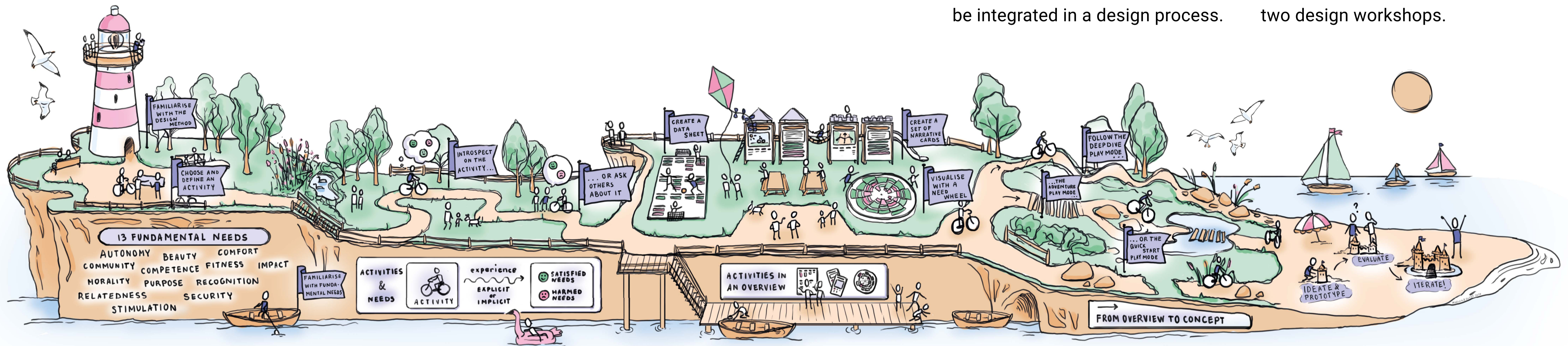


Activities, needs and introspections

An activity-based and introspective design method with the typology of fundamental needs as a framework

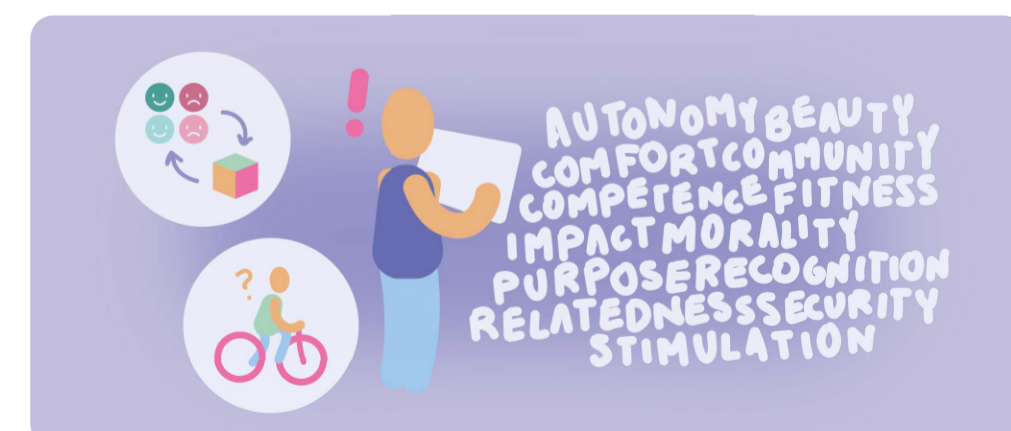
The activity-based need profiling method investigates an activity (activity-based) through the fundamental needs the activity fulfills (need profiling). Through an activity, all involved users, contexts and products can be integrated in a design process.

This graduation project expanded an initial version of the design method through the addition of introspective activities. The value of introspection was explored in a personal case study, and validated in a second case study through two design workshops.



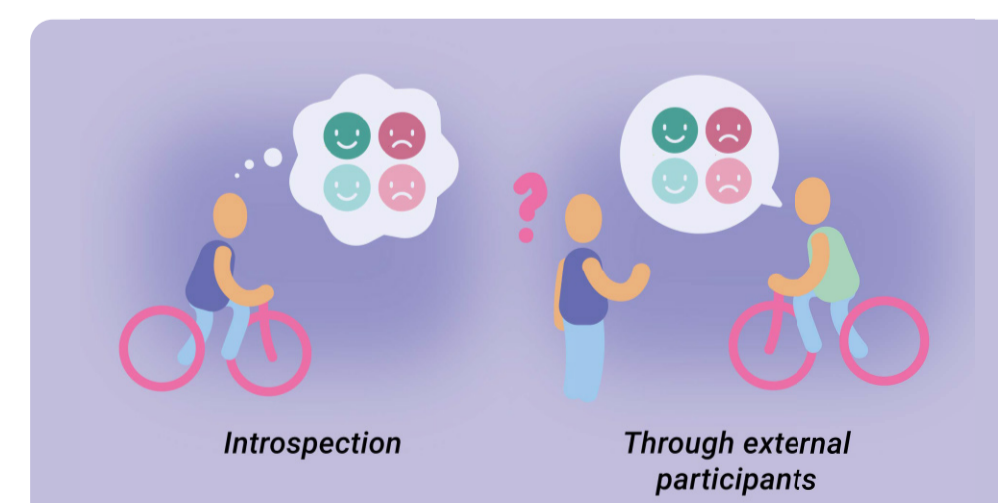
The preparation phase

In the preparation phase, designers define an activity to investigate and get to know the fundamental needs and the design method. This ensures a smoother design process and gives them the opportunity to adjust the method to their project's needs and goals.



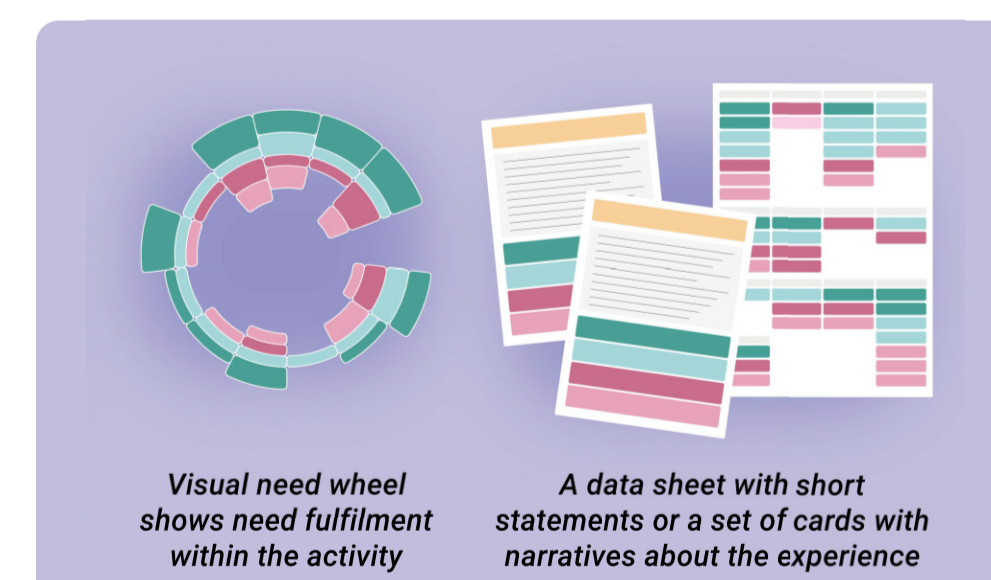
The data collection phase

In the data collection phase, designers learn which needs are satisfied or harmed through the activity, either implicitly or explicitly. They gather this data introspectively or through external participants.



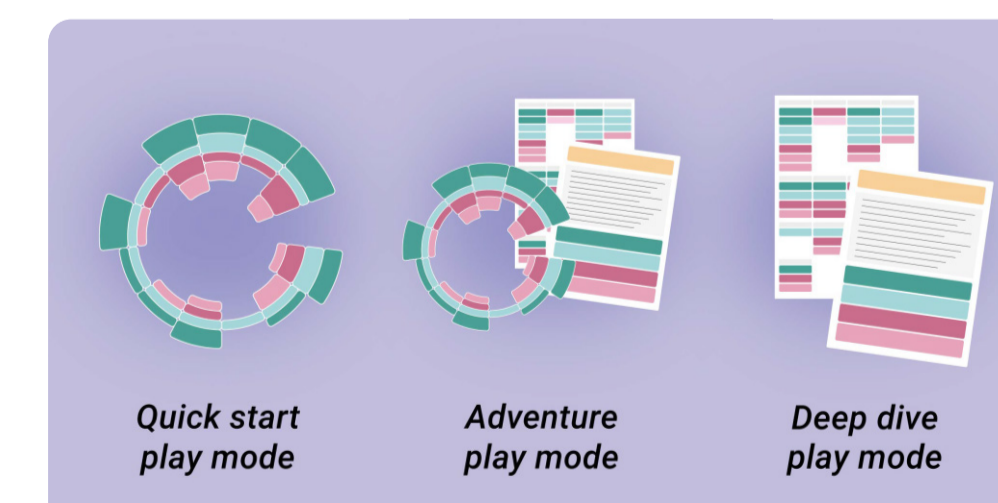
The data overview phase

Designers summarise the collected data in a data overview, which consists of a visual need wheel and either a data sheet with short statements or a set of cards with more nuanced narratives.



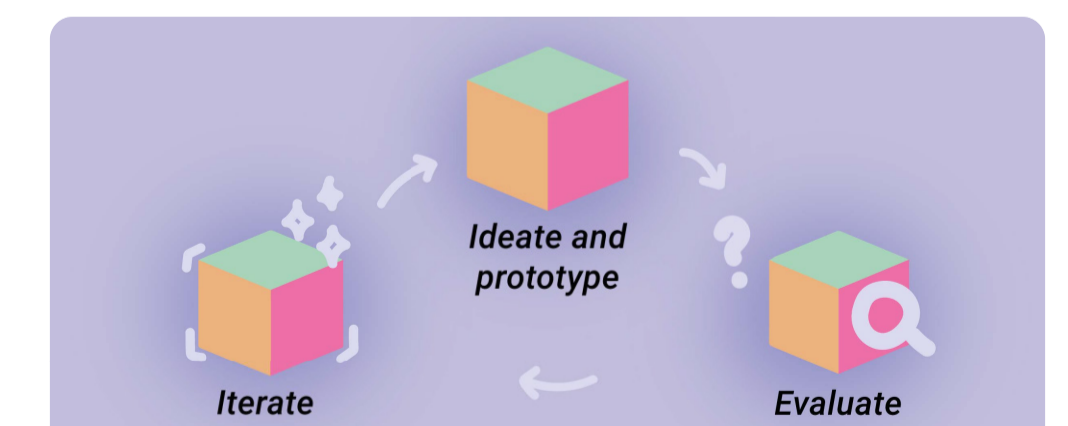
The exploration phase

In the exploration phase, designers translate the data into design briefs. Through three play modes they collect insights from the data overview. Each play mode uses different parts and different layers of the data overview.



The realisation phase

In the realisation phase, designers use one or multiple design briefs to ideate design concepts, evaluate them through user tests and make iterations on the design concepts. They look back at the previous phases to connect the concepts to the activity and the gathered data.



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Introspection by Design: Expanding the activity-based need profiling method through two case studies
21 August 2024 | Design for Interaction

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