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IDzine

Industrial Design

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March 2009

Dissertation
Smart Retail Environments

Mark van Doorn

Interactive shop windows, the future of shopping? Mark van Doorn's dissertation addresses the design of an end-user software engineering environment that enables retail designers to create, deploy and maintain their own smart retail environments. His defense will be on 17 March at 4 p.m. in the TU/e Auditorium.

The title of Van Doorn's dissertation is: 'End-user Programming of Ambient Narratives for Smart Retail Environments' . His promoters are prof.dr. E.H.L. Aarts (Department of Industrial Design) and prof.dr.ir. A.P. de Vries (Centrum voor Wiskunde en Informatica, CWI).

Mark van Doorn is a permanent staff member of the User Experiences department at Philips Research. His research interests include end-user programming, interactive storytelling, mixed reality and user-driven design. He has filed over twenty patent applications and his work has been published and presented at several international conferences.

One of the potentially controversial theses in his dissertation is that a market-driven, user-centered approach decelerates technological innovation because the development of technology takes time.

Dissertation
Augmented reality supports the design process

Andres Lucero Vera

Co-designing interactive spaces for and with designers: supporting mood-boarding

This dissertation explores why and how designers use mood boards in the early stages of the design process, and how augmented reality can support mood boarding by following a user-centered design approach. The main research questions in this dissertations are: 1) What are mood boards and why do designers use them? and 2) How can augmented reality tools provide support for professional users in their work? Mood boarding is explored in depth by means of interviews with Dutch and Finnish practicing designers. The knowledge gained in these interviews is fed into co-design sessions with Dutch and Finnish designers in which researchers and end-users (i.e.designers) create augmented reality tools that support mood boarding. The co-designed tools are later evaluated to address the two research questions. In terms of the complete research process, this work also leads to an improved understanding of using different user-centered design methods (i.e. cultural probes, workshops, contextual inquiries, interviews, co-design sessions, prototyping) when trying to unveil the needs of users.

The defense will take place on Tuesday 31 March, 2009 at 4 p.m. in Collegezaal 5, Auditorium TU/e.

More information

Alumni Stories
Interview with Irene Joris

High-tech products researcher at Consumentenbond

Images
www.consumentenbond.nl

ID alumna Irene Joris, MSc, enjoys her job at the Consumentenbond (the Dutch consumers league). 'I get the opportunity to learn about product testing and product characteristics, and to visit manufacturers and work with colleagues from all over Europe', Irene says.

1. Can you tell us a little bit about the work you do now, after receiving your Master's degree in Industrial Design?
I work as a high-tech products researcher at the Consumentenbond in The Hague. In a team of eleven people we research 'digital' products like notebooks, digital cameras, mobile phones and televisions. Some of the tests are performed in house, but most of the tests are performed internationally, in cooperation with other consumer organizations in Europe. The results of the tests our team does are published on the Consumentenbond website, in the 'Consumentengids' and in the 'Digitaalgids'.

2. How did the Consumentenbond and you find one another?
During my studies I always enjoyed the research part of the projects most. On