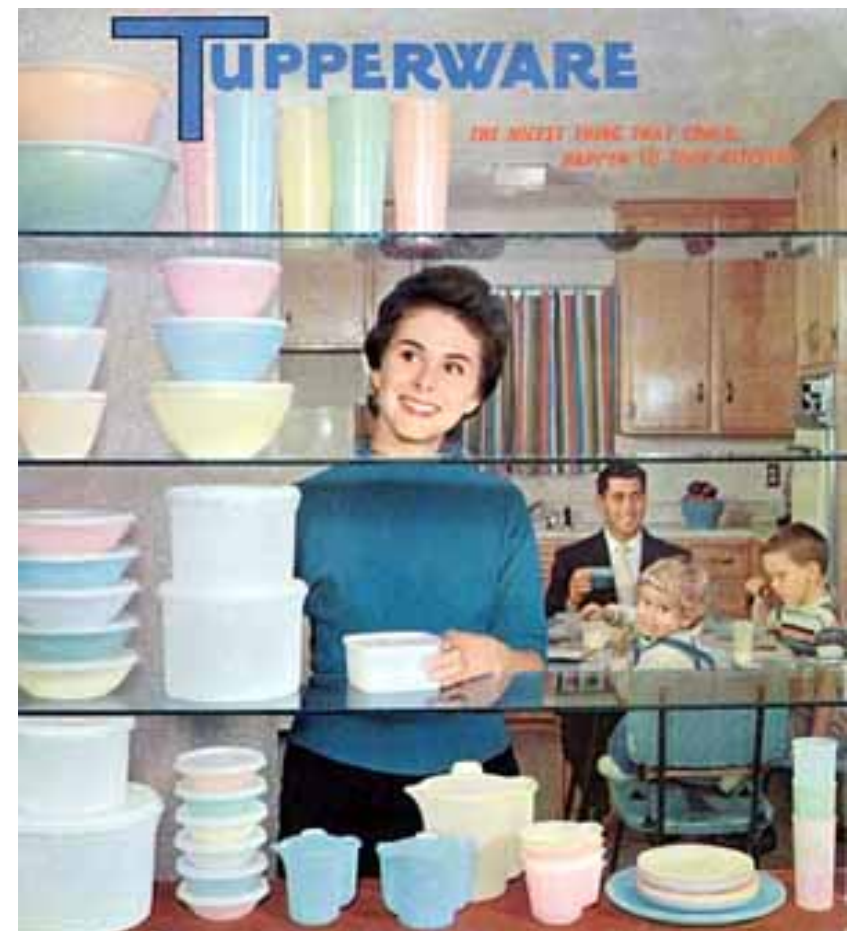


Metodologias de participação

Metodologias de avaliação



Metodologias de apropriação

Extra[muros] e Bazar do Vídeo apresentam
uma produção de Abel Ribeiro Chaves

AS OPERAÇÕES SAAL

um filme de João Dias

Em apresentação

extra[muros]

Associação Cultural para a Cidadania

Uma Associação

Trabalho de Arquitectura de Lisboa

Lisbon Architecture Triennale 2007

**ESTAMOS
PRONTOS
PARA
OUTRA?**





Informar

Consultar

Envolver

“Empower”

Metodologias de inspiração





Classifique cada uma das soluções de 1 a 10, considerando que 1 significa totalmente insatisfatório e 10 totalmente satisfatório

	Solução 1	Solução 2	Solução 3
Utilizador 1	3	4	1
Utilizador 2	5	6	4
Utilizador 3	9	2	10
Total	17	12	15

Assinale com um X a solução que prefere

	Solução 1	Solução 2	Solução 3
Utilizador 1		X	
Utilizador 2		X	
Utilizador 3			X
	Pior	Melhor	Média

Learn:

Analyze the information you've collected to identify patterns and insights.

Look:

Observe people to discover what they do rather than what they say they do.

Ask:

Enlist people's participation to elicit information relevant to your project.

Try:

Create simulations to help empathize with people and to evaluate proposed designs.

Activity Analysis

A Day in the Life

Camera Journal

Behavior Sampling

Affinity Diagrams

Behavioral Archaeology

Card Sort

Be Your Customer

Anthropometric Analysis

Behavioral Mapping

Cognitive Maps

Bodystorming

Character Profiles

Fly on the Wall

Collage

Empathy Tools

Cognitive Task Analysis

Guided Tours

Conceptual Landscape

Experience Prototype

Competitive Product Survey

Personal Inventory

Cultural Probes

Informance

Cross-Cultural Comparisons

Rapid Ethnography

Draw the Experience

Paper Prototyping

Error Analysis

Shadowing

Extreme User Interviews

Predict Next Year's Headlines

Flow Analysis

Social Network Mapping

Five Whys?

Quick-and-Dirty Prototyping

Historical Analysis

Still-Photo Survey

Foreign Correspondents

Role-Playing

Long-Range Forecasts

Time-Lapse Video

Narration

Scale Modeling

Secondary Research

Surveys & Questionnaires

Scenarios

Unfocus Group

Scenario Testing

Word-Concept Association

Try it Yourself

Learn

Look

Ask

Try

Shadowing

HOW: Tag along with people to observe and understand their day-to-day routines, interactions, and contexts.

WHY: This is a valuable way to reveal design opportunities and show how a product might affect or complement users' behavior.

The IDEO team accompanied truckers on their routes in order to understand how they might be affected by a device capable of detecting their drowsiness.



IDEO

www.ideo.com

Learn

Look

Ask

Try

Behavior Sampling

HOW: Give people a pager or phone and ask them to record and evaluate the situation they are in when it rings.

WHY: This is a useful way to discover how products and services get integrated into people's routines in unanticipated ways.





Developing an implantable defibrillator system, the IDEO team distributed pagers to the client team to signal a defibrillating shock. This evoked deep empathy for the patient's everyday experience.

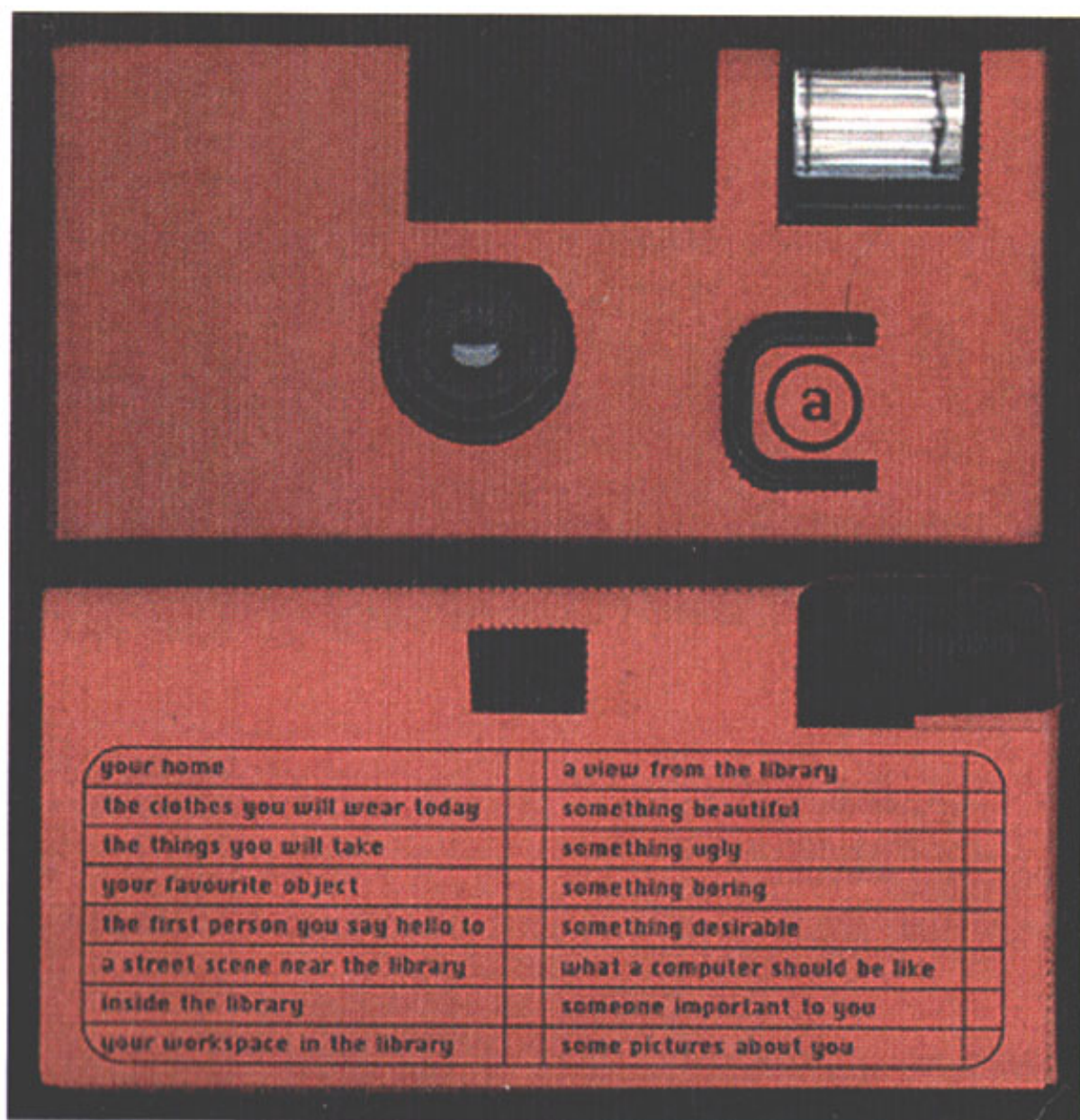
IDEO

www.ideo.com



Methods Lab Finder |

TYPOLGY <i>Methods are grouped in Typologies for rapid navigation</i>	PARTICULAR METHOD <i>The Methods Lab is a work in progress; further entries will be added in future</i>	OUTPUT <i>These give the main benefit to the design team</i>	INPUT <i>Resources needed</i>			
			 Expertise <low> <high>	 Time <low> <high>	 Staff <low> <high>	 Costs <low> <high>
FUTURE CREATOR	live the future popular futurism/science fiction future concept prototypes					
	IMAGINE AND ACT OUT scenarios long-range scenarios role play explore, represent, share	insights into future product usage enhanced sensitivity to users strategic focus	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
PROFESSIONAL TRACKERS	lifestyle studies professional futurists trend tracking expert interviews questionnaires/surveys opinion polls	large population statistics	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
DIRECT DESIGN EXPERIENCE	alpha testing user as developer skunkworks/internal champions design studio transplants immersive experience	first-hand knowledge	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
CO-DESIGN	lead user rapid prototyping usability testing beta testing co-design rapid ethnography	insights into consumer responses 3D form for user reaction structured feedback	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
CO-RESEARCH	visual anthropology think aloud protocols train novice observers enable user/visual scans projective/visual research methods	quick hands-on information	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>





1.



2.



3.



4.



5.



6.



7.



8.



9.



10.

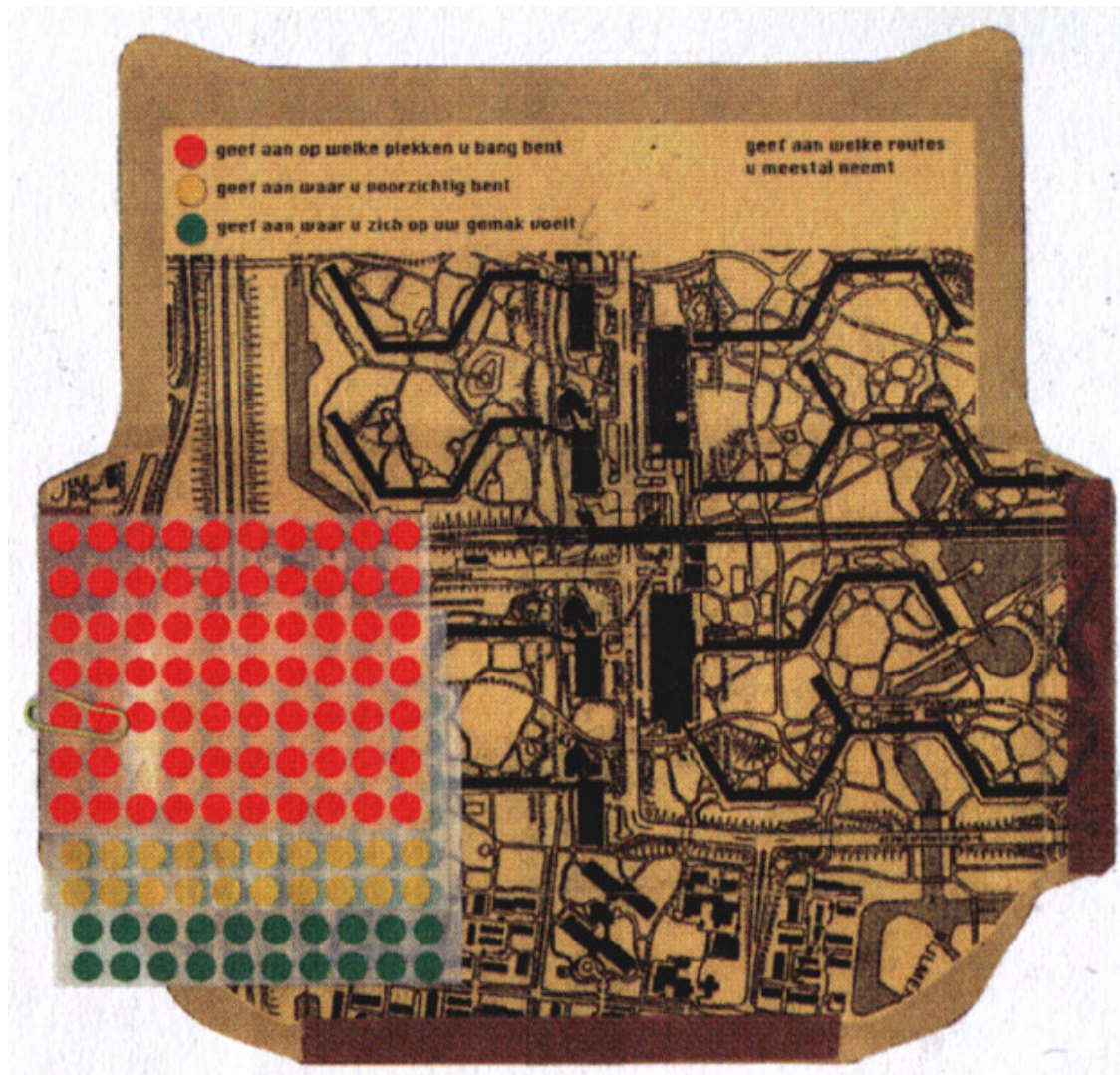


11.

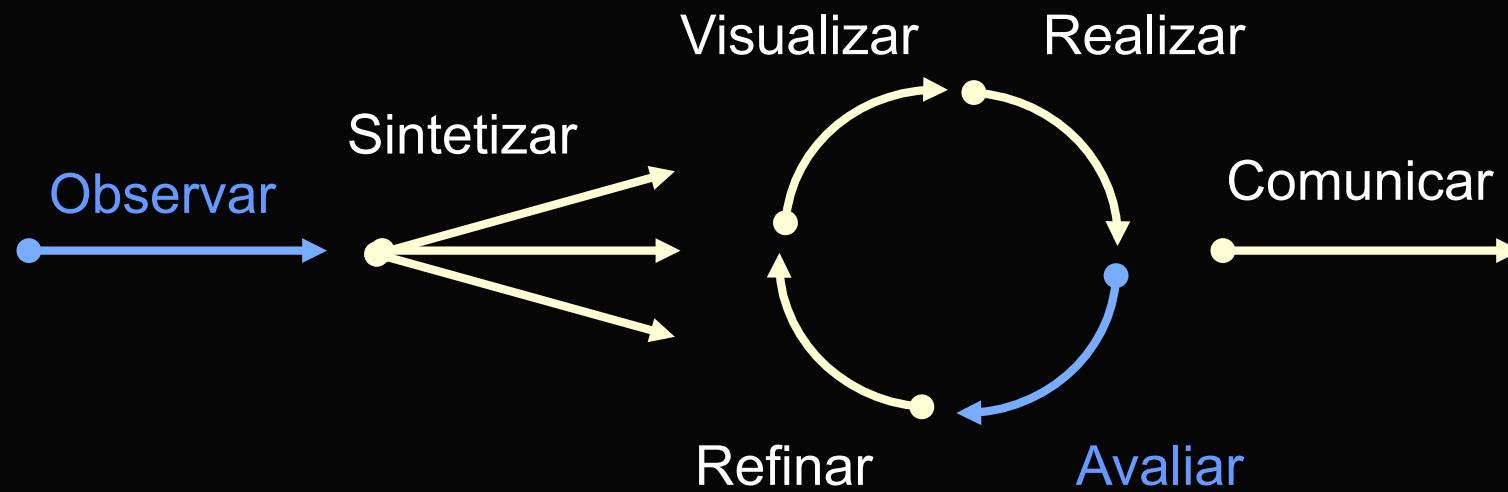
1. as roupas que vou vestir hoje
2. a minha coisa favorita
3. a minha máquina favorita
4. dentro da minha casa

5. alguém importante para mim
6. uma fotografia minha
7. a minha casa vista de fora
8. o que vou levar

9. alguma coisa feia
10. uma vista de minha casa
11. uma máquina aborrecida



Que caminho costuma tomar?
Onde é que tem medo?
Onde é que tem de ser cuidadoso?
Onde é que se sente à vontade?





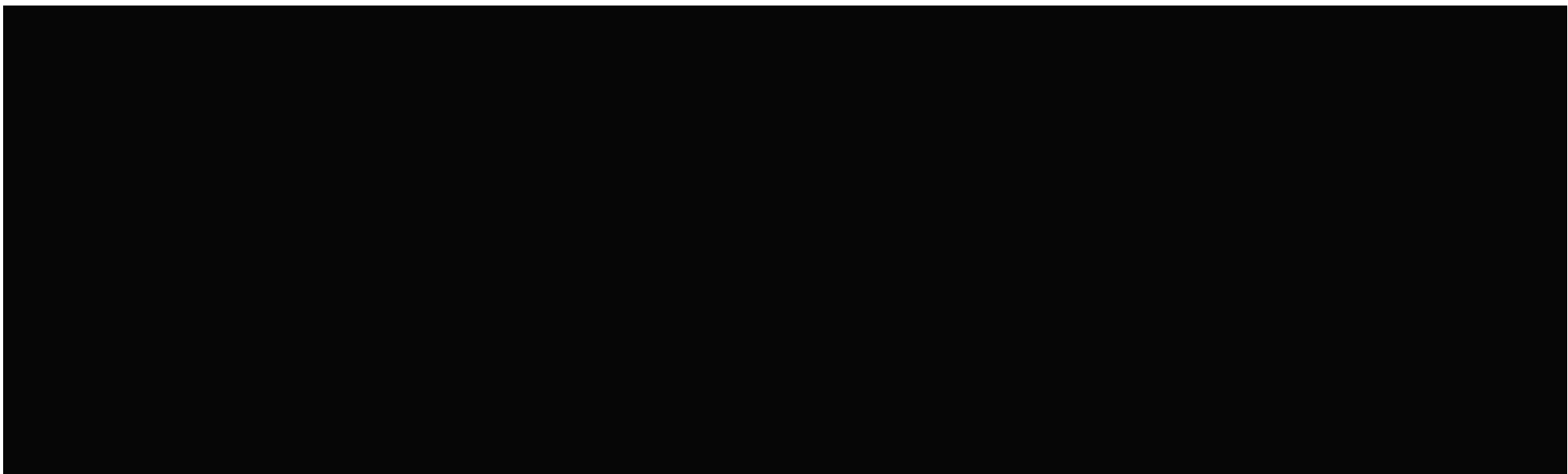
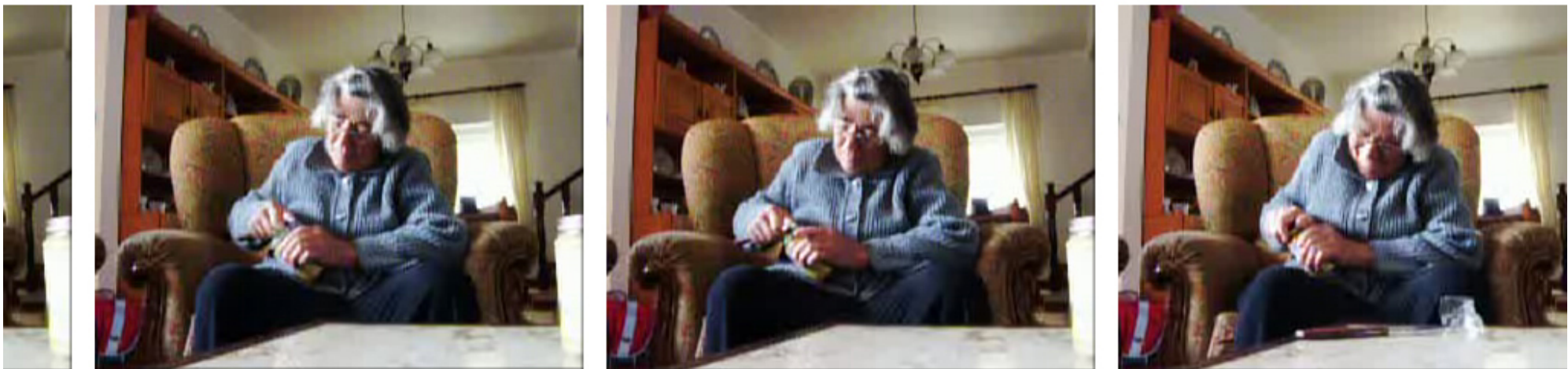
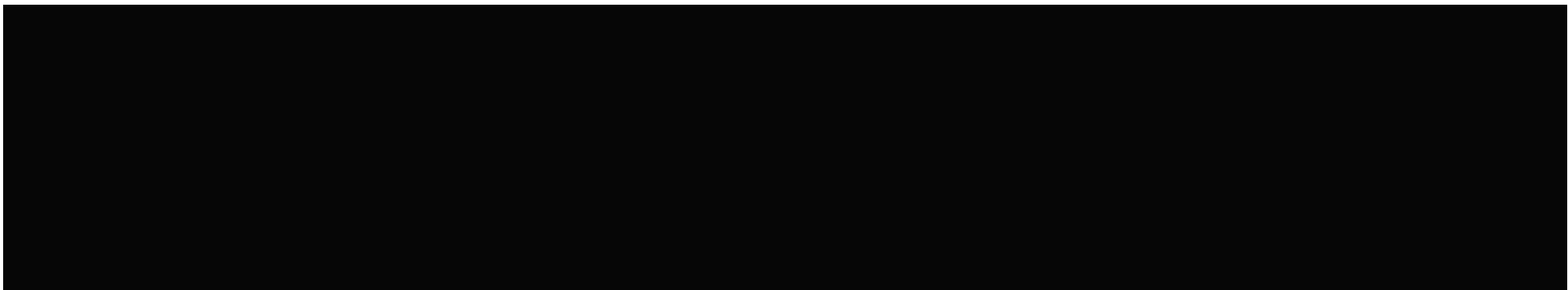
Dizem

Pensam

Fazem

Sentem

Ver



Ver e ouvrir



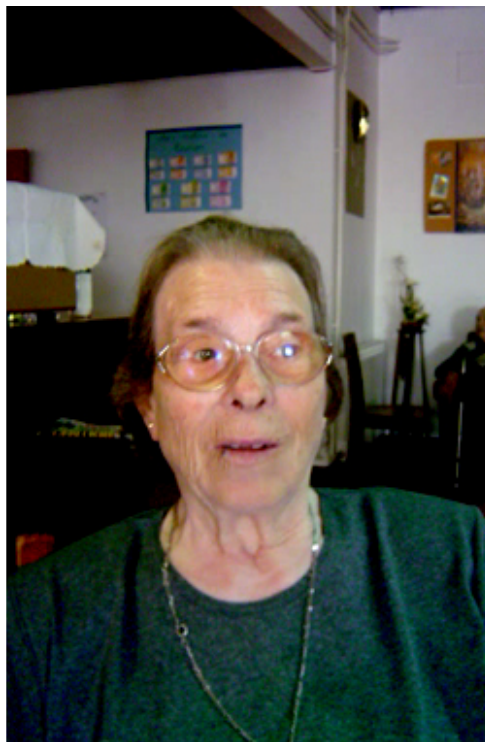




Propor, ver e ouvir





















THE STATEMENTS:

GROUP 1 (human contact):

Diversity creates unity - Unity is prosperity.
Uniqueness is enriching

GROUP 2 (play):

Nature is the base of human construction

GROUP 3 (freedom/imagination)

To fly is the way to prosperity

GROUP 4 (achievement)

The achievement of a goal is the beginning
of a new one

GROUP 5 (contemplation/nature/simplicity)

We want to achieve prosperity through simplicity & contemplation with the balance between

- * body & soul
- * nature & human action

GROUP 6 (saudade)

The sunshine of the past







Provocar mudança





