## Nye vilkår for interaktionsdesign 2019-22

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

#### METTE GISLEV KJÆRSGAARD

Department of Design and Communication University of Southern Denmark mgk@sdu.dk

#### JACOB BUUR

Department of Design and Communication University of Southern Denmark buur@sdu.dk

#### WAFA SAID MOSLEH

Department of Design and Communication University of Southern Denmark wafa@sdu.dk

#### JESSICA SORENSON

Department of Design and Communication University of Southern Denmark jesor@sdu.dk

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 tops to control systems for industrial infrastructures We explore the challenges they face as products, services, and user research are increasingly connected. Our research shows that current methods, development processes, and organizational structures do not sufficiently support User Experience design teams in dealing with emerging design and organizational challenges that follow from increased dioit. As a rescale UX designs are supported to the support of the

As a result, UX designers are strengthing to anticipate the future of pr and their organizational role. In this paper, we explore how playin introducing a new vocabulary may facilitate fundamental shifts it change. We deploy 'theory cards' in an experiment with one of the serve as instruments for seeing field material and design problems design endeavours.

Keywords: design anthropology; design practice; product ecology, digitalization; user exp

#### INTRODUCTION

In this paper, we propose a pragmatic and playful approaexperience (UX) design. Through an experiment with theory theoretical concepts and perspectives (like product ecologies, action) can help re-frame challenges in anticipating connectivity.

This direction emerged from our collaborations with designanufacturing companies, who were all struggling to adapt the increasing digitalization. They approached us asking for new m

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Studier i 5+15 virksomheder:

Interface challenge (connected products)

Shaver App syndrome

Data challenge (connected data)

Data Tsunami

Organizational challenge (connected problems) 'GOOBING', silos

Udvikling af Master i IT fagpakker CoDesign Undervisning i Interaktionsdesign

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Jacob Buur, Professor User-centred Design buur@sdu.dk



Mette G. Kjærsgaard Associate Professor Design Anthropology mgk@sdu.dk

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### Theory Instruments – ikke nye metoder, men nye perspektiver





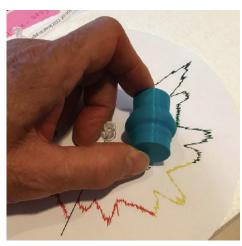


The theories we explore

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 Dijk]

## Data Physicalization – håndgribelige data





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