

ARRIVING AT OUR 'DESIGN CHALLENGE'

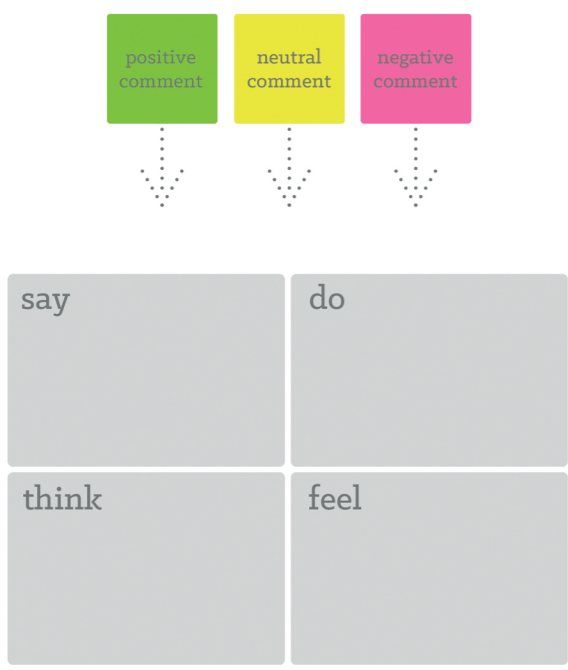
how is a critical design response used to present the research outcomes to direct and indirect stakeholders?

what impacts does this have on the hybrid/smart city debate?

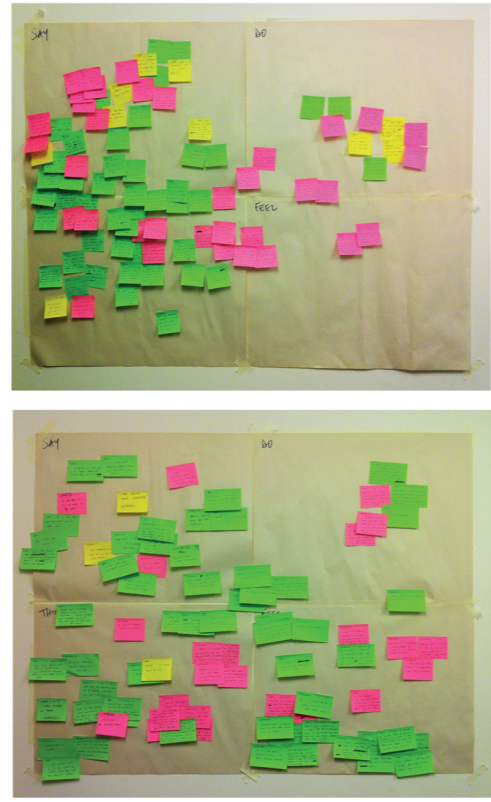
reflecting back on the themes

IDEO / stanford D-school empathy map (kelley, 2010) using recorded audio

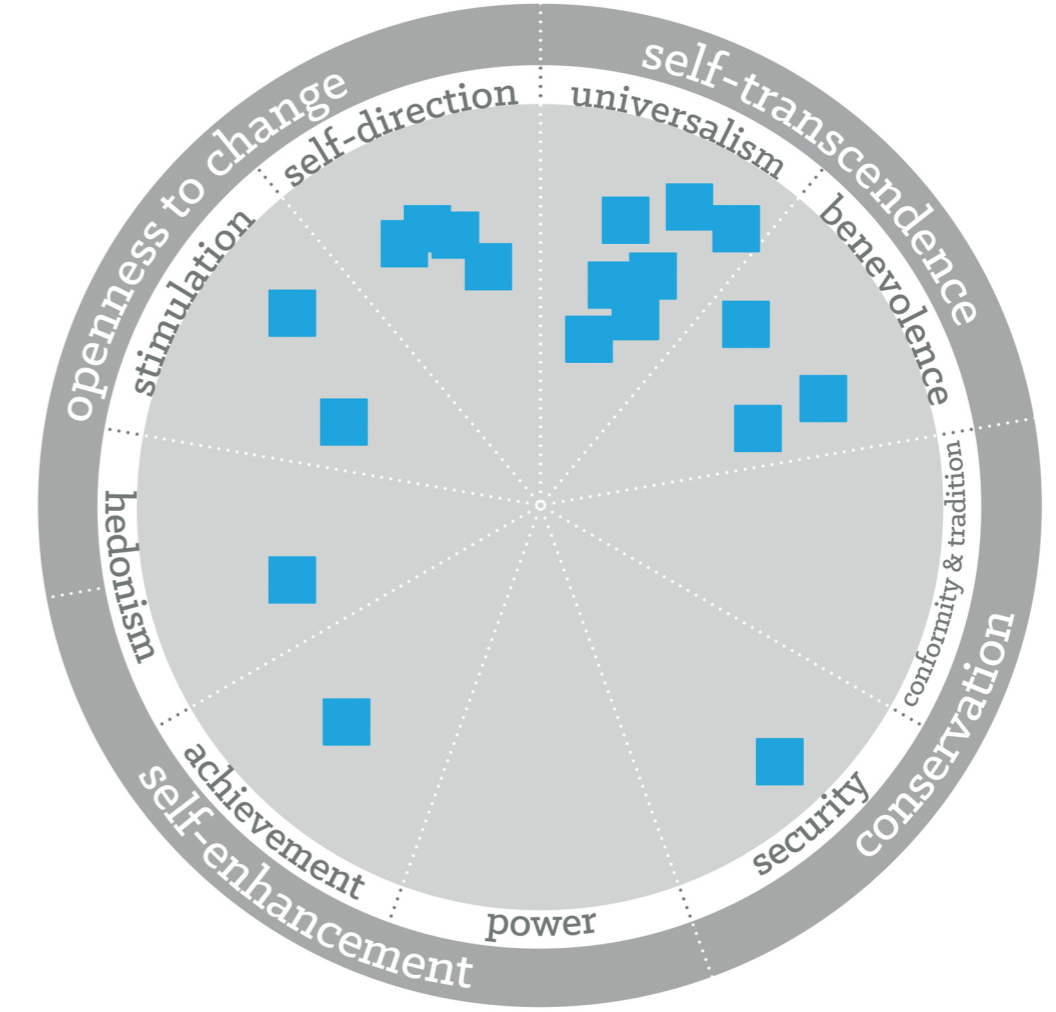
mapping participants' societal values (schwartz, 2012)



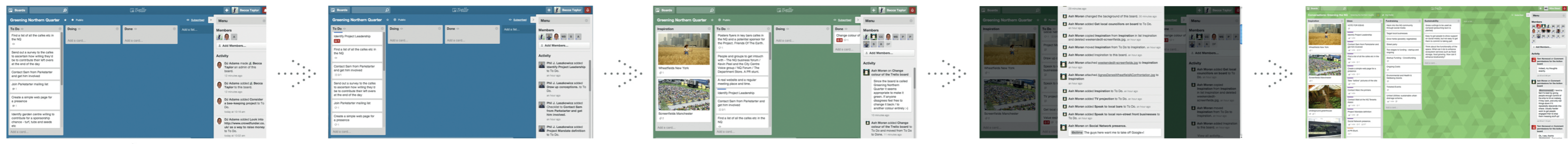
examples of mapping



interpretative analysis of qualitative data



participants responding to the challenge through digital means



will the digital interactions continue?

Trello online noticeboard



data capture in manchester's northern quarter - 34 participants over 12 conversations



key research themes

themes & stakeholders reflect back on each other

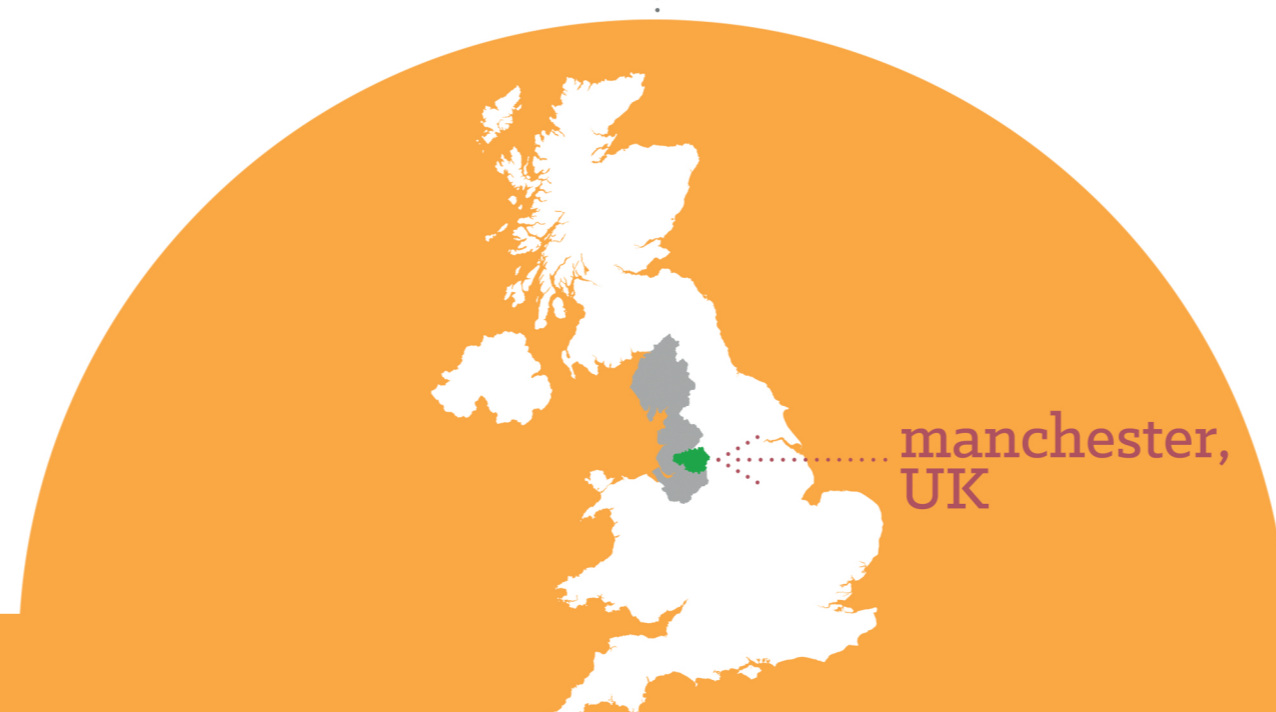


northern quarter stakeholders

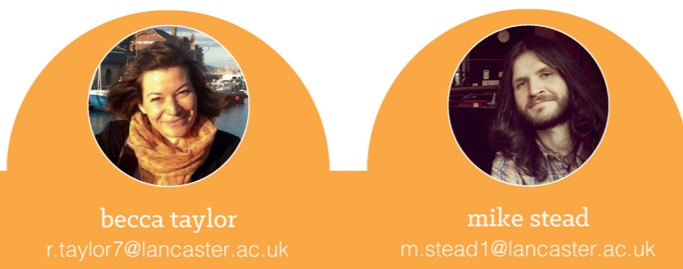


a 'research through design' approach exploring different issues (after frayling, 1993)

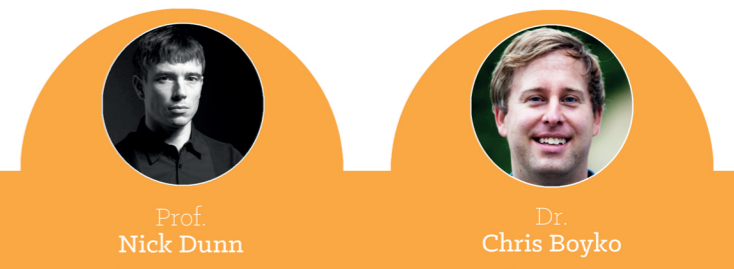
CAN YOU GREEN MANCHESTER'S NORTHERN QUARTER WITH THE DIGITAL TOOLS YOU HAVE ON YOU?



please start here



researchers in digital innovation



project supervisors