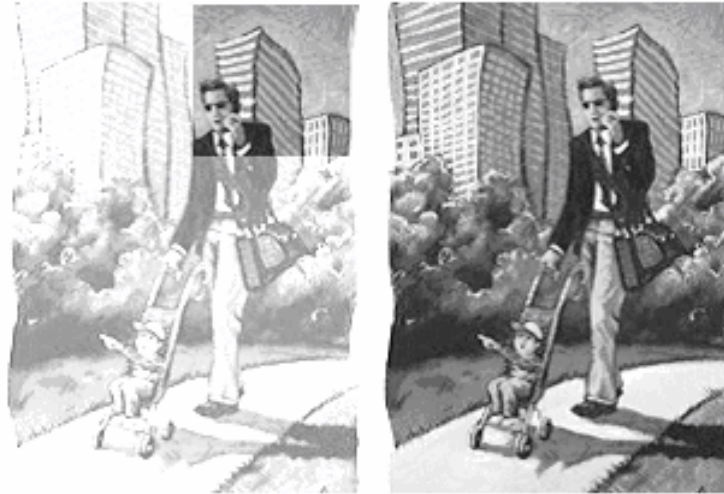


Exploring *human centred* approaches



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COST269 Conference, 3-5 Sept 2003, Helsinki

Why?

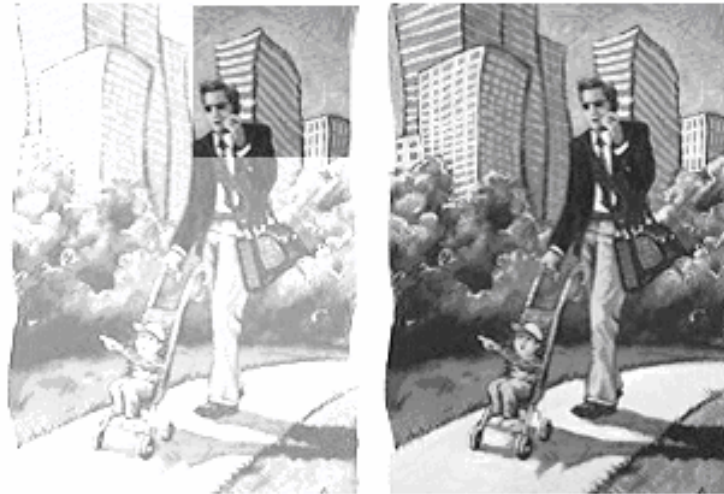
Many innovation projects in ICT sector have *human centred* ambitions.

But... many fail, because a reduced view on man is used:

- Customer or subscriber – the wallet
- User of user interface – hands and eyes

Starting hypothesis (1/2)

If one focuses on 10% of a person, then one can only create and capture 10% of the potential value



Starting hypothesis (2/2)

If people in market research and concept development will use more *human centred* approaches, and more comprehensive views on man, then their innovations will be more valuable – commercially or socially

Method

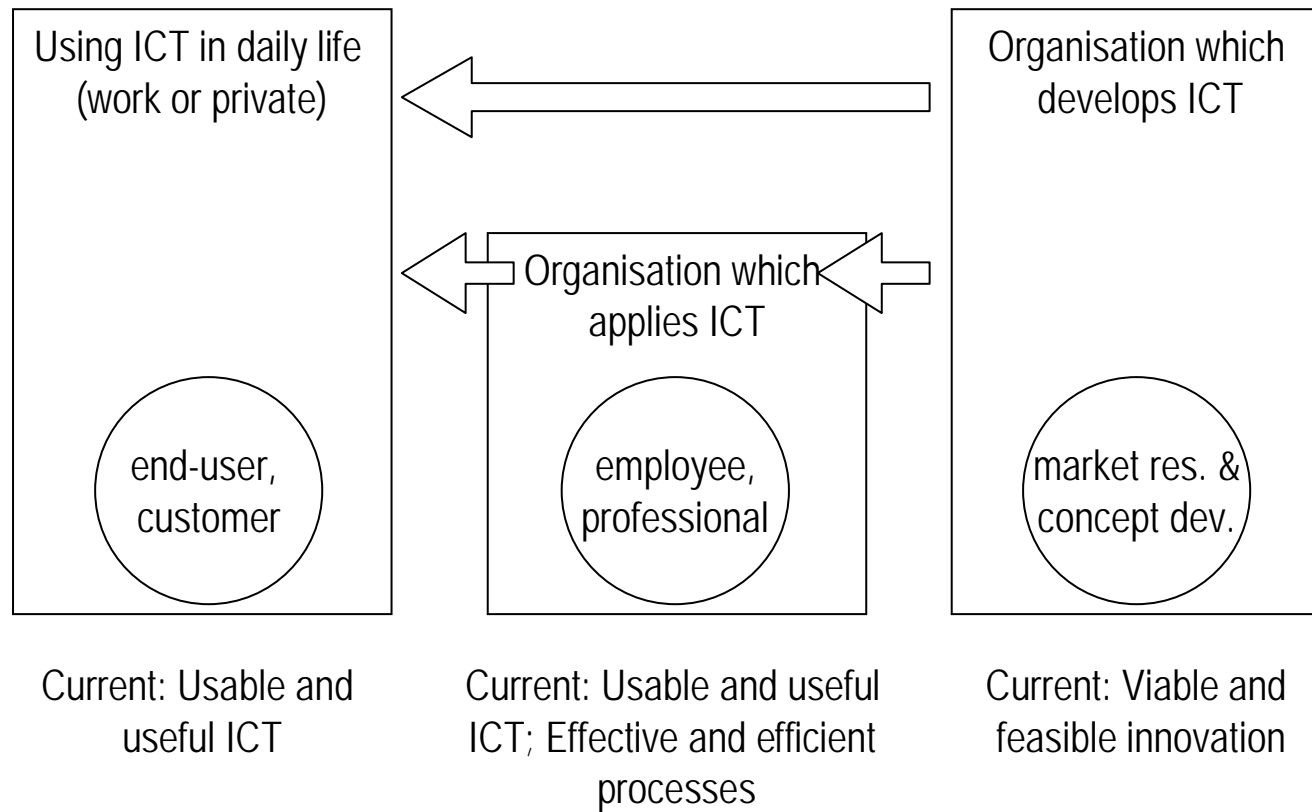
Explorative, qualitative approach:

Current *human centred* approaches in ICT market research and concept development

New human centred approaches, drawing from humanistic theories and practices

Applying key concepts *growth* and *dialogue* to create a framework

Human centred approaches



Humanism

Very diverse:

Socrates, Zeno, Cicero, Marcus Aurelius

Erasmus, Spinoza, Rousseau, Marx

Abraham Maslov, Carl Rogers, Erich Fromm

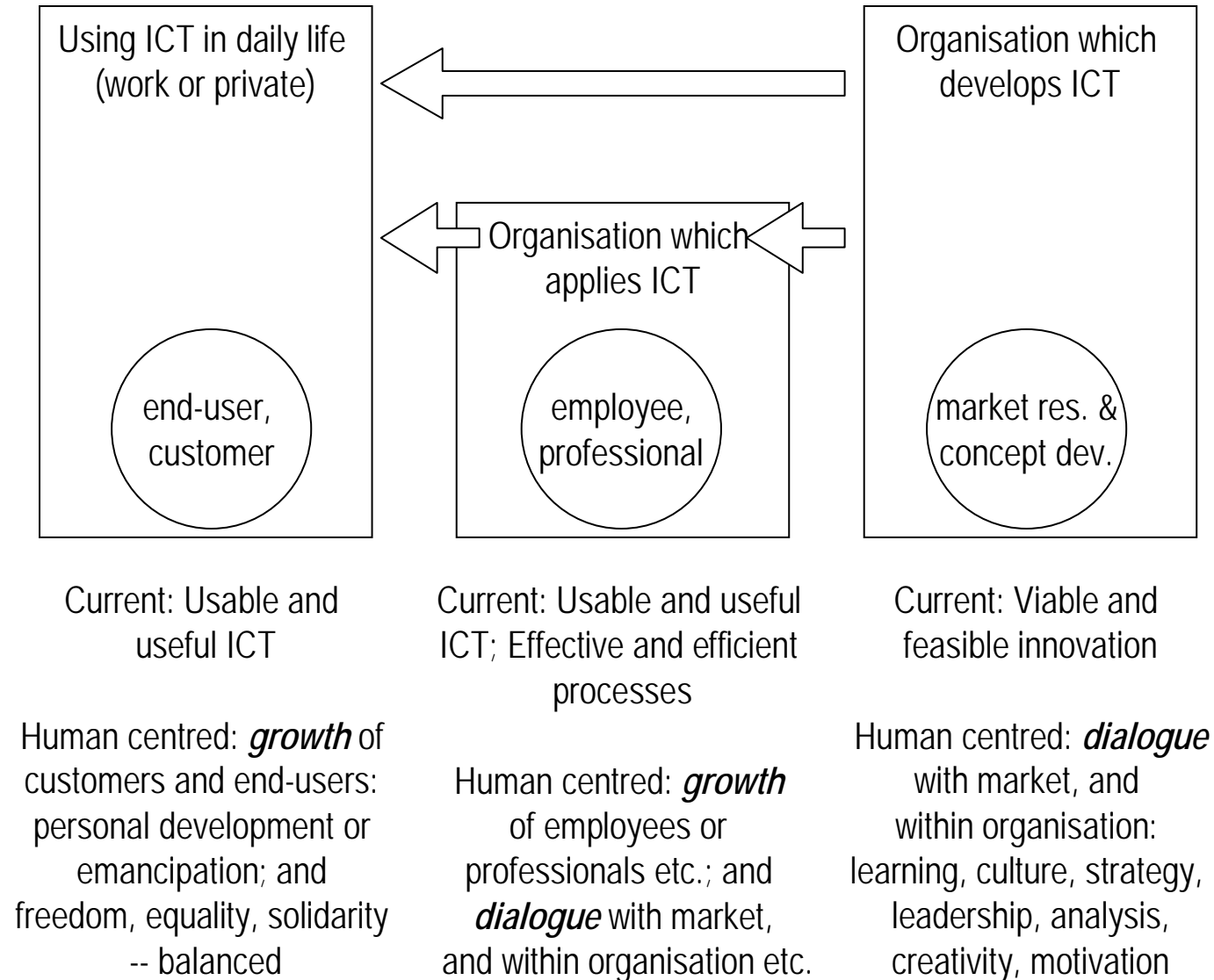
Key concepts:

freedom, equality and solidarity

growth

dialogue

Framework



Hypotheses

ICT products or services will create more value if these stimulate *growth*: personal development or emancipation of end-users in private or business contexts, or in institutions

Organisations which develop or apply ICT will create more value if innovation include *dialogue*: constructive interaction with the market, and reflection and learning within the organisation

Conference questions

Reflect upon design process? On what basis to evaluate processes? ICT's as empowering? Feedback from users for design, evaluating?

Design processes include *dialogue* with end-users – constructive interaction, critical reflection and learning

ICT's stimulate *growth* – personal development, social emancipation, and freedom, equality, solidarity in balance