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so as a team we stand actually for two things
the first thing is that we make data meaningful
so we set out to truly understand the value of data
for our users
and ensure the proposition that encompass data
are meaningful and second
we really set out to use data as creative material
we actually think it's not used enough
as a creative material like we use our pen and paper
um so we really work with data got our hands on it
but designing with data of course
which is further than the data right
it's not about about the data itself
it's really about how we use it
to build these differentiating uh
propositions and actually
this topic reaches them further into
what are you gonna do with that data
and then you come into well
a law hurt terminology
but has to do with designing for the
in and out of things
designing for artificial intelligence
for personalized systems ecosystems right
so how do you do that
and how do you use the data and the intelligence
artificial intelligence as your tool
it's also easy necessarily
um let's see um
there are three challenges
that were defined by some academic colleagues
or peers um
that actually interviewed quite a few
experience designer
user experience designers
and they came up actually with three challenges
they see in this field of designing
the more
tackled it from a machine learning point of view
but I dig a little
bit broader into data and intelligence and that um
it's actually for designers
and I think this goes for our design communities
as well as for the research they did
that it's actually still difficult to envision
what data and intelligence can or cannot do
so either we are naive

and thinking that everything is possible
or we actually miss opportunities
because we just don't really get the grips
the grips with it
the second challenge is that actually
designers are not trained to work with
with this technology
to work with data and intelligence
as a design material so one
it's not part of our curriculum right
and second because of its technology nature
it's very hard to grasp as material
so how are we gonna do that
and the third one is that
designers are not enough
involved in the ethical and experience discussion
so what is our opinion about
how do you actually experience these technologies
and how do you experience these propositions
that are revolving around data and intelligence
so in our team we are trying to tackle these three
challenges by five things
by five ways of working or five goals
and the first one is
we are gathering and working with data
in all our projects so we really got our hands on it
the second one is we are using new tools
existing tools in a new context
with also building new tools
to actually go from the data to the inside
we are integrating service design capabilities
with data design capabilities
to really accelerate
on building these differentiating propositions
we are growing
the impact of our data visualization capability
both as a tool for working with data
as well as a proposition in itself
and 5 we are building the converse
canvases and tools
to make exploring with data more widely available
and also
to make it possible to start exploring intelligence
from a design point of view
let's dive a little bit deeper into this
so gathering and working with data
it might sound a little bit easier than it is
so um
data that is normally available also in our company
doesn't really have the behavioral

experiential and contextual qualities
that you are normally looking for
as a designer right
we do a quality of research
that is really what you look for
this rich deep insight into people normally right
it's not said that
that is captured in quantitative data
another thing is that
we really want to combine the quality
and the quantitative data so we need
ways of doing that so yes
see some examples where we actually use
connect devices that are out there already
we also hack devices ourselves
so we can really get the data we need
about the topic we are talking about
we also build our toolkits for more manual data
tracking in context or we use more big data sets
and see how we can actually articulate that
with knowing more
the design space from an quality point of view
so really working and gathering data hands on
then we are using existing tools
and building new tools to translate data into insights
and you will all recognize the things
we also still use so we have the experience flows
we have the service blueprints
it's not that that's not relevant
we're just seeing how can we
where we normally build them from qualative data uh
how can we off maybe some statistic of data
how can we actually get that to be much more uh
uh backed up by quantitative data
how can we combine them and see
things that you don't see
in observing someone for a day
or the things that people will not tell you
in a one hour interview right
um
and when you get that you also need to
we also have the digital tools like growth
hacking is growing but what you see on the
on the right is that we need tools
than to translate that data to design us
or design research where they've
in a first instance
can start visually inspect what's happening there
and they can actually make that link
as they would do in a qualative setting

see how you get to these insights
integration with service
design isn't a very important one
I think you can all recognize that
the need for service design
although it's an established competence
no one really has a one sentence definition
but assume everyone has an idea of what we mean by it
then
there has been more and more requests for the services
on it at least in our
in our company
has to do from moving to these touch points
to these solutions right
you need to service designers
because they are able to have the bigger picture
to understand the bigger picture to flow the the
the the way the solutions come together
and they also the ones that understand how the design
interfaction actually influences the bigger uh
flow the the bigger picture
so grow the impact of data visualization
I briefly already said is that
we actually had troubles growing this capability
outside of our innovation program
and why is that
because you actually have to be in it and see it
when you understand the value
so our designers are actually capable of structuring
the data mining
the data code
so they can actually build their data visualizations um
and when they are in projects
it will blow people away what different kind
of views you can have on a data set
and what kind of different insights it might get
than the patterns
and the routines that you might be looking for
from a data analytics point of view
so what we have to do is really see
how do we grow that into our propositions
into our business
we have to influence the decisions that are made
in terms of choices in our business
so what kind of software platforms are you using
that actually allows us to build these data
officializations on top of them
um if we want to really drive and scale this capability
of course it cannot be only data
designers who actually work with the data

so we have to start building the tools
for other designers digital designers
to be able to explore and work
and make design decisions based on the data
that is one thing
another thing that we can talk about intelligence
but even more so than data
it's difficult to understand what it is about
and how to grasp it
and actually how to use it in your design process
or how to design for it so how do we move beyond this
user interaction for artificial intelligence
or UI for internet of things
how do we really portray this design point of view
on these topics