Anticipating Connectivity in (UX) Design Practices
Rethinking Challenges by Introducing Theory Cards

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This paper presents a design anthropological study with User Experience design departments from five large companies in Denmark, ranging from manufacturers of medical equipment through IoT to consumer electronics. We explore the challenges they face at product, service, and user research are increasingly intertwined. Our research shows that current solutions, development processes, and organizational structures do not sufficiently support User Experience design teams in dealing with emerging design and organizational challenges that arise from increased digitalization.

As a result, UX designers are struggling to tackle the future of products and their organizational role. In this paper, we explore how play-based methods can introduce a new methodology to facilitate fundamental digital transformation. We discuss these concepts in an experiment with two of the companies, serving as test cases to assess field material and design problem solution in design endomains.

Keywords: design anthropology, design practices, product design, digitalization, user research

INTRODUCTION
In this paper, we propose a pragmatic and scalable approach to understanding the (UX) design. Through an experiment with industry partners, we apply theoretical concepts and perspectives from previous research on digital transformation.

Through this approach, we aim to identify challenges in anticipating connected products. Our findings are based on interviews with industry partners, who were involved in designing connected products.
**Theory Instruments** – ikke nye metoder, men nye perspektiver

Product Ecology Cubes

Exchange Balance

Classification Boxes

The theories we explore

- Classic anthropological theories
  - Rites of Passage [Van Gennep; Turner]
  - Exchange & Reciprocity [Lévi-Strauss]
  - Habitus & Forms of Capital [Bourdieu]
  - Classification [Hendry; Douglas]
  - Illness vs. Disease [Kleinman]
  - Actor Network Theory [Latour]

- New theories about digital interaction
  - Product Ecology [Forlizzi]
  - Fluid Assemblages [Redström]
  - Intra-action [Barad]
  - Technological mediation [Verbeek]
  - Embodied Cognition [van Dijck]

**Data Physicalization** – håndgribelige data

Nye vilkår for interaktionsdesign

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