

International Conference on

# Design and Production Engineering

July 25-26, 2016 Berlin, Germany



## Petter Øyan

*Oslo and Akershus University College, Norway*

### The value of user focused design, exemplified through a collaborative process for developing learning arenas

Industrial design uses a wide range of tools and processes to explore and identify the behaviour, needs and wishes of the users of products and systems, and based on analysis of this information develop innovative solutions and products. Fast technological and societal development leads to faster changes in the development of workspaces and learning arenas. Working life and education becomes more global and consequently more competitive, or even collaborative. It is therefore necessary to understand the “user group” our students represent, and the work practices they bring with them from earlier education as well as the expectations they have for their future working world. Digital workspaces make a good case for experimenting with design processes. To get relevant information to feed into the development of our learning facilities, we have set up a series of projects where students in the role of designers are coached through a collaborative design process involving students, teachers and the university administration, as well as suppliers of technology and equipment. There are several models for the over-all design process as well as for the different phases of a project, suitable tools must be chosen according to the assignment, the framework and the task. The concepts and recommendations are lifted into our real development process, analysed and tested by prototyping, to give feedback on the quality of user interaction with objects and systems, physically and emotionally. I will present this process and analyse the value for our facility development.

#### Biography

Petter Øyan is a Professor of Industrial Design. He graduated from University of Design Schwaebisch Gmuend, Germany in 1981. He has more than 20 years of international, professional design experience as freelance design consultant and partner in a product design consultancy. He also has a broad portfolio of product development projects, ranging from office workspaces to laboratory instruments, and from international enterprises to technology start-ups. From 2003 to 2008, he is a Professor at Østfold University College. From 2008 – 2015, he is Dean at Department of Product Design and later Faculty of Technology, Art and Design at HiOA. Presently, he is teaching innovation and focusing on development of learning areas in close collaboration with facility management and international partner universities.

[petter.oeyan@hioa.no](mailto:petter.oeyan@hioa.no)