

Designing products and services by considering the meaning-based perspective of potential users

G. Waltersdorfer*, K. Gericke, L. Blessing

* University of Luxembourg

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Problem

- Users and non-users shape products and services AFTER their release!
 - e.g.: Conflict about P2P-platform for sharing bikes
 - Designer: “it has a community aspect involved.”
 - User: “it is not a community but a marketplace.”
- > interpretation by (potential) users influences environmental and social impacts of products and services e.g. trust, careless use, frequency of use

Question

How to support designers in

a) **analyzing** and

b) **addressing**

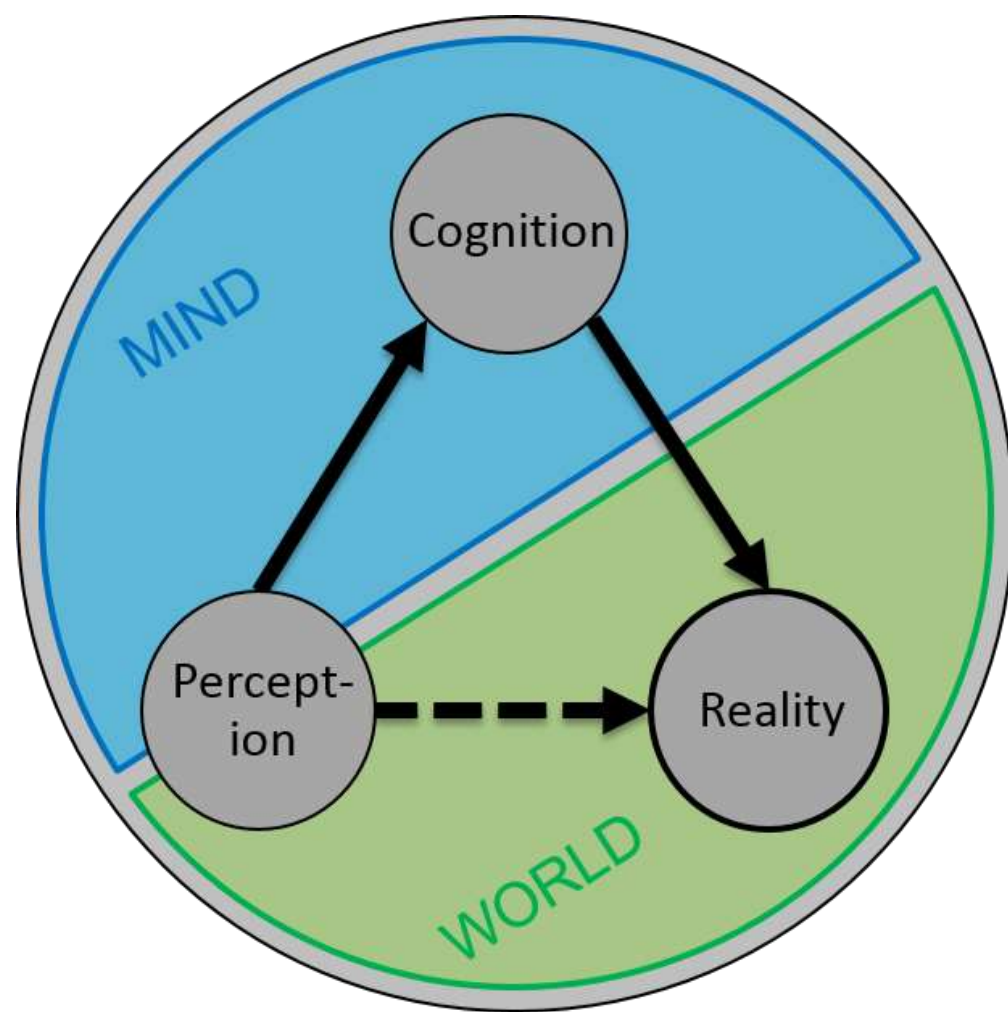
interpretations by potential users?

Research approach

- Semi-structured interviews
 - 7 designers
 - 41 users and non-users
- 1. Qualitative content analysis for deconstructing interpretations
- 2. Quantitative comparison

Analyzing interpretations

Model of interpretation used for analyzing user perspective during testing



E.g.: Conflict between user ↔ designer:

- Perception: **no means to identify with it** ↔ meeting & talking to people
- Cognition: **not a community** ↔ community aspect
- Reality: the P2P-platform for sharing bikes

Structuring interpretations

| Level 1 | Level 2 |
|--------------------|--|
| service as a whole | Null parts |
| processes | customer journey ← PERCEPTION: meeting people general principles support |
| people | affected involved ← COGNITION: a community |
| techn. System | interface |
| context of service | directly influenceable not or only indirectly influence. |
| business model | cost structure customer relationships key resources purpose |

Addressing interpretations

- Sequence of reasoning by designers:
 - The other way round: reality → cognition → perception
 - How to come about perception:
 - Anticipating, observing, or interfacing
- For example:
 1. Reality: user
 2. Cognition: ~~no means to identify~~ being a proud member
 3. Perception: ?

Conclusion

- Premise: interpretations by potential users are relevant for env. & social impact
- Contribution: through presented approach, it is possible to translate users' mental processes for design starting from everyday language

Thank you for your attention!

Looking forward to discussing with you.

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