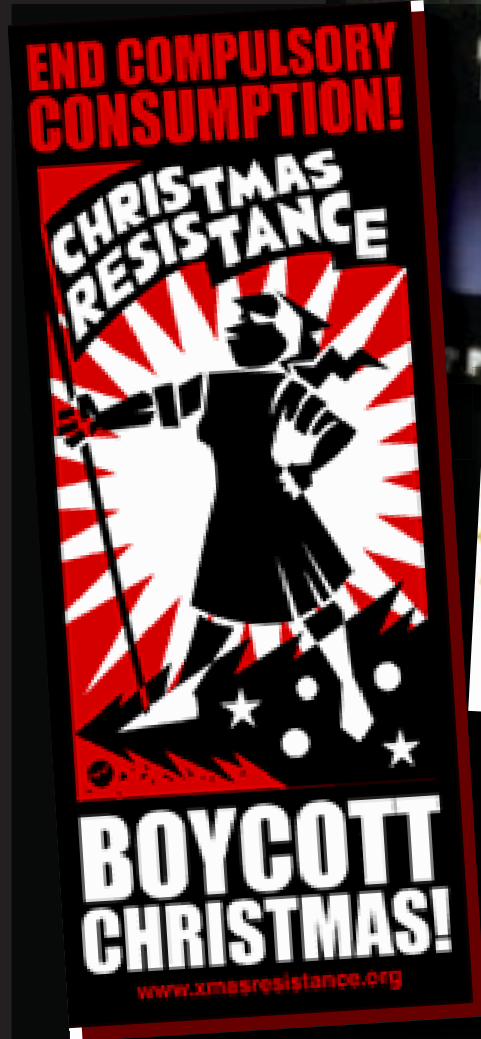
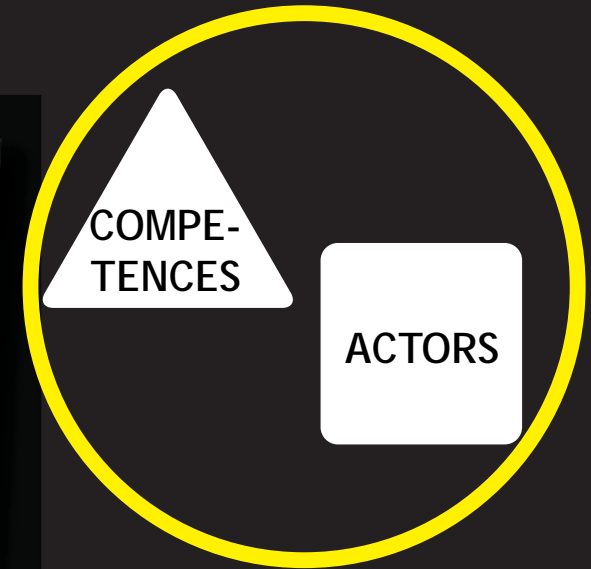


case:sms  
the making of a practice



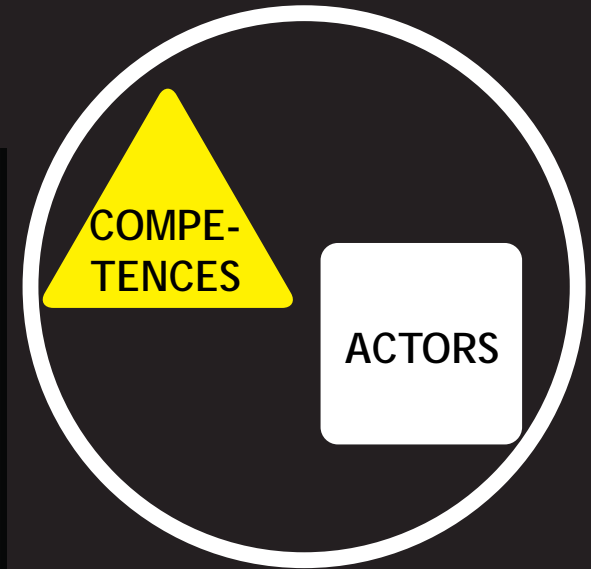
# changing practice

## UNDERSTANDINGS



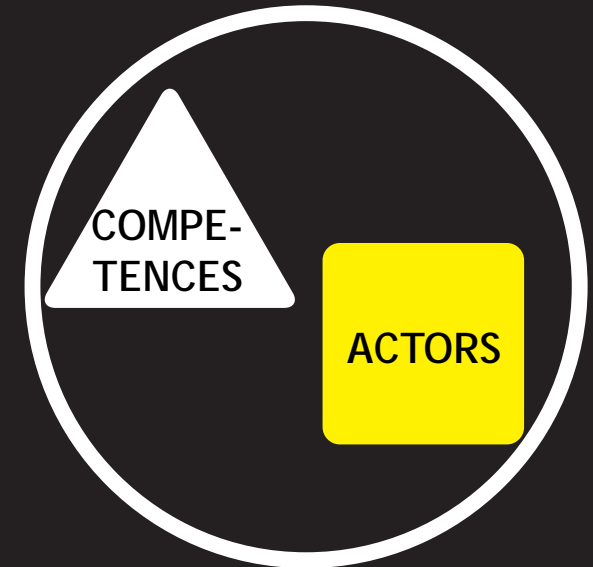
# changing practice

UNDERSTANDINGS



# changing practice

UNDERSTANDINGS



# characteristics of practices

practices are nexus of many products/people

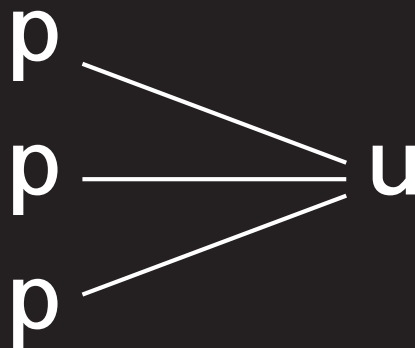
people/products are nexus of many practices



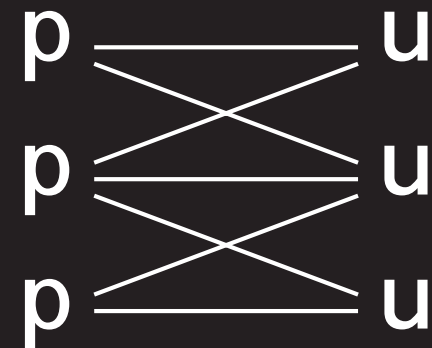
product-oriented



people-oriented



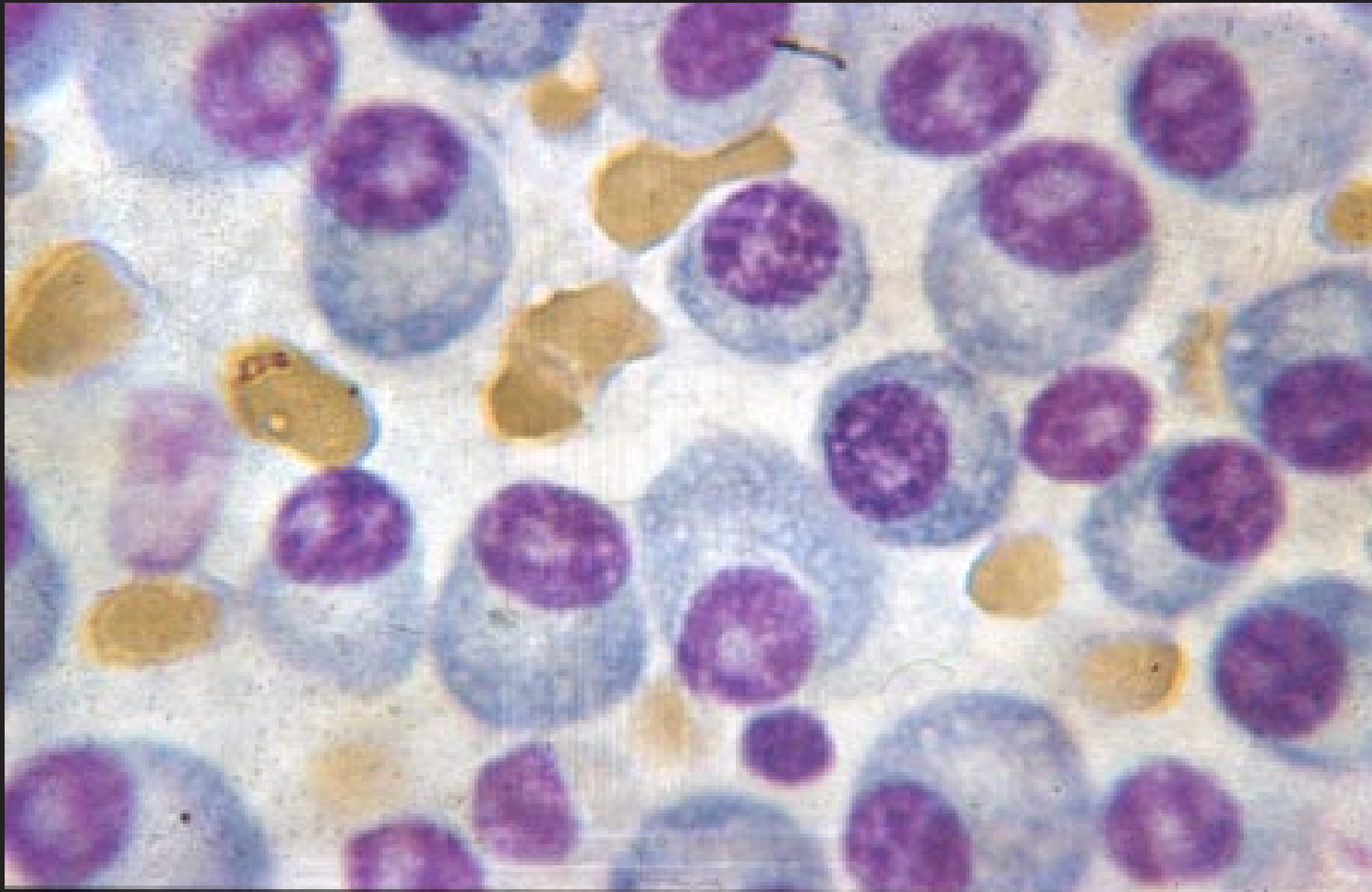
practice-oriented



u:user p:product

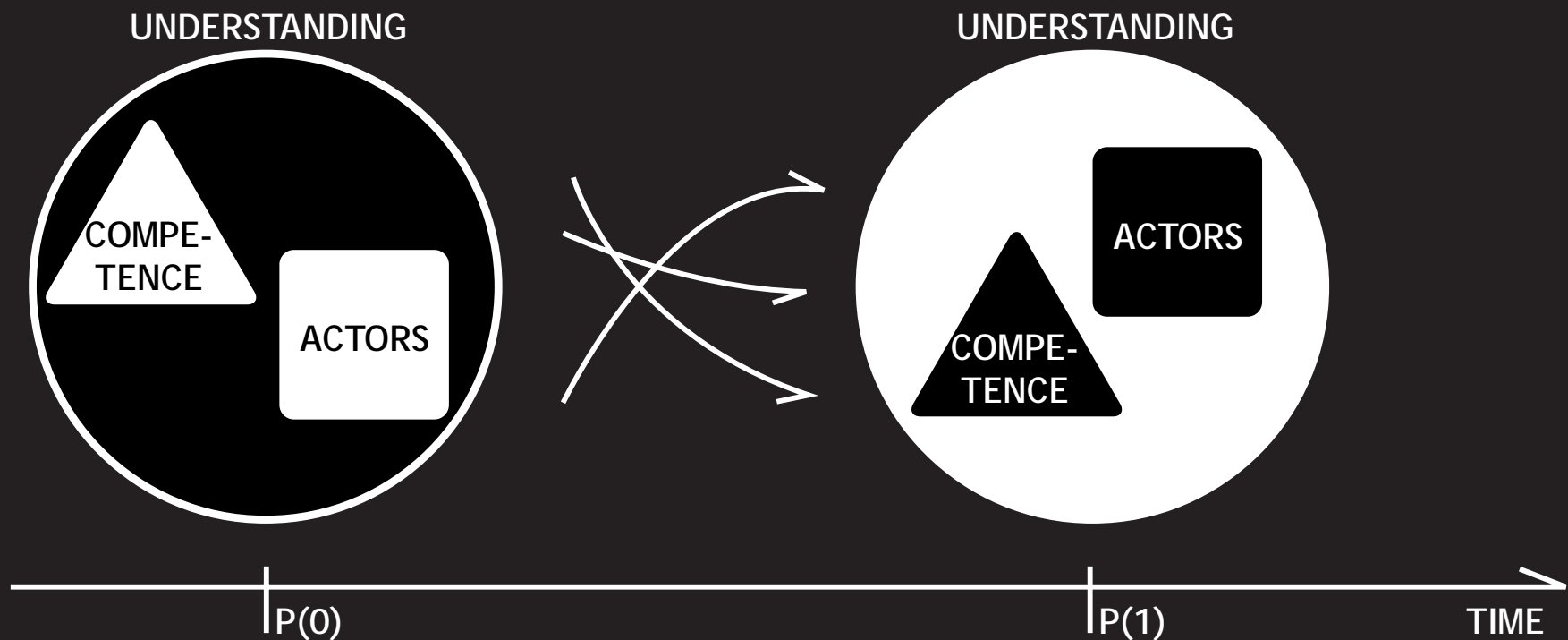
# characteristics of practices

spread across space and time  
like a virus



# life of a practice

emergence >> reproduction >>  
desintegration



# practice framework

focus on everyday life  
sense-making activities

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

de-focus products & people  
operational for designers

reproduction  
drives markets/society

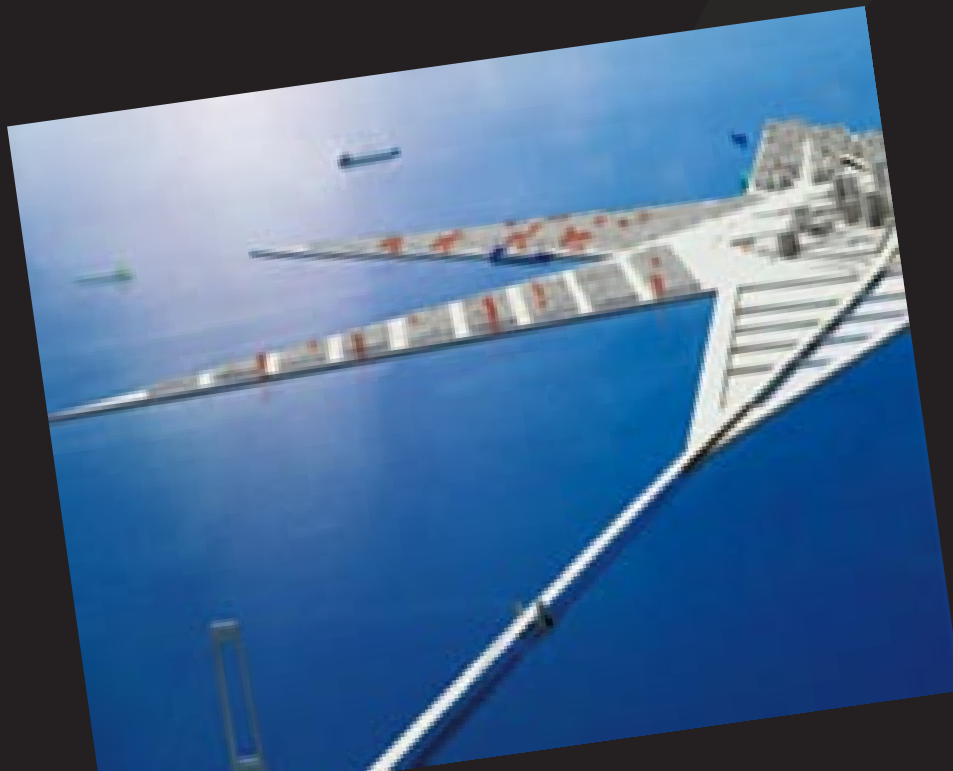
Any questions?

# THE BIG QUESTIONS



# the BIG questions

develop poor asian farmers  
develop the baltic region  
food, transport, health care...  
networks & open innovation



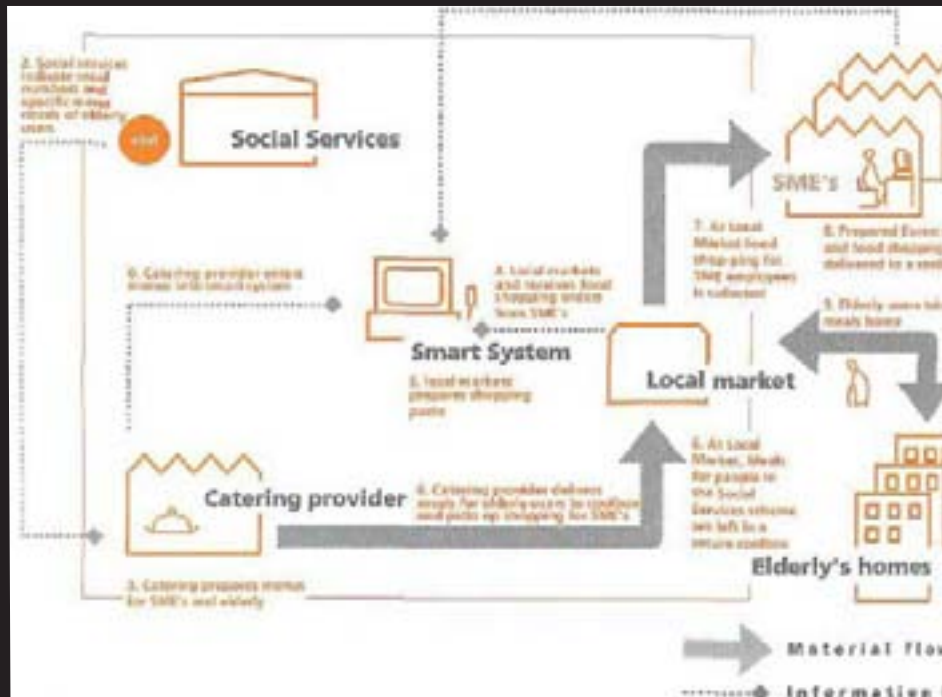
We will  
eliminate  
the need  
for raw  
material  
and banish  
all waste.

[victor papanek, bruce mau,  
nextD, index2007]

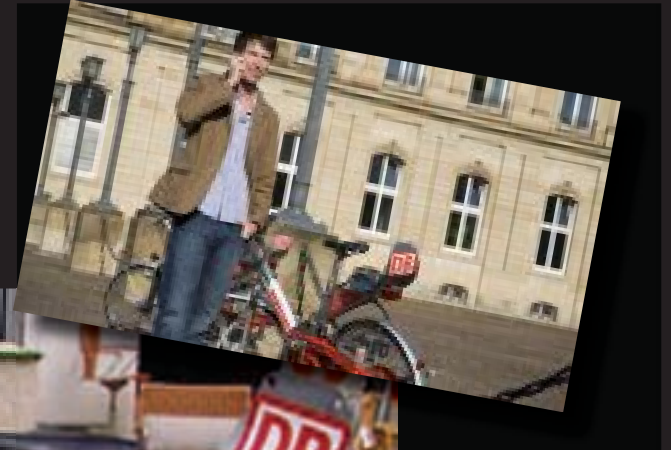
# product service systems

networks of organization, business and people.

flows of products, services, access, time, competences



# case: call-a-bike



# case: apple



# case: youtube.com

The screenshot shows the YouTube homepage in a Mozilla Firefox browser window. The address bar displays "http://www.youtube.com/". The page features the YouTube logo and navigation links for "Videos", "Categories", "Channels", and "Community". A search bar is prominently displayed. Below the search bar, there are sections for "Videos being watched right now...", "Promoted Videos", and "Featured Videos". The "Featured Videos" section includes two video thumbnails: "My First Crush" (8,618 views) and "15th Century Email" (36,403 views). A login form is visible on the right side of the page, and a banner for "On The Rise" is at the bottom.

YouTube - Broadcast Yourself™ - Mozilla Firefox  
File Edit View History Bookmarks Scrapbook Tools Help del.icio.us  
Back Forward Reload Stop Home Downloads [http://www.youtube.com/](#) Go DownloadHelper Google

**You Tube**  
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[Videos](#) [Categories](#) [Channels](#) [Community](#) [Upload](#)

Search powered by Google

Videos being watched right now...

Promoted Videos

Featured Videos [See More Featured Videos](#)

**My First Crush**  
From [lulupol](#)  
Views: 8,618  
★★★★★  
More in [Film & Animation](#)

**15th Century Email**  
From [mannsymphony](#)  
Views: 36,403  
★★★★☆  
More in [Comedy](#)

OnTheRise R&P Edition '07  
[Congrats Conrad!](#)  
From [OnTheRiseR&P](#)  
Comments: 0  
Login to rate video  
★★★★☆  
170 ratings

Login [Sign Up](#) | [Help](#)

Username:   
Password:

[Login with your Google account](#)

Read img.youtube.com

# case: superflex

value-based innovation

social responsibility

co-creation >> “prosumer”



# LOOKING INTO THE FUTURE



# why look ahead

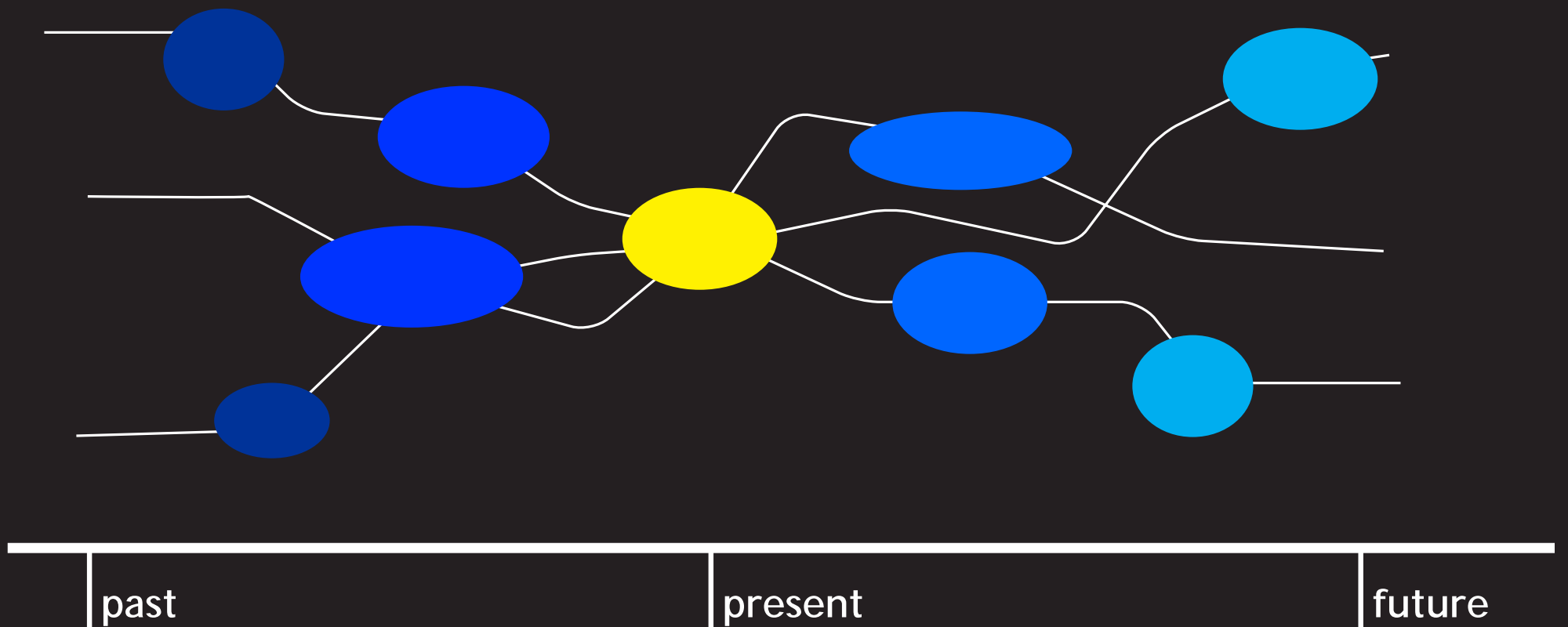
navigation

memory of the future

democratize the future



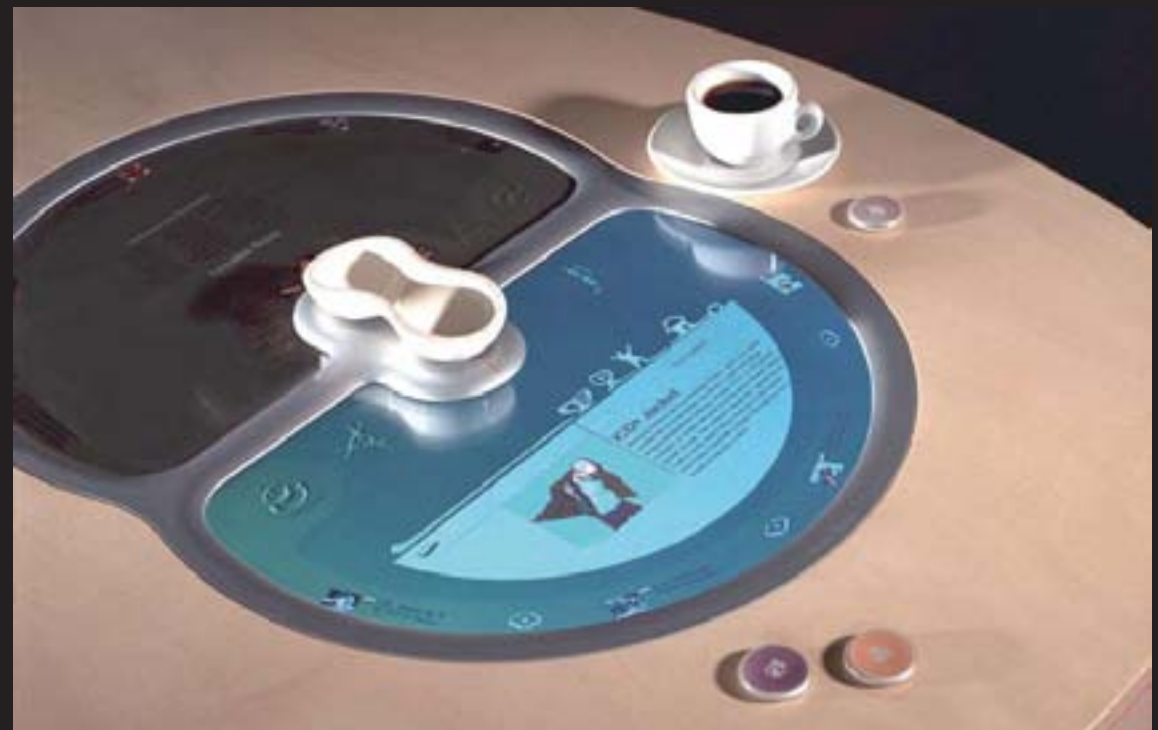
# scenario technique



# future practice process

PHASE	TASK	DEADLINE
DEFINE ASSIGNMENT	1 Translate brief into “practice” terms.	
	2 Define scope and depth of assignment.	sunday
ANALYSE CONTEXT	3 Analyse elements of practice.	
	4 Map context of practice.	tuesday
ENVISION FUTURES	5 Uncover key dynamics, drivers and events.	
	6 Predict possible trajectories and envision desirable futures.	thursday
DEVELOP CONCEPTS	7 Identify gaps of opportunity and develop concepts.	
	8 Communicate and assess concepts.	saturday

# case:philips



case:nec



# case: fuseproject



# case: movies

[bladerunner]



[minority report]

[clockwork orange]

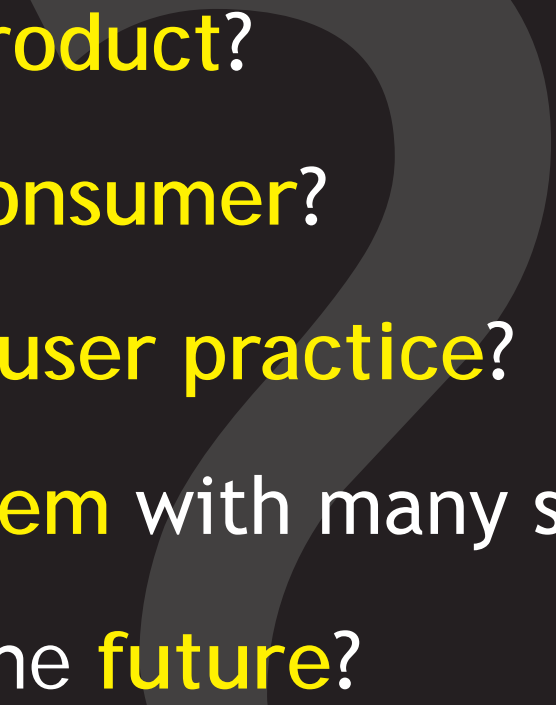


# FINALE COM- MENTS





“What is your  
project about?”



designing a **product**?  
satisfying a **consumer**?  
envisioning a **user practice**?  
making a **system** with many stakeholders?  
looking into the **future**?

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<http://ma3x.com/dm2007.pdf>