AESOP4Food

Design Thinking

Empathise

Define

Ideate

Prototype

Test

Roger Raveel, Voor een blauw gelijnde akker en een grijze lucht , 1975

R Raveel

AESOP4FOOD

Action for Education
Spatial Organisation
and Planning For
Sustainable Food

Introduction June/July, 2024
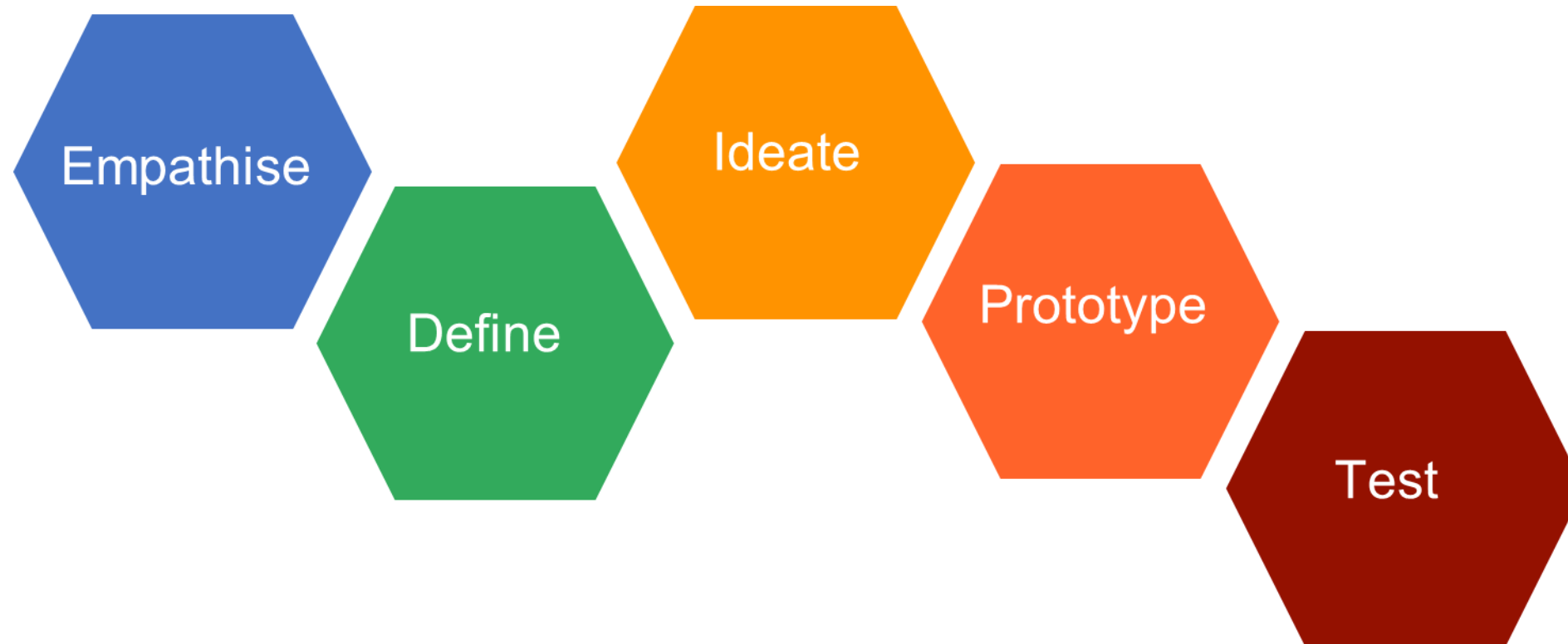
Jeroen de Vries

LE:NOTRE Institute

Design thinking

Design thinking is an iterative, non-linear process which focuses on a collaboration between designers and users.
It brings innovative solutions to life based on how real users think, feel and behave.
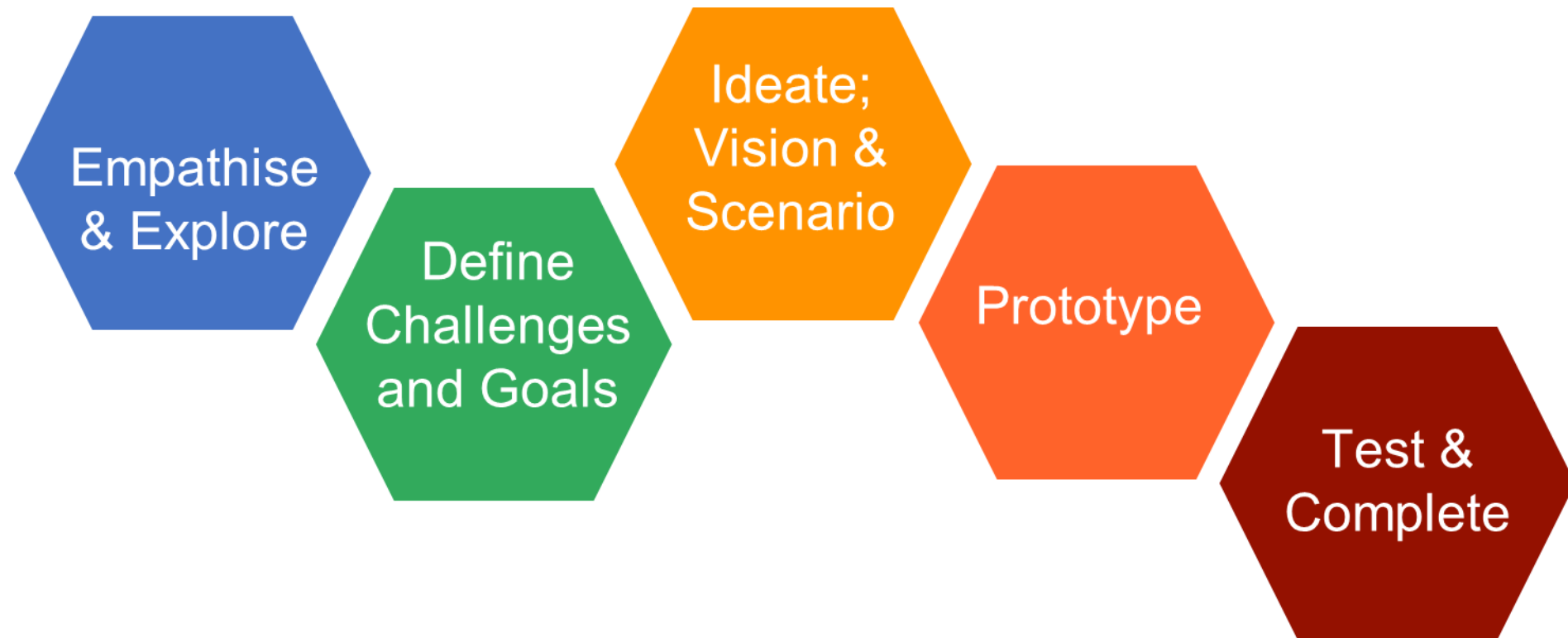
This human-centered design process consists of five core stages:
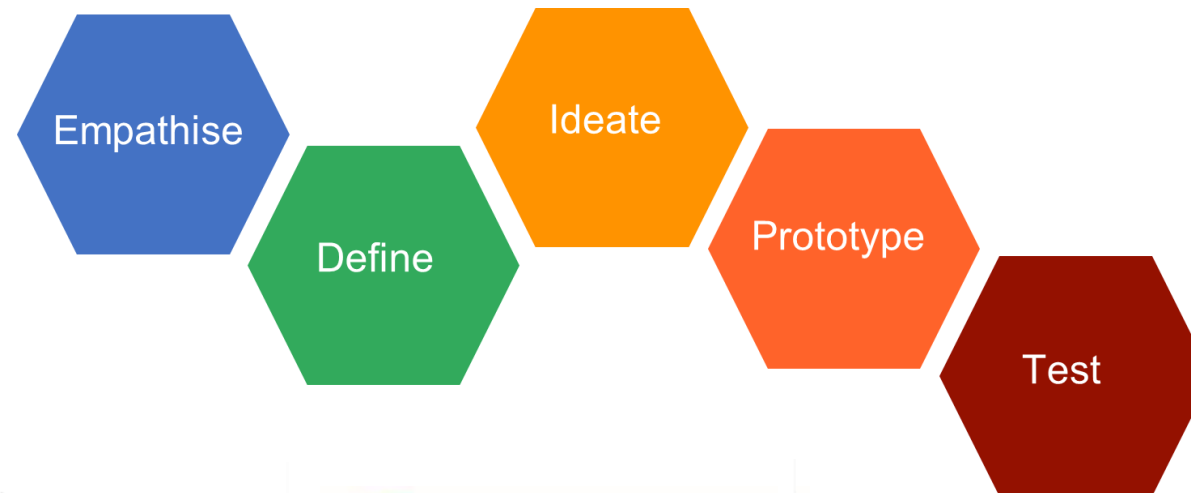
Steps in Design Thinking

Steps in Design Thinking: adapted for AESOP4Food

Empathise & Explore

Understanding the problems, needs and desires of actors, stakeholders, users to address best the challenges.
Understanding the qualities, challenges, opportunities of the local landscape to come up with good ideas.

Questions
a. Who are the actors?
b. What are their problems, needs and desires?
c. What does the local landscape look like?
d. What are the needs and opportunities of this landscape?

Empathise & Exploring methods

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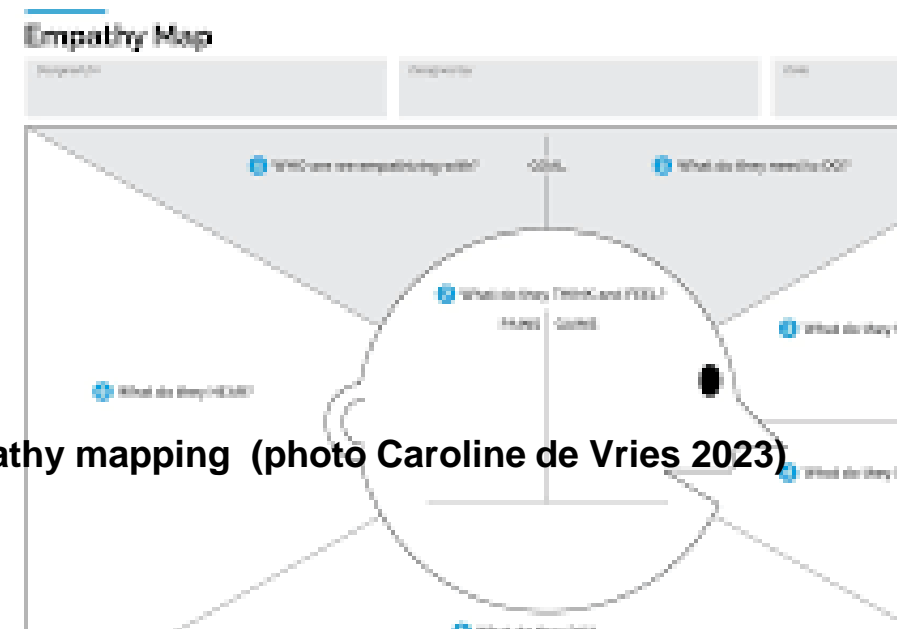
Methods
a. Interviewing / photo voicing / tiny demonstration office
b. Creating personas
c. Landscape walks
d. Transect method
e. Landscape mapping with photos, sketches, notes

Examples of exploring wishes of actors

Playmobile interaction (photos Anna Szilgyi-Nagy / Jeroen de Vries, 2022/3   Empathy mapping (photo Caroline de Vries 2023)

Define challenges and goals

Synthesis of the observations about actors, stakeholders and the landscape.

Collaborative defining the main challenges you need to address and the opportunities you can build on.

It can help to visualize these on a map of the area or in a scheme of the food system.

Define challenges and goals - methods

- Nominal Group Techique for collecting challenges
- Brainstorming for generating ideas
- Power mapping for your main idea / challenge
- Nominal Group technique for collecting goals and prioritsing

You can use the 'how might we?' questions
- How might the agripark serve best the needs of those who are more vulnerable?
- How might farmers benefit from the park for a fair income?
- How might the agripark look like when agroecology is applied?
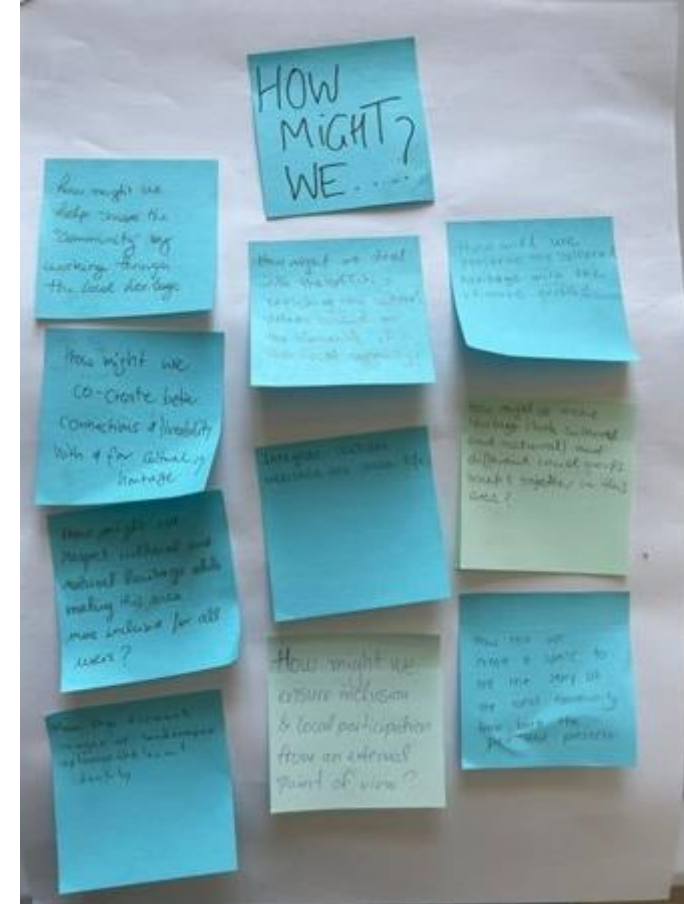
Ideation: vision and scenario

The vision builds upon the defined goals and selected scenario.

It describes the way the food system and the Agripark look like in 20xx.

It can be a written statement, where the main concepts are preferably illustrated with icons, images, sketches.

Scenarios can be explored using the quadrant method (lecture Michiel Dehaene: April 25 and May 16, 2024), see next slides.
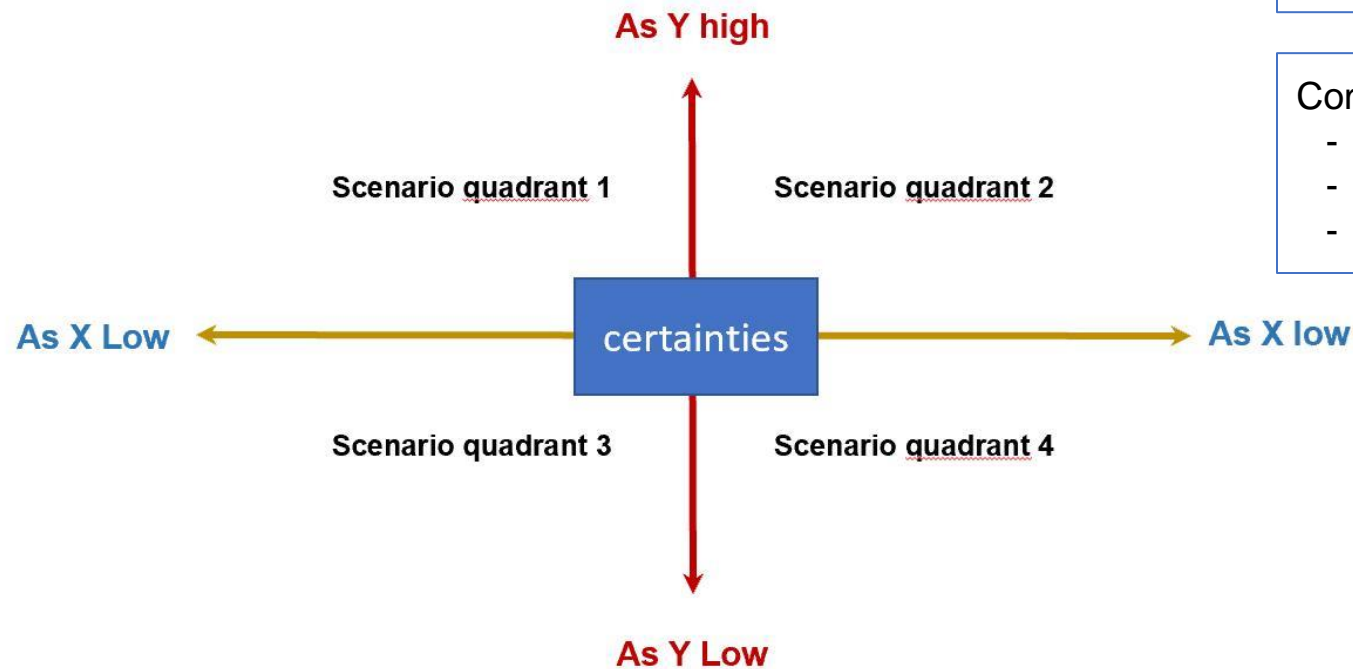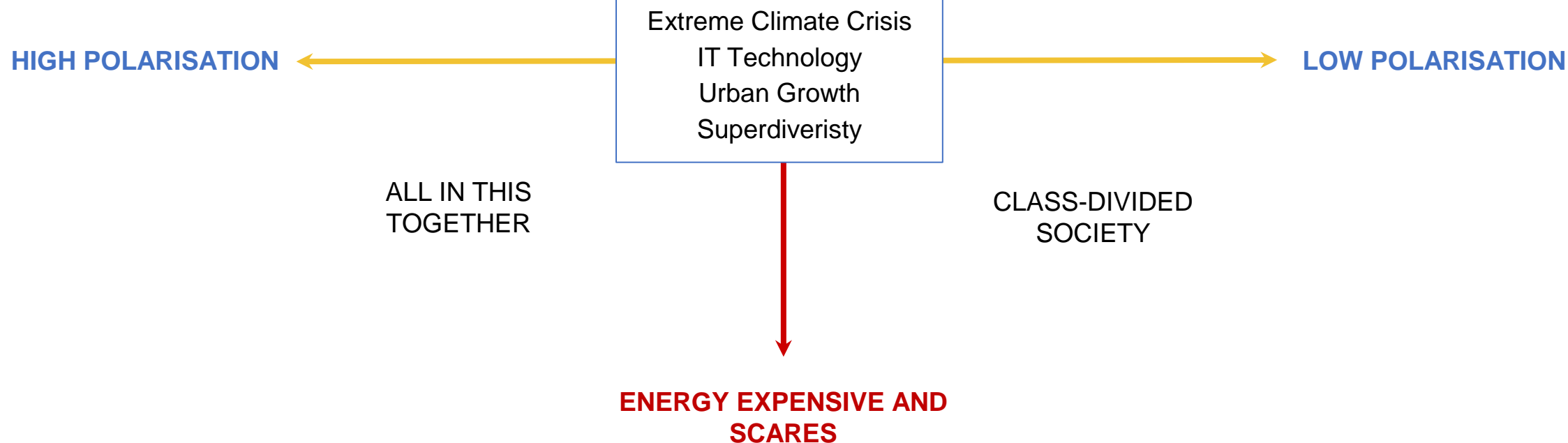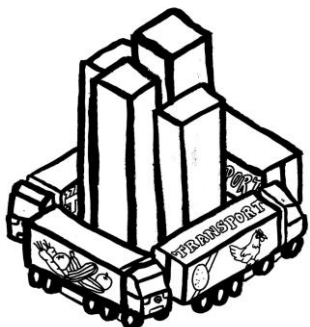
STEP 4 - SCENARIO BUILDING

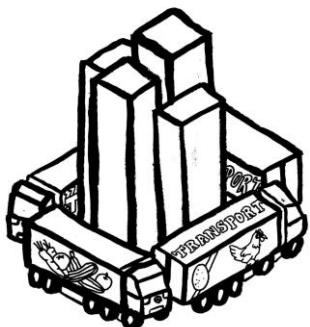- Collaborative definition of possible scenarios (possible worlds)

each quadrant defines a possible world
to be explored/described
according to certainties (certain drivers with high impact)
according to critical uncertainties (uncertain - high impact)

Common list of aspects to be described for all quadrants
- production
- consumption
- distribution…

STADS ACADEMIE

AESOP4FOOD
Action for Education
Spatial Organisation
and Planning For
Sustainable Food

ENERGY CHEAP AND ABUNDANT

FOODTOPIA

GATED COMMUNITIES

HIGH POLARISATION

Extreme Climate Crisis
IT Technology
Urban Growth
Superdiveristy

LOW POLARISATION

ALL IN THIS TOGETHER

CLASS-DIVIDED SOCIETY

ENERGY EXPENSIVE AND SCARES

LE:NOTRE Institute
Linking landscape education, research and innovative practice

POLITÉCNICA
UNIVERSIDAD POLITÉCNICA DE MADRID

UNIVERSITEIT GENT

L'INSTITUT agro Montpellier

SGGW

RED DE MUNICIPIOS POR LA AGROECOLOGÍA

pracownia dóbr wspólnych

Terres en villes

Erasmus+
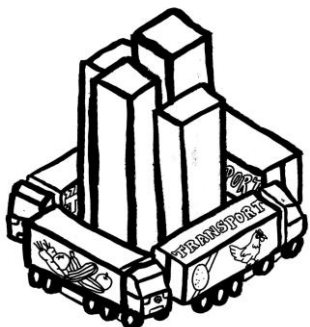
Prototyping

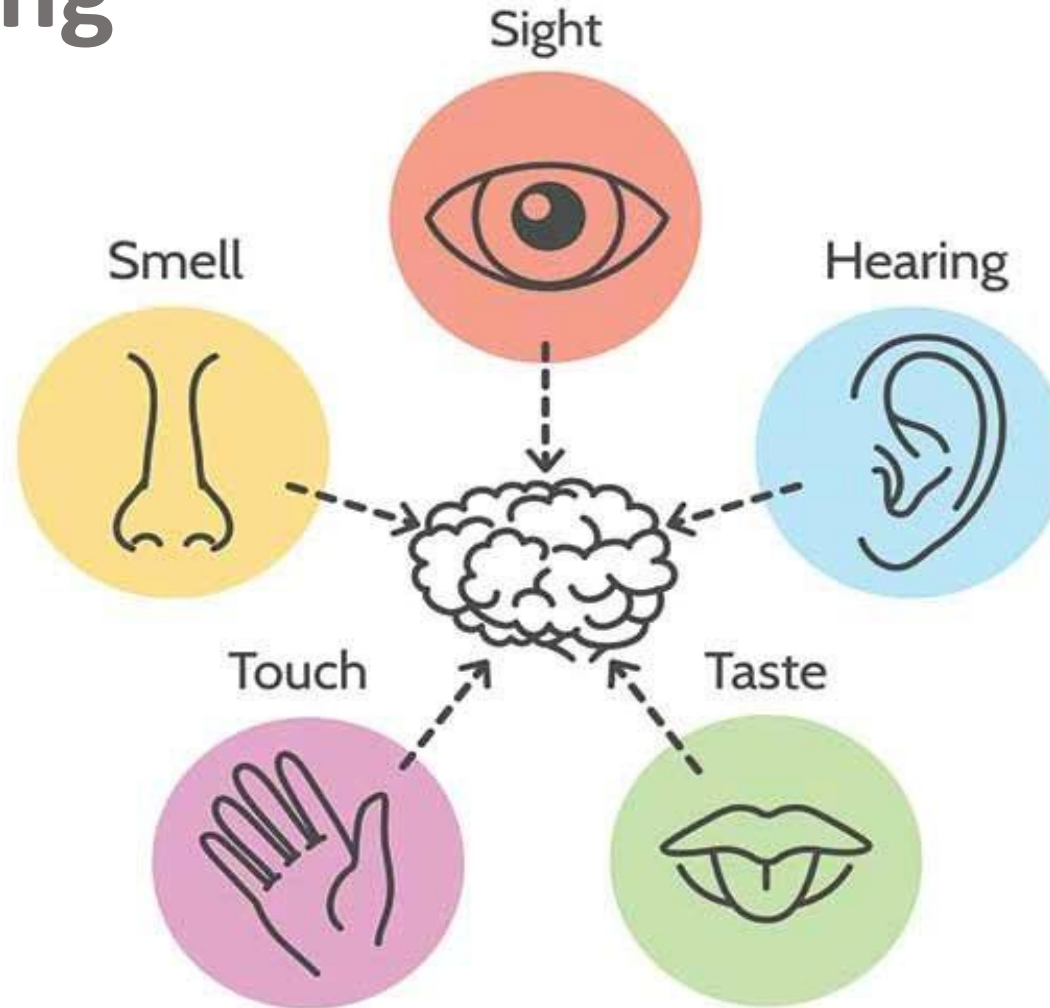prototype is the early physical representation of your idea
that allows people to test and explore your idea's spatial, functional and
social feasibility

Goals
- prove the value of your idea
- get feedback
- catch potential failures
- learn from failures
- integrate lessons into design
- evolve ideas quickly

Prototyping

perceived through the senses

tangible or concrete

can involve bodily contact or activity

What is the difference between the two prototypes?
What is common in the two?

mind maps

games

Performative prototypes (role play)

AR/VR experience

storyboards, comic books

modifiable digital models (streetmix or Minecraft)

flow charts

analogue models

drawings (section drawings, floor plan)
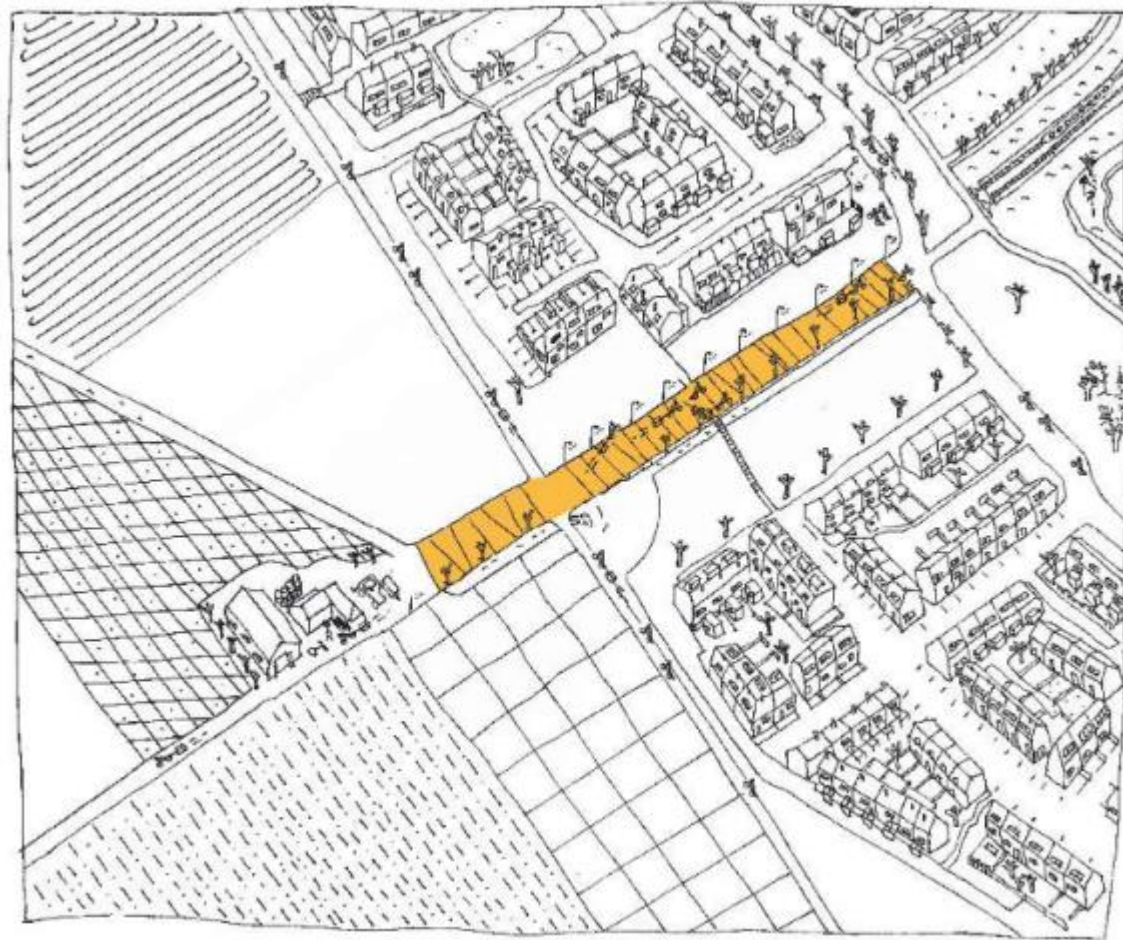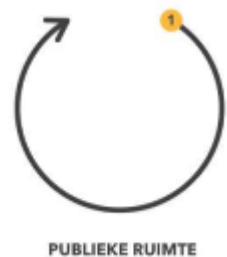
ppt presentation

Examples of prototypes

A prototype could look like a design, but not be detailed

The transition between city and rural area is activated by creating Foodgates on specific sites.

Public spaces connecting producers, processors and consumers.

lecture Bram Vandemoortel of the Architecture Workroom Brussels, Open Space Platform. May 16, 2024

Testing and concluding

The prototypes are tested by actors, users, stakeholders who give feedback
You can understand better the actors. The prototyps should not be a draft design, but a concept for a focused interaction with users
Do not reduce your "testing" work to asking whether or not people like your solution. Instead, continue to ask "Why?", and focus on what you can learn about the person and the problem as well as your potential solutions.

Testing methods

a. When you cannot interact with the local community, you may use personas who do a role play while testing
b. The prototype could also be a game where participants can explore if the proposal fulfills their needs, answers to their desires.
c. If it is a 1:1 model, or a scale model participants may also experience how it works.

Example of a persona

Customer persona - Tourist

Information
- Ahmet
- 32 years old
- Designer

Needs
- interested in exploring the local culture, historical sites, and landmarks in addition to enjoying the coastal attractions.

Positive trends
- Cultural Diversity
- Access to Nature
- Local Design Trends

Hopes
- Inspiration and Creativity
- Cultural and Artistic Exploration
- Networking and Collaboration
- Sustainable Design Inspiration

Opportunities
- Cultural Exploration
- Relaxation and Rejuvenation
- Networking

Negative trends
- Rising Sea Levels and Climate Change
- Environmental Degradation
- Lack of Infrastructure

Headaches
- Distractions and Balancing Work and Leisure
- Limited Workspace Availability
- Client Expectations and Communication

Fears
- Health and Well-being
- Cultural and Language Barriers
- Security and Safety Concerns

AESOP4Food Intensive Course- Montpellier - July 4 - 13, 2024

05.07	06.07	07.07	08.07	09.07	10.07	11.07	12.07
Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Design Thinking Theme Empathising & Exploring	Design Thinking Theme Empathising & Exploring	Design Thinking Theme Empathising & Exploring	Design Thinking Theme Define challenges & goals	Design Thinking Theme Ideation: Vision&Scenario , start Protyping	Design Thinking Theme Empathising & Exploring	Design Thinking Theme Prototyping	Design Thinking Theme Testing and concluding
from 8:00 coffee/tea/vienn			from 8:00 coffee/tea/vienn	from 8:00 coffee/tea/vienn	from 8:00 coffee/tea/vienn	from 8:00 coffee/tea/vienn	from 8:00 coffee/tea/vienn
09:00 - 12:30	09:00 - 12:30	10:00 - 12:00	09:00 - 12:30	09:00 - 12:30	09:00 - 12:30	09:30 - 12:30	09:00 - 12:30
ice Breaking, introductions.	Exploratory walk in the Agriparc des Bouisses mapping	city tour Montpellier starting at 10h00 until 12h00	Formation of groups, short intro on Design Thinking process, Organised work with plenary flash presentations of 3 minutes of the progress.	Clara Zamour « The Agro-Urban areas in the the metropolose of France and Europe Working groups continue with Ideating	introduction and study trip agriparcs around Montpellier	Working groups prototyping session 11h30 Justine Labarre (Montpellier Métropole) - Food environments: the Montpellier case	Final presentations of the working groups (in different formats : mapping, etc.) With Pierre Janin, élu.e.s de la ville et de la métropole, services techniques, etc. - Final wrap up
Lunch	Lunch	Self organised lunch	Lunch at canteen	Lunch at anteen	lunch on the road	Lunch at canteen	Good bye lunch
Introductions at the Hotel de Ville	intro Suzie Bernard / Jeroen de Vries	14:00 - 17:00 study trip to the coastal landsdcape of Montpellier	working groups continue Organised work with plenary flash presentations of 3 minutes of the progress.	Self organised work and flash presenations of 3 minutes on the progress	Study trip continues	After lunch presenations of 10 minutes on the prototypes with feedback by all participants Self organised work, preparation of presentations and documentations	short evaluation & Free afternoon
Welcoming dinner @ La Panacee	17:00 Free evening	17:00 Free evening	17:00 Free evening	17:00 Free evening	17:00 Free evening	17:30 Free evening	Free evening
Outcome of the day Team building, understanding of the policy context, initial landscape system knowledge of the study area, first hypothesises	Outcome of the day an understanding of the landscape of the agripark, needs and ideas of the actors, and the concept of agriparks. Collection of the main challenges and first ideas	Outcome of the day a deeper understanding of the relation with the city and the coastal area	Outcome of the day for each theme a set of goals and first ideas	Outcome of the day Vision for the theme of the working group with scenario, first concept of prototype	Outcome of the day a deeper understanding of the position/function of Bouisses in the system of agriparks	Outcome of the day Teams know what to produce for the final presentation and have started producing outputs.	Outcome of the day, dissemination of AESOP4Food Living Lab Montpelliers, collection of documentation materials. public presentation and post-evaluation
Methods Ice Breaking, lectures, discussion, brainstorm	Methods Exploratory walk, transect walk, landscape mapping, discussion, brainstorm	Methods Exploratory walk, deep immersion in the landscape and interaction with locals	Methods Nominal Group Technique, Power mapping, Brainstorming	Methods Selection of ideation methods: illustrated concepts with icons, images, sketches, mock-	Methods Lecture - Study trip - Landscape System Mapping	Methods Creating prototypes that can be experienced, feedback by post its from each participant	Methods Presentations, discussions, round table, flash light