

DESIGNING FUTURE INTERACTIONS WORKSHOP

24.06.2014
Insights &
Reflections

THE AIM

On June 26th 2014, a workshop was held at the AHO institute, sponsored by IxDA Oslo to explore four key issues facing user experience professionals today. We invited educators, researchers, professionals looking for better ways to train their colleagues and hiring managers looking to increase the number of well-qualified UX candidates entering the job market.

THE QUESTIONS

- 1. What Continuing Education options do we need?**
- 2. How can we educate more and better designers?**
- 3. How should academia and industry collaborate?**
- 4. What does a future UX education curriculum look like?**

THE EXPLORATION

We explored these questions by first looking at the present and then projecting into the future.

the present



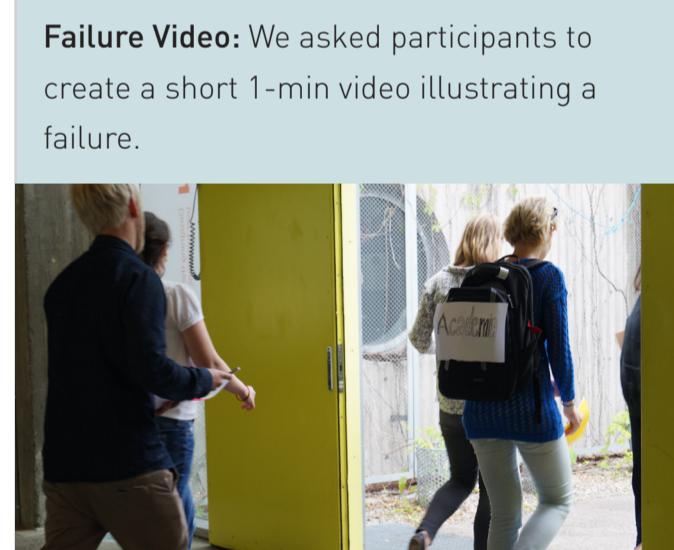
Exploring Failures: Participants were asked to identify current failures.



Future Sketch: Participants were also asked to highlight good practices that they want to keep for the future.



the future



Short term visioning: Some participants chose to explore and envision immediate solutions through the blueprinting process.



Long term visioning: Other participants chose to explore longer term scenarios through design fiction videos.

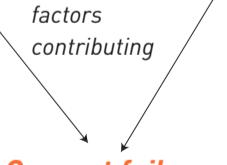


THE OUTCOMES

Insights

Expanding IxD Spectrum

As IxD expands and continues to redefine its boundary, schools have to develop models of learning that is flexible and not just a one-size fit all model.



Lack of ownership of the problem

The problem spans different sectors, different educational stages and industry. Without an organisation or a network of motivated actors, the issues will be difficult to resolve.

Siloed and narrow education

Current IxD education are taught in siloed streams rather than integrated with other related design subjects. There should also be closer ties to industries to ensure relevancy and currency of curriculum. There has also been criticism of IxD education not producing enough highly skilled screen crafters and instead focusing on overly specialised areas like Service Design.

Low subject awareness

There is a lack of understanding and awareness of IxD by the general public. Exposure to the subject is minimal and non-existent at high school level. This is not helped by a lack of consensus in the industry on how to describe, define and explain what IxD is and encompasses.

results in

Low application level & skills shortage

Design schools are struggling to recruit the 'right' type of students and as a result companies are finding it very challenging to recruit industry-ready graduates.

Redefining Value

It's important to explore and redefine the value of IxD education. What are the core skills required? What is the overall model? Mindset>Skills/Craft> Reflection through a studio model?

Leveraging on other forms of IxD training
There are now informal educational models and training offered by the likes of General Assembly and Hyper Island. These models are already supporting short term needs and skills gaps. How to leverage them in the longer term? Could collaborations or partnerships be formed with companies or design schools?

IxD Education V2.0
Closer collaboration between education ministry, design schools and industry needed. More connectedness in the IxD education pipeline. Flexibility in models and entry pathways.

IxD Leadership

Opportunity to create and develop strong leadership in IxD education by lobbying and making a case for the inclusion of IxD subject in high school and raising subject awareness.

Matchmaking and networking

Which are the actors who will take ownership of this problem? Could IxDA Oslo be the matchmaker to connect policy makers, teachers, students, tutors, researchers and professional designers?