

Prof. Cees de Bont

Bio: Professor de Bont is currently the dean of School of Design, Loughborough University. Before that, he was a dean in Delft and in Hong Kong and he worked at Philips Royal Electronics. His research covers design education, consumer behaviour, innovation adoption, design methods and networked innovation. He has published in many international journals, including Design Studies, Design Issues, the Journal of Product Innovation Management, the International Journal of Cultural and Creative Industries, She Ji: The Journal of Design, Economics, and Innovation and the Journal of Design, Business and Society.

Speech title: Design as the interplay between Prototyping, Human Factors, Design Experience and Safety

Abstract: Designing is continuously about proposing and evaluating. Proposing comes with providing an image of how the world can be different by having a new product, service or environment. Through new technologies (VR, AR, 3D printing) we have a broad spectrum of proposing design ideas. The quality of the designs put forward depend on whether or not people know how to make best use of them and on the feelings and emotions that they generate. This is about the evaluation. The user experiences can be immediate, such as surprise, but they can also develop over time. On top of this, designers are expected to have a sense of responsibility when it comes to the environment and the user. This includes matters of sustainability and safety.

User experience design grew out of a countermovement to the dominant, task- and work-related usability paradigm (Hassenzahl and Tractinsky, 2006). We did progress a lot in the last 15 years in better understanding, creating and measuring user experiences. Now it is about time to re-integrate User experience design with usability design, to make use of new ways of prototyping and to act responsibly as designers.