Academy Masterclasses

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June 2017

Brands as Platforms

Date: Thursday 8 June
Speaker: Ron Kersic
Location: Magnavox

In today's environment, companies have less direct control over their brands than they did 20 years ago. They have to be okay with other people influencing their brands and managing within a more complex ecosystem. Customer contribution and co-creation bring enormous value to companies that utilise them, across a wide range of industries. Digital technology enables new ways of interacting with, learning from, and catering to customers. Ron Kersic, senior architect at ING, will elaborate on 'brands as platforms' and the implications for design.

Designing Connected Products

Date: Thursday 22 June
Speaker: Bob van Luijt
Location: Magnavox

What do we mean when we talk about the Internet of Things? Is this limited to networked thermostats, fitness monitors, and door locks or is it more? During this session, we will look at IoT from a more holistic perspective and understand why it is so important in the emerging landscape of AI. We will dive into designing products for consumers and businesses and take a look at the new challenges that emerge beyond conventional software UI and interaction design. Bob van Luijt, creative technologist and strategic designer, is Google Expert on the topic of IoT and he runs his own companies named Kubrickology and Firmshift.

Design Research

Date: Thursday 29 June
Speaker: Rémon van den Bergh & Henk Haaima
Location: Magnavox

Design research is foundational to creating products, services, and systems that respond to human needs. The analysis of individual and user group behaviour will lead and inspire us to new insights. In the words of Tim Brown (CEO of IDEO): 'Great design is born out of great research'. In this masterclass a wide range of different research approaches and methodologies will be explained by Rémon van den Bergh and Henk Haaima as well as how and when to use them.

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