

AESOP4Food



Design Thinking

Empathise

Ideate

Define

Prototype

Test

*Introduction
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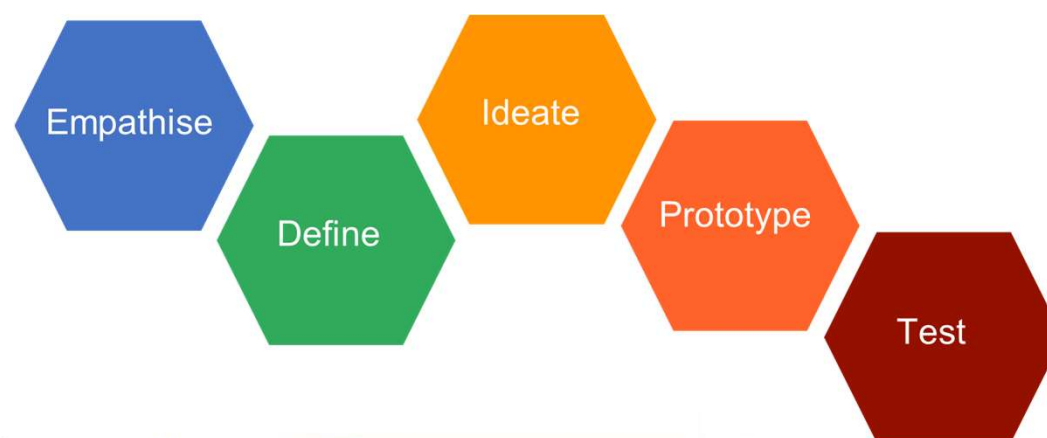
R. Raveel

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

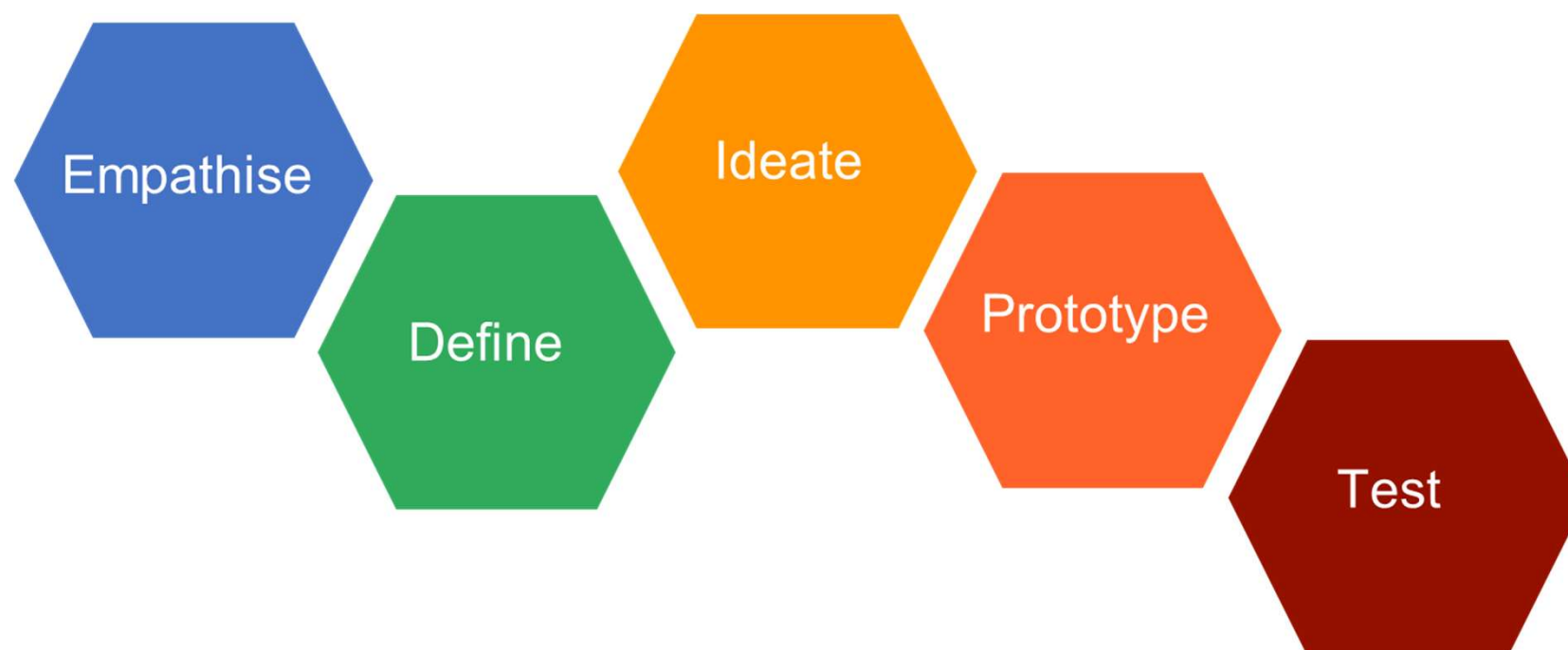
Design thinking

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.

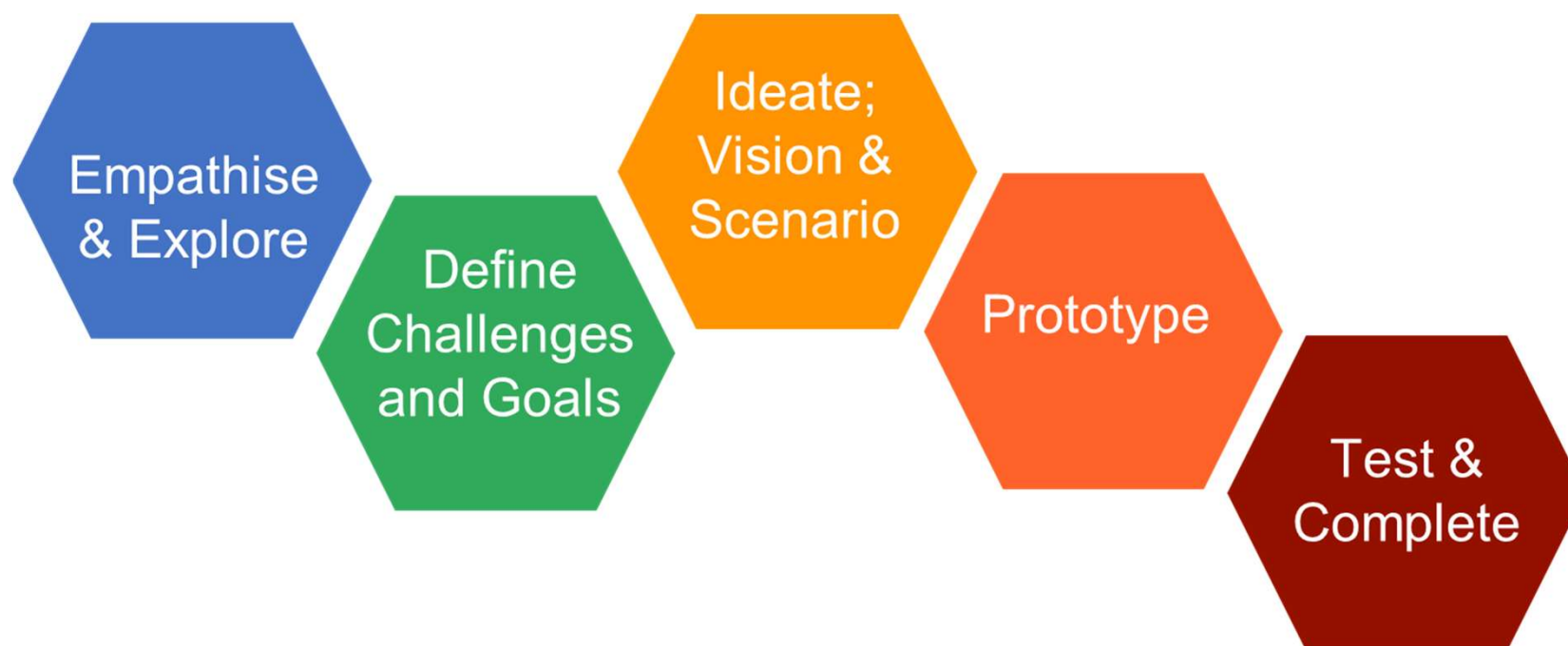
This human-centered design process consists of five core stages:



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

- Who are the actors?
- What are their problems, needs and desires?
- What does the local landscape look like?
- What are the needs and opportunities of this landscape?

Empathise & Exploring methods

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.

Methods

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

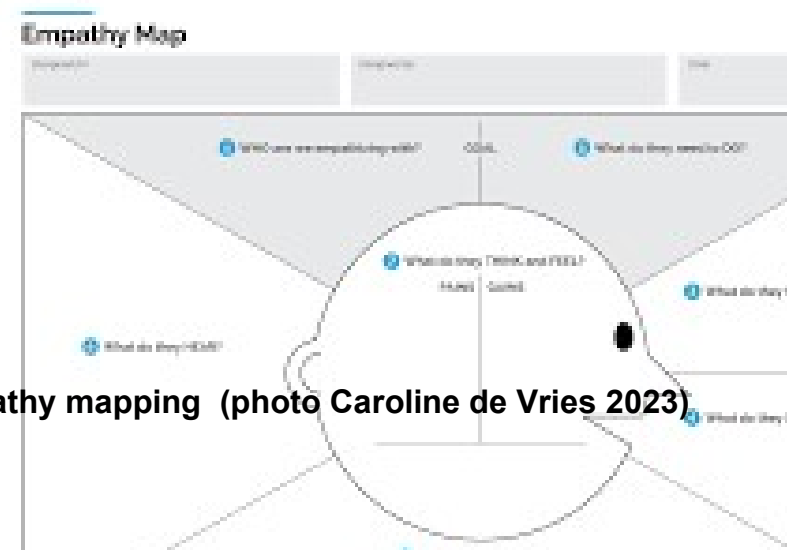
Examples of exploring wishes of actors



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.

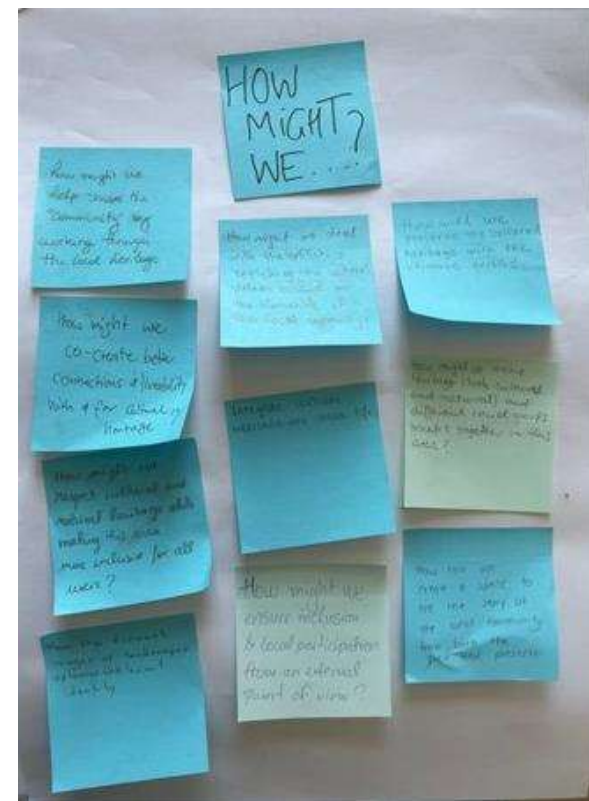
It can help to visualize these on a map of the area or in a scheme of the food system.

Define challenges and goals - methods

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

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.

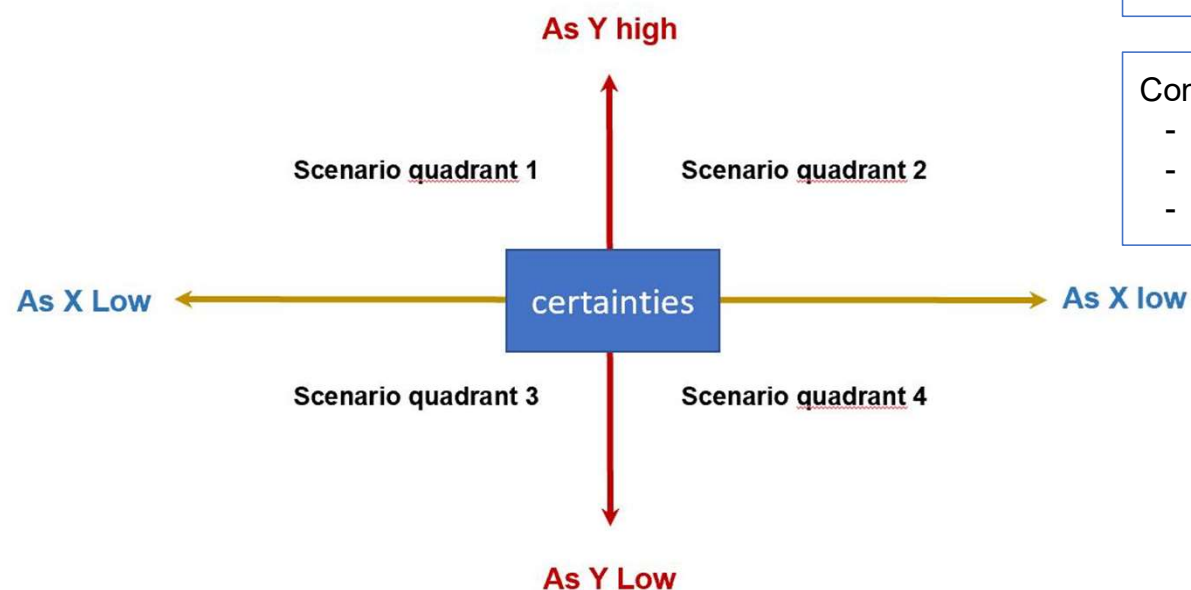
STEP 4 - SCENARIO BUILDING

- Collaborative definition of possible scenarios (possible worlds)

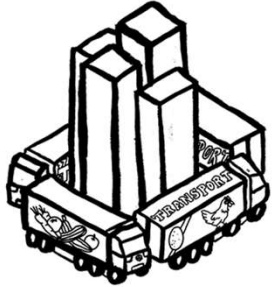
each quadrant defines a possible world
to be explored/described
according to certainties (certain drivers with high impact)
according to critical uncertainties (uncertain - high impact)

Common list of aspects to be described for all quadrants

- production
- consumption
- distribution...



STAD&
ACADEMIE



**ENERGY CHEAP AND
ABUNDANT**

FOODTOPIA

GATED
COMMUNITIES

HIGH POLARISATION

Extreme Climate Crisis
IT Technology
Urban Growth
Superdiveristy

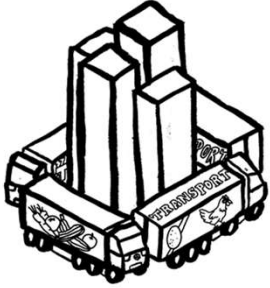
LOW POLARISATION

ALL IN THIS
TOGETHER

CLASS-DIVIDED
SOCIETY

**ENERGY EXPENSIVE AND
SCARES**

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INDIVIDUALISATION LOW

UTOPIA?

FOOD SECURITY HIGH

NETWORK
WOLRD

Climate Change
IT Technology
Smaller Families

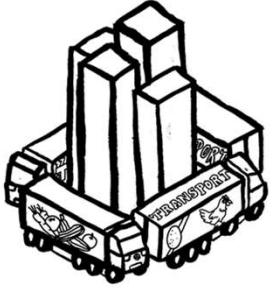
INDIVIDUALISATION HIGH

STRONG
TOGETHER

EATING TO STAY
ALIVE

FOOD SECURITY LOW

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NO_AMAZON TYPE
PLAYERS IN THE
FOOD SECTOR

HYPERMARKET
SOCIETY

THE CITY IS A
FARM

SEGREGATED FARMING

Climate Change
Biodiversity Loss

NATURE INCLUSIVE
FARMING

BIG MOTHER™

ECOTECHNOCRACY

AMAZON TYPE
DISTRIBUTION



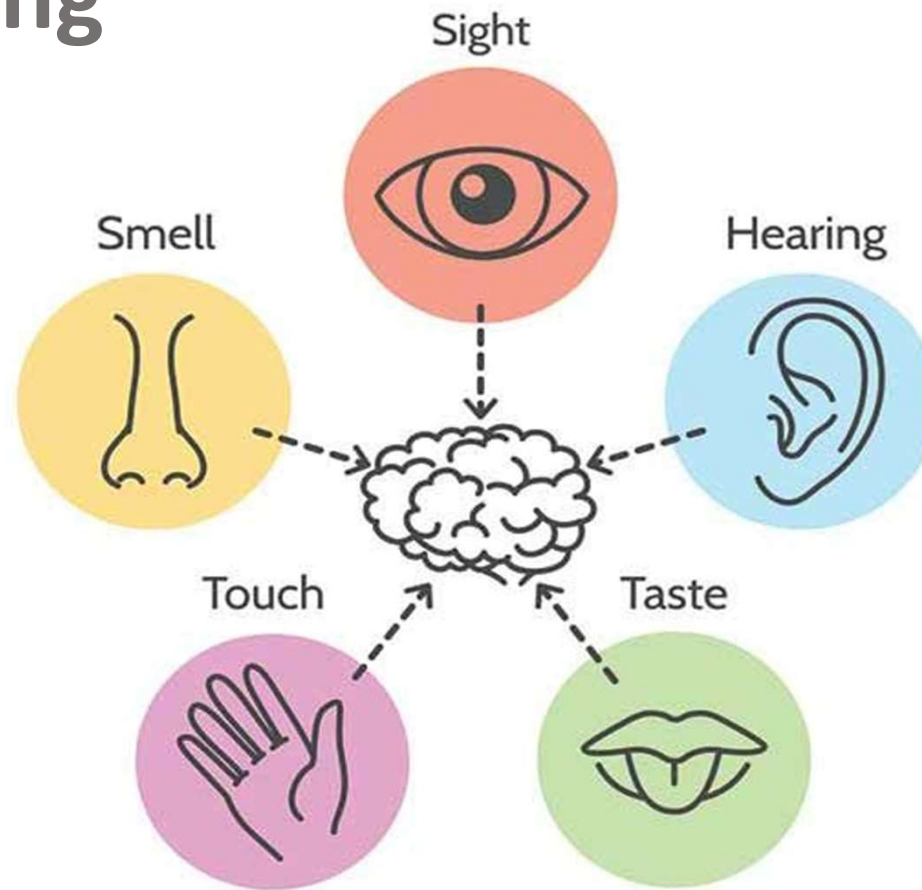
Prototyping

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

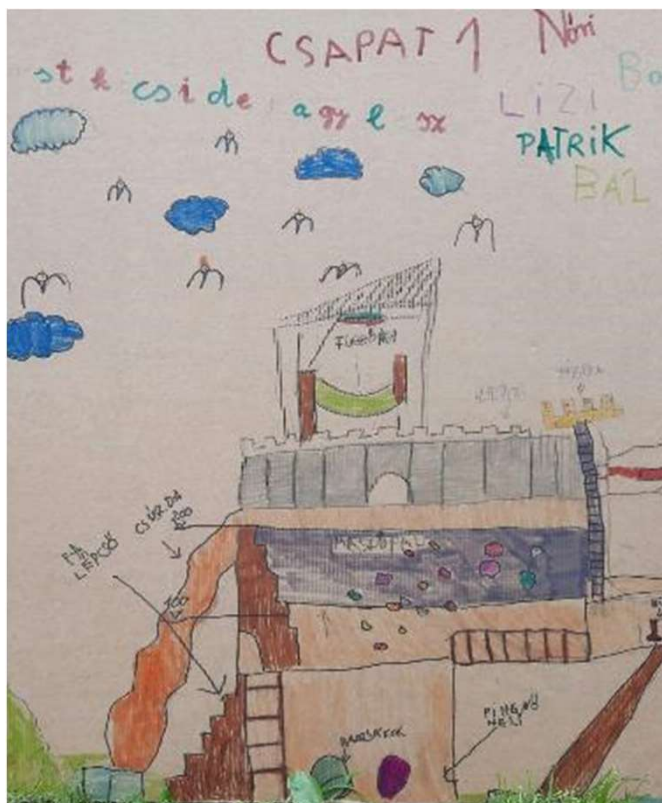
Prototyping



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?

Portland, Oregon, USA
<https://bikeportland.org/2016/02/11/a-closer-look-at-the-better-broadway-pop-up-protected-bikeway-174752>

mind maps

games

Performative
prototypes (role
play)



AR/VR
experience

storyboards,
comic books

modifiable digital
models (streetmix or
Minecraft)

flow charts

drawings (section
drawings, floor plan)

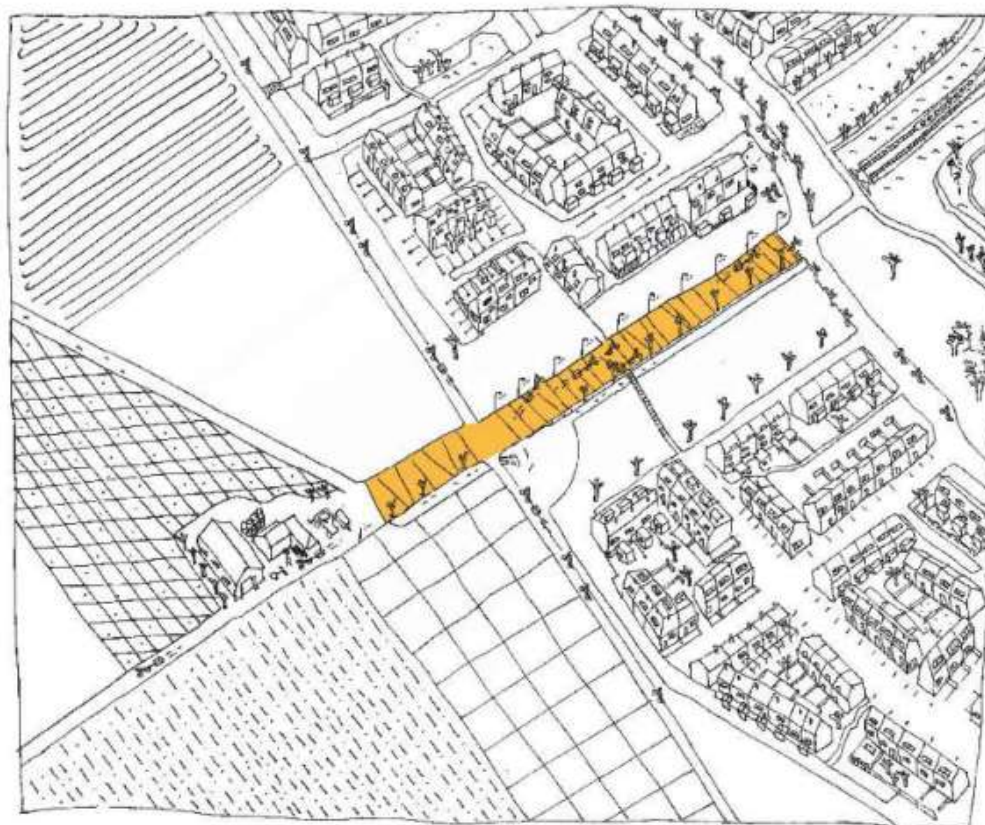
analogue
models

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 prototypes 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

