

Corso: **USER AND SOCIAL INNOVATION**

Docenti: LUCIA CHROMETZKA e FRANCESCO MORACE

Semestre: 2°

Lingua di erogazione: INGLESE

N° max studenti ammessi: 40 POLITECNICO + 40 ERASMUS

Modalità d'esame per non frequentanti: NO

Note: Il voto finale composto di 25% (assignment 1) + 25% (assignment 2) + 50% (esame)

Prodotto	Interni	Comunicazione	Fashion	D&E	PSSD
✓	✓	✓	✓	x	✓

USER AND SOCIAL INNOVATION

Emerge il bisogno di nuovi metodi e un nuovo approccio sistematico nel mondo del design in modo da poter sviluppare progetti in sintonia con i nuovi contesti sociali, dove nuovi gruppi di persone, e non necessariamente designer professionisti, agiscono con una sorta di “consapevolezza progettuale” e non vogliono rimanere spettatori passivi dei processi di progettazione.

Il corso si concentrerà sui seguenti aspetti principali, fornendo **strumenti e metodologie specifiche** che permetteranno agli studenti di:

- Procedere a una lettura sistematica del cambiamento sociale e dei **comportamenti delle persone**, prima di definire progetti e strategie.
 - Considerare **le tendenze socio-culturali** come strumento credibile di design thinking, che può rappresentare un vocabolario comune per i mondi della ricerca, del design e del business.
 - **Anticipare il cambiamento sociale** utilizzando come approccio metodologico il monitoraggio dei comportamenti delle persone, prima di sviluppare nuove ipotesi progettuali.
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USER AND SOCIAL INNOVATION




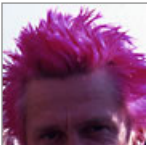

CRITERI DI VALUTAZIONE


La prova di verifica scritta, i lavori di gruppo o gli assignment individuali, la partecipazione in aula

MODALITÀ D'ESAME

L'esame consiste in una prova scritta (a domande chiuse e aperte)




	Values Global & Local	15 YEARS
	MacroFraming	10 YEARS
	MicroFraming	5 YEARS
	Coolhunting & Cultsearching	PRESENT
	Design Thinking	FUTURE



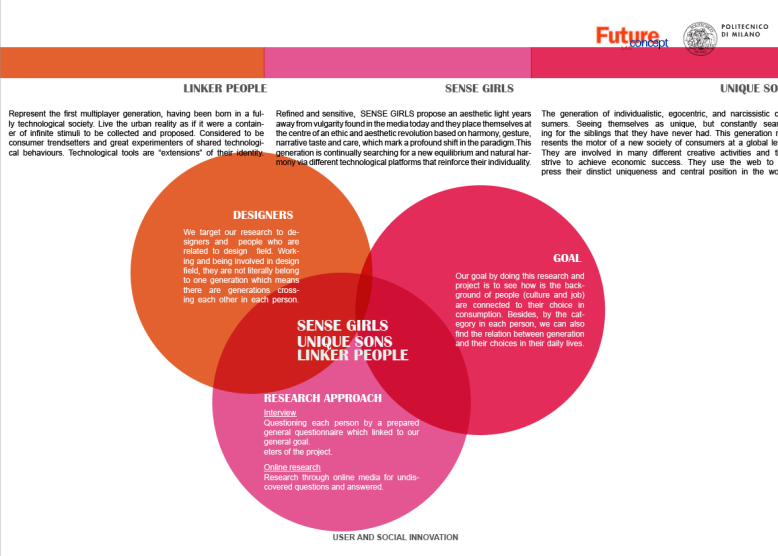
THE ICONS PROJECT


What are the icons of the Consum-Authors?

 **POLITECNICO DI MILANO**
User and social Innovation class PR1
a.a. 2012/2013

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Future Concept 

LINKER PEOPLE Represent the first multiplayer generation, having been born in a fully technological society. Live the urban reality as if it were a container of infinite stimuli to be collected and proposed. Considered to be consumer trendsetters and great experimenters of shared technological behaviours. Technological tools are "extensions" of their identity.

SENSE GIRLS Refined and sensitive, SENSE GIRLS propose an aesthetic light years away from vulgarity found in the media today and they place themselves at the centre of an ethic and aesthetic revolution based on harmony, posture, narrative taste and care, which mark a profound shift in the paradigm. This generation is continually searching for a new equilibrium and natural harmony, different technological platforms that reinforce their individuality.

UNIQUE SONS The generation of individualistic, egocentric, and narcissistic consumers. Seeing themselves as unique, but constantly searching for the siblings that they have never had. This generation represents the motor of a new society of consumers at a global level. They are involved in many different creative activities and they strive to achieve economic success. They use the web to express their distinct uniqueness and central position in the world.

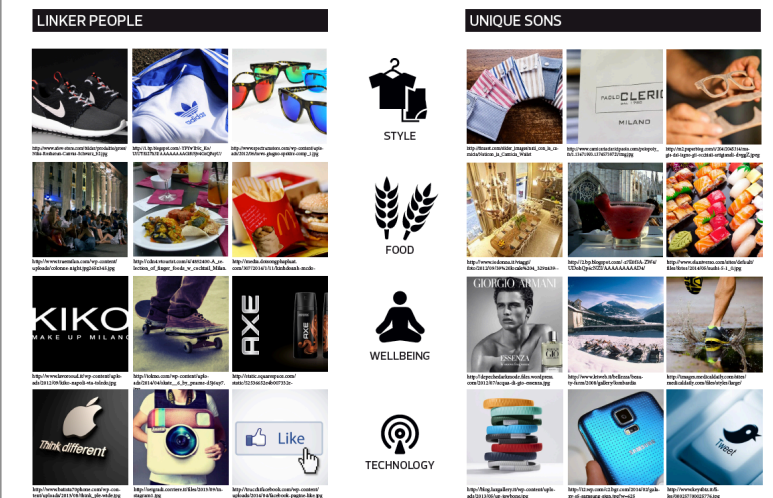
DESIGNERS We target our research to designers and people who are related to design field. Working and being involved in design field, they are not literally belonging to one generation which means there are generations crossing each other in each person.

GOAL Our goal by doing this research and project is to see how is the background of people (culture and job) are connected to their choice in consumption. Besides, by the category in each person, we can also find the relation between generation and their choices in their daily lives.

RESEARCH APPROACH
Interview: Questioning each person by a prepared general questionnaire which linked to our general goal views of the project.
Online research: Research through online media for undisclosed questions and answers.

**SENSE GIRLS
UNIQUE SONS
LINKER PEOPLE**

USER AND SOCIAL INNOVATION



LINKER PEOPLE

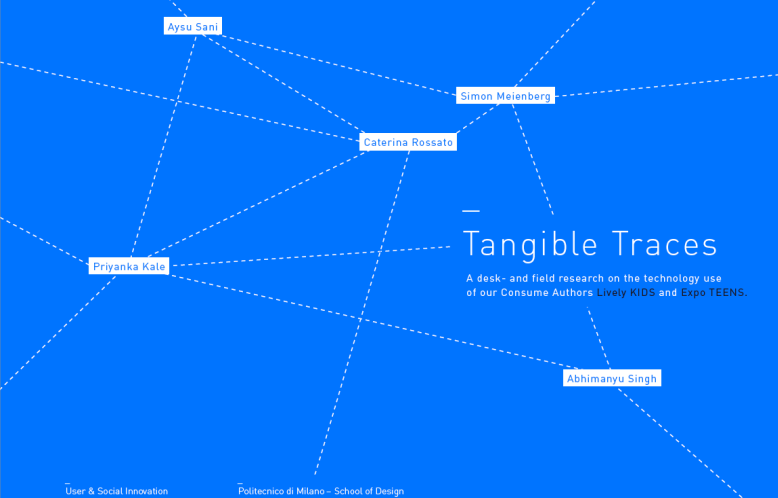
UNIQUE SONS

STYLE

FOOD

WELLBEING

TECHNOLOGY



Tangible Traces

A desk- and field research on the technology use of our Consume Authors Lively KIDS and Expo TEENS.

Network of connections: Aysu Sami, Simon Meienberg, Caterina Rossato, Priyanka Kale, Abhimanyu Singh.

User & Social Innovation **Politecnico di Milano - School of Design**