



# Vision and Identity M1.1

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Design is a very big and general term. In order to specialize, it is important to know who you are as a designer. In this file, you can read who I am and what my vision and identity on design are.



# Identity

As a designer, I want to conduct research through design, to support clean, easy-to-use, and effective designs. By focusing on easy products where the user has autonomy and competence, a better user experience might be created (Hassenzahl, 2008).

I find that though many designs are technological, I want to keep human values and touches in my designs. From working on multiple positions within in design process, and conducting my internship at a design studio, I have learned that I want to be a design researcher. This means that I will mostly work on finding the status quo, ideation, and user research + testing. During project 2, I learned that one of my strengths in a team is taking the role of being a connector, bringing together all the dots to create one seamless product. In a group project, I bring people and visions together as a project manager, and help with the creation of a design that is more user-centered.

*'The same technology that simplifies life by providing more functions in each device also complicates life by making the device harder to learn, harder to use.'*

- Don Norman, 2013

With technology becoming more and more important in our daily life, I believe that interaction design has an important role in the future, and thus still needs to be researched. I think that a weakness of this vision is that future design is often based on (too) many assumptions. My strength within design lies in creating the designs with my skills in realization and then testing them in a user-centered manner.

# Vision

My belief is that good design is not intrusive, and future products should work on this. With only limited exceptions, products should be made so that you are not forced out of your real-life experiences. My opinion as a future designer is that good designs should not be scared to involve technology, but technology should not stand at the center of attention, because technology can quickly distract you from the function a product actually offers. Looking at current and older designs, I definitely see that this is the case. Needing to focus so much on the navigation in your car or setting the oven correctly, the experience changes completely. By centering on the technology and not being present in the current, you focus less on the quality of everyday life.

*'It's wonderful how technology brings us physical well-being, however, we must also ask ourselves whether technology brings us spiritual well-being.'*

- Dalai Lama, 2018

I envision a world with more clear and simple interaction, taking less attention. I strive to enrich lives, by creating products that do not pull you out of the current moment. I believe that design should not force you out of your physical environment into a mental or digital one. To make this design easy, intuitive, and have it require less attention, research is needed.

However, we can not only work on making people shift away from our product. When a product is in the center of attention, this it's use should be pleasant. Understanding what drives a pleasant experience both in the beginning and later, is important (Karapanos, Hassenzahl, & Martens, 2008) and will be part of my focus. For adaptation of these products, you must consider the importance of aesthetics on experience (Hassenzahl, 2004).

Research can help people connect and experience more value out of life. Focus on what is important: Driving a road trip is less fun when all your attention needs to be on the road, I also want people to see the rest.



# Improvements upon current development

With my future coach, I want to discuss how I can implement my learnings from Research methods in human-computer interaction (Lazar, Feng, Hochheiser, 2017) can implement in my research project.



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