

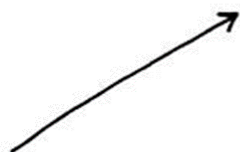
EXPLORATIVE RESEARCH AND PRAXIS SEMINAR 1

PRODUCT DESIGN, INDUSTRIAL DESIGN, TRANSPORT DESIGN & ENVIRONMENTAL DESIGN

MATT ARCHER

18.11.21

Success



what people think
it looks like

Success



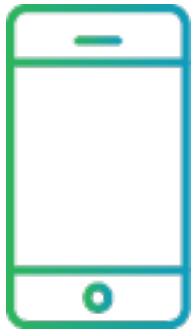
what it really
looks like

ADAM GRANT

THE SURPRISING HABITS OF ORIGINAL THINKERS

❑ https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers

10 INFLUENCES CHANGING DESIGN THINKING



1. **Mobile Internet**

Interfaces, formats, sensors and apps will evolve as mobile computing devices dominate internet connectivity. By 2025, mobile connectivity could be accessed by an additional 4.3 billion people.



2. Artificial Intelligence

Machine learning and user interfaces such as speech and gesture recognition technology will advance to increase productivity or eliminate some knowledge work altogether.



3. Virtual and augmented reality

Goldman Sachs is betting on the virtual and augmented reality industry to become an \$80 billion market by 2025 – it's around \$7 billion right now. Major upgrades will come to technology infrastructure and an ecosystem of apps will form for consumers and enterprises alike.



5. Internet of Things

More than 9 billion devices are currently connected to the internet – that number is estimated to grow between 50 billion to nearly 1 trillion in the next decade. Organizations will face monitoring and securing products, systems, devices and even people.



6. Advanced robotics

Advances in artificial intelligence, machine vision, sensors, motors, hydraulics and materials will change the way products and services are delivered. A surge in tech talent for building, operating and maintaining advanced robots will occur.



7. Biometric technology

A recent survey of security professionals revealed that 72 percent of companies are planning to drop traditional passwords by 2025. This will give rise to new authorization services for face, voice, eye, hand and signature identification.



8. 3D printing

3D printing could enable unprecedented levels of mass customization and dramatically reduce the cost of supply chains generating an estimated economic impact of \$230 to \$550 billion annually by 2025

.



9. Genomics

Genetic engineering technology will grow with faster computer processing speeds. DNA sequencing technologies and advanced analytics will improve agricultural production, reduce reliance on fossil fuels and extend human life expectancy.



10. Blockchain

Blockchain is best known in the context of virtual currency Bitcoin, but a recent report showed 64 different use cases of blockchain across 200 companies. Streamlined, secure contracting and transacting will drive commercial use.

**THESE INFLUENCES WILL HAVE A MAJOR IMPACT
IN THE DESIGN THINKING OF.....**

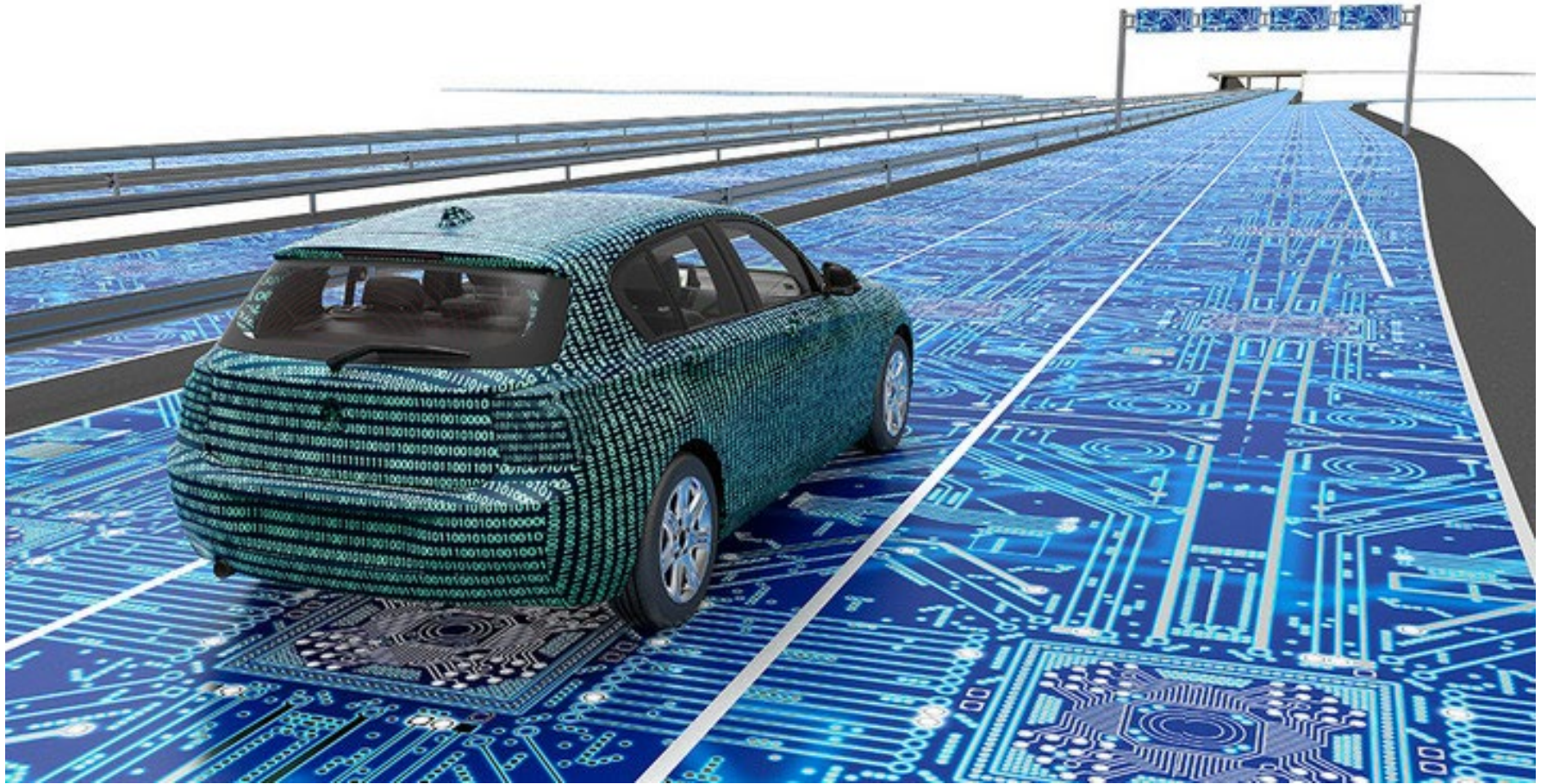
SMART CITIES OF THE FUTURE



SMART CITIES OF THE FUTURE



SMART TRANSPORTATION OF THE FUTURE



SMART TRANSPORTATION OF THE FUTURE



SMART PRODUCTS FOR LIVING



SMART PRODUCTS FOR LIVING



HOWEVER.....

ORIGINALITY & INNOVATION CAN 'JUST' BE SIMPLE



MODULE PROJECTS: CLIENT SPONSORED

- 1. HEALTHCARE INDUSTRY – 9.30AM WED 24th NOV**
- 2. AUTOMOTIVE INFRASTRUCTURE**
- 3. MATERIAL EXPLORATION**

ALL PROJECTS TO BE UNDERTAKEN AS PART OF THE MODULE REQUIREMENTS FOR **PD & ID** PATHWAYS. OPEN FOR OTHER PATHWAYS TO UNDERTAKE & PRESENT TO CLIENT AS APPROPRIATE, PLEASE CONTACT M ARCHER IF INTERESTED.

JINSOP LEE

DESIGN FOR ALL 5 SENSES

□ [https://www.ted.com/talks/jinsop lee design for all 5 senses](https://www.ted.com/talks/jinsop_lee_design_for_all_5_senses)

THANK YOU