Dancing with a Wicked Problem– Approaching Designer’s Deeper Understanding of Multisensory User Experience Through Design Diaries

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R(M)UE vision

Journey towards better experiences!

We provide every company with the ability to tell the story of their products through the multiple senses.
problem

Experience is always multisensory.

… but it is not always simple.

solution

RMUE
Rich Multisensory User Experience
main research areas

- Neuroscience
  - Learning & teaching
  - Children and multisensory development in childhood

- Architecture
  - Landscape design
  - Museums

- Anthropology
  - Art
  - Tourism
  - Experience economy

- Food and Dining
  - Multisensory marketing & branding
  - Consumer behaviour

- Multisensory design
  - Product design
  - Prototyping & materials
  - Multisensory innovations

- Cross-cultural differences
- Special needs
  - Accessibility
  - Design 4all

questions for the method development

- Why do we need the diary? Why is it important?
- What do we want to actually find out? What kind of data is needed?
- What is the best way to implement the diary?
- How does the designer benefit from keeping a diary?
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R(M)UE design diary method development so far

what did we learn from 1st Interviews?
R(M)UE 1st workshop

what next?

- Interview 2; digging deeper on the issue
- Piloting the diary method ourselves
- Gathering more accurate research literature
- Iterating and testing the design diary study method with designers

-> Any suggestions, recommendations or own experiences?
thank you!

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references

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references

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