

**Cooperate with end-users
during research and design:**

creative roles, from the start

TNO | Knowledge for business



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Cooperate with end-users during research and design:
creative roles, from the start

Relevant for mobile products:
communication, contexts.

Ethnography
Contextual design
Empathic design

Participatory design
Lead user approach
Co-design

empathy



Participation



With children (7-10 y.)

- 3 workshops (n=50)
- **story telling, drawing, building (creative role)**
- video clips

Out of the box

- Ideas for new business
- top 8 for short term and for future
- directly from children (less translation)



With police officers

- **start with workshop to define problem**
- rapid ethnography
- workshops: concept
- field trial: prototype

PDA application

- **cooperate better**
(in 20% of cases)
- A needs information;
- a *match* is made
- A receives suggestion to contact B, and v.v.



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