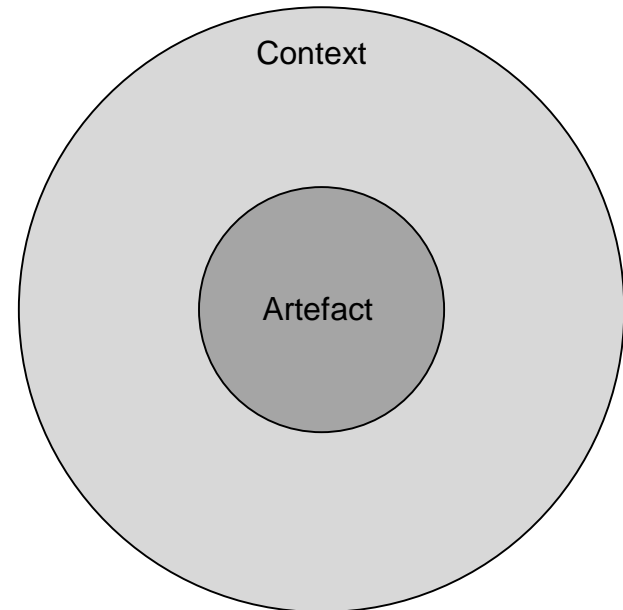


# TwR

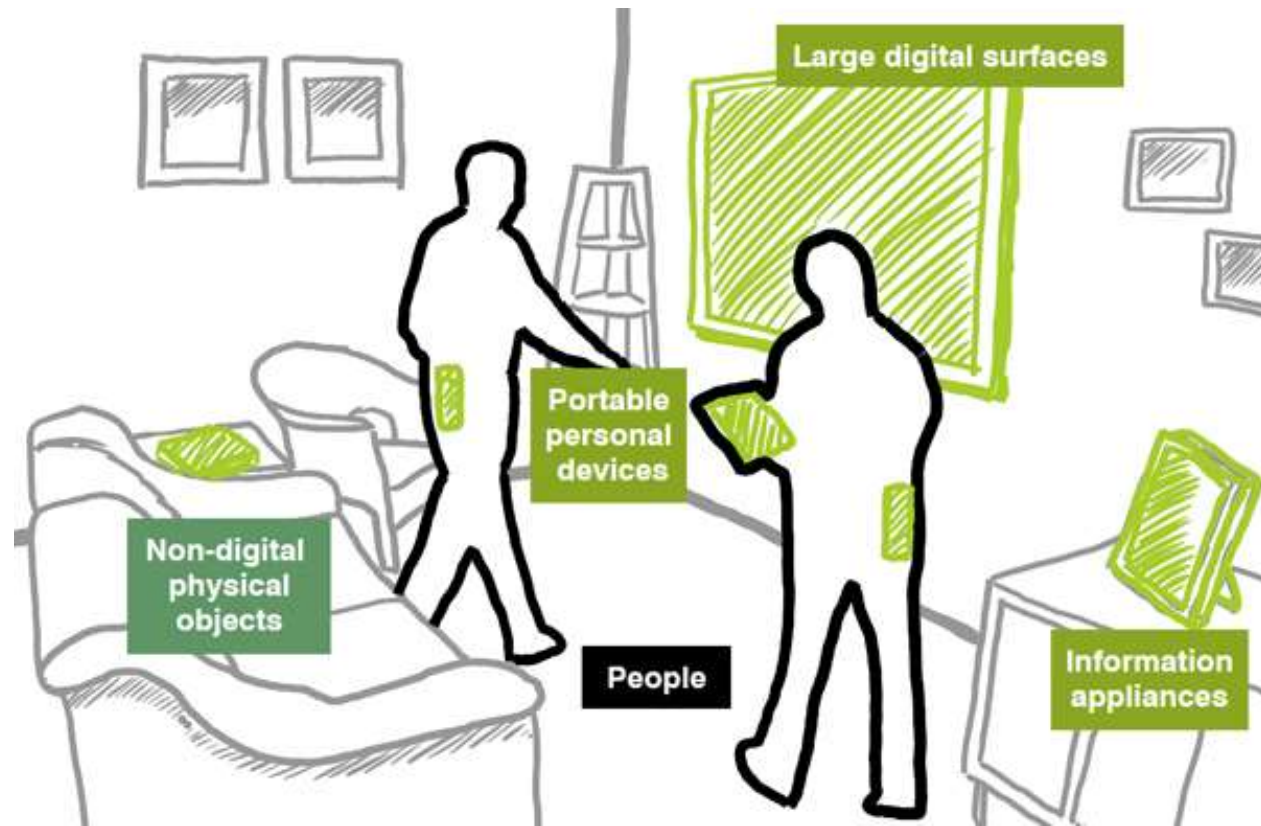
Johan Blomkvist

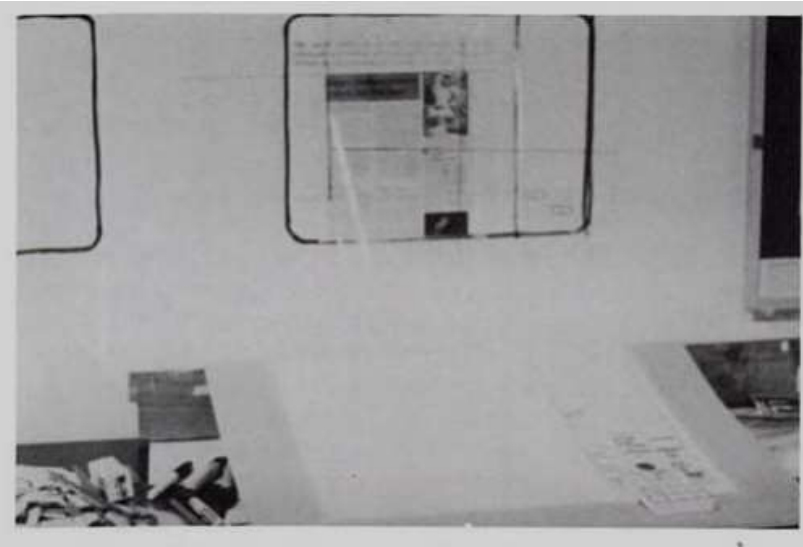
# Agenda

- Sharing of progress
- One view on prototyping
- On design
  
- Individual work feedback



# What is a context





# What is a context?

- For us – the store
  - Includes a lot
  - What and how to represent?
  - Must apply a frame



Future situation of  
service

Imagined

Imagined future  
situation of service

Real

Actual future  
situation of service



Imagined

Imagined future  
situation of service

Real

Surrogate situation

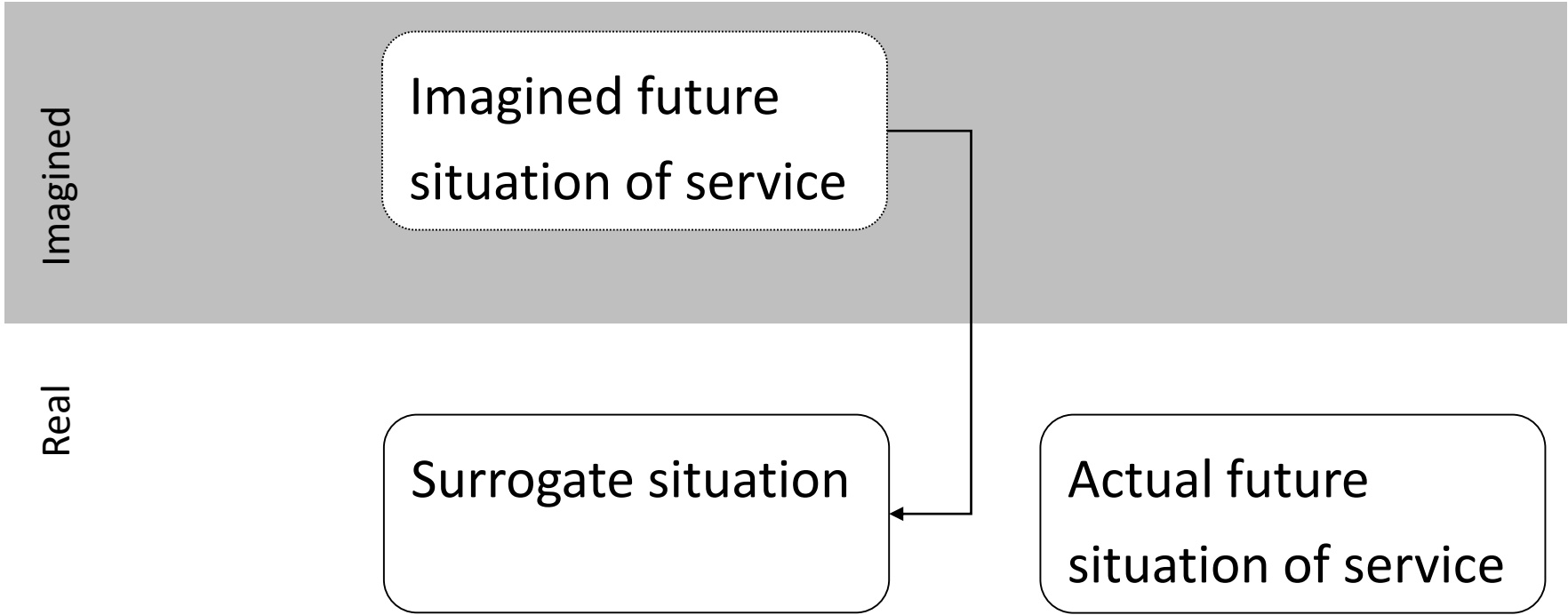
Actual future  
situation of service

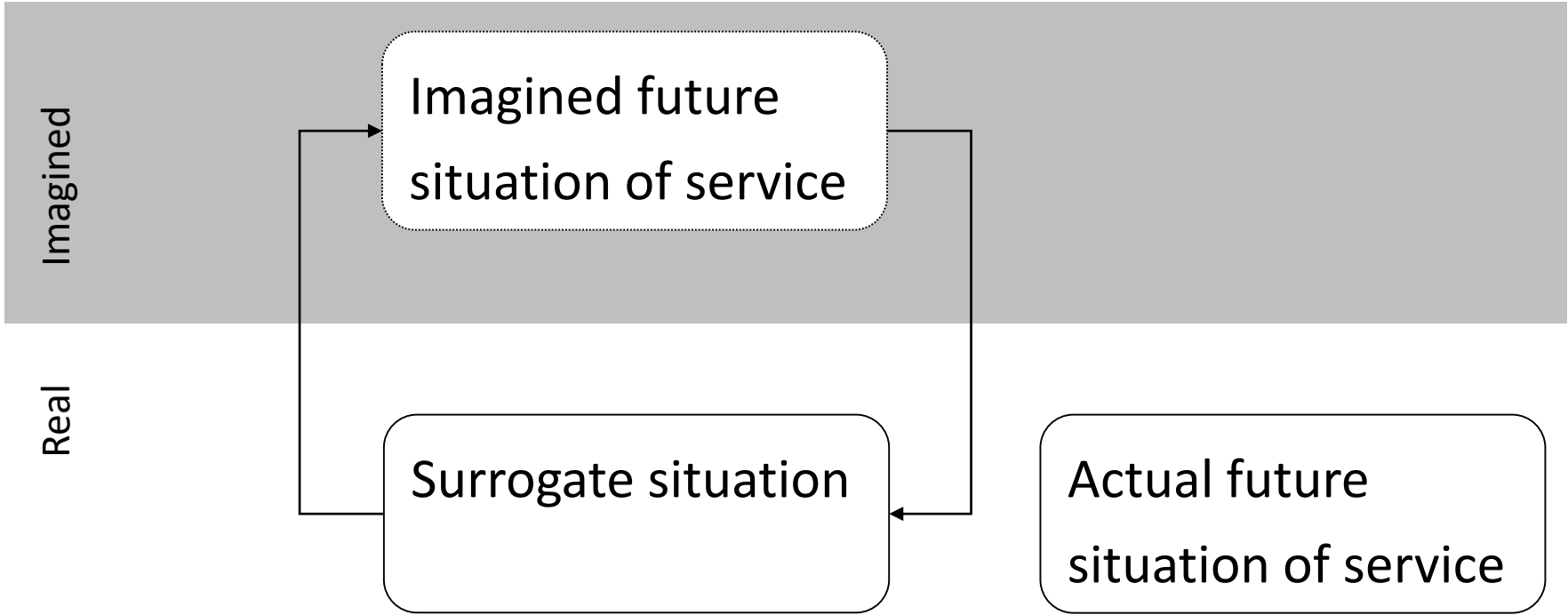


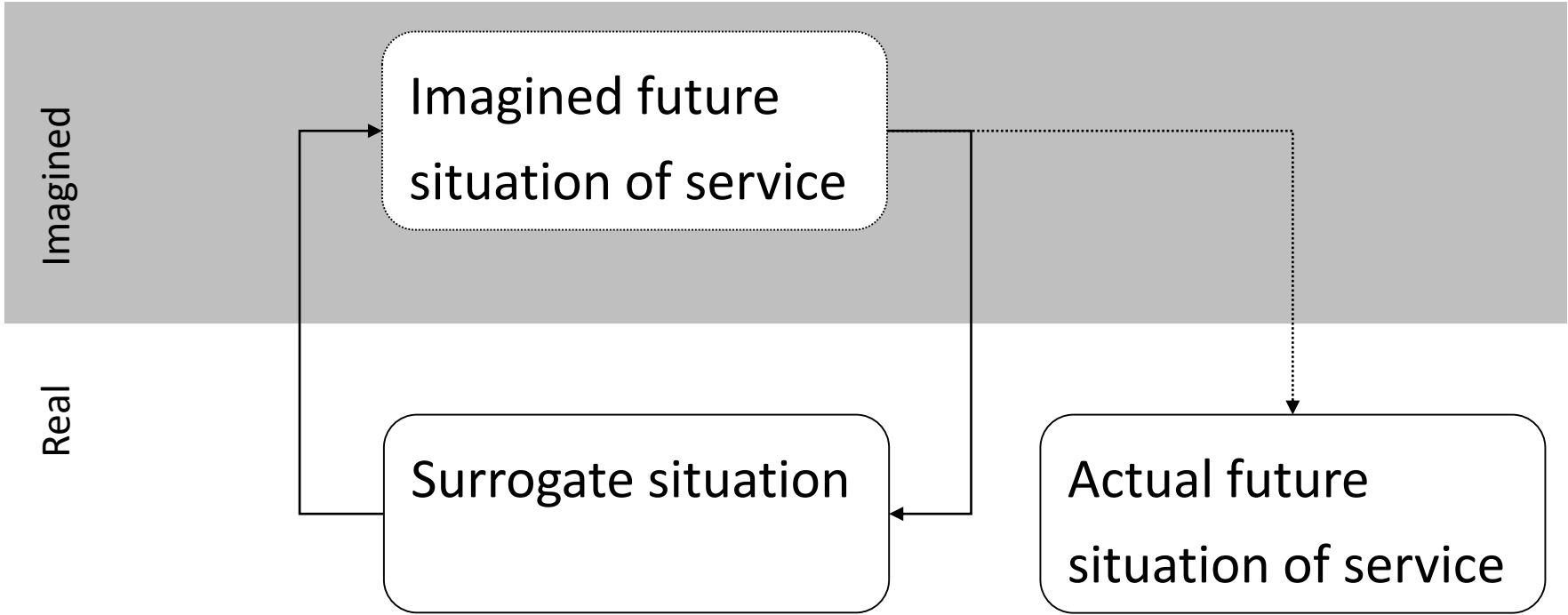
Surrogate

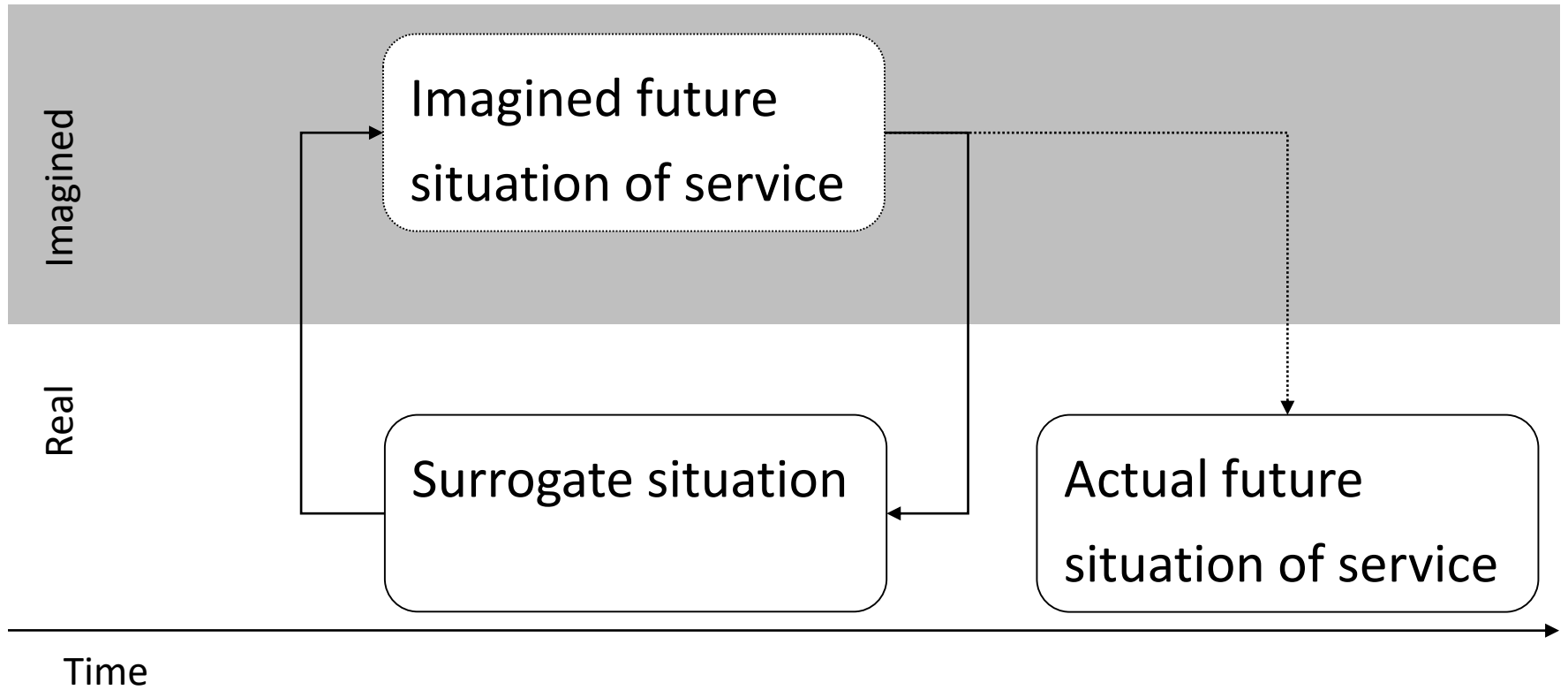
## Surrogate situation

“any kind of real-world structure that is used to stand in for, or take the place of, some aspect of a certain ‘target situation’”  
(Clark, 2010, p. 24)









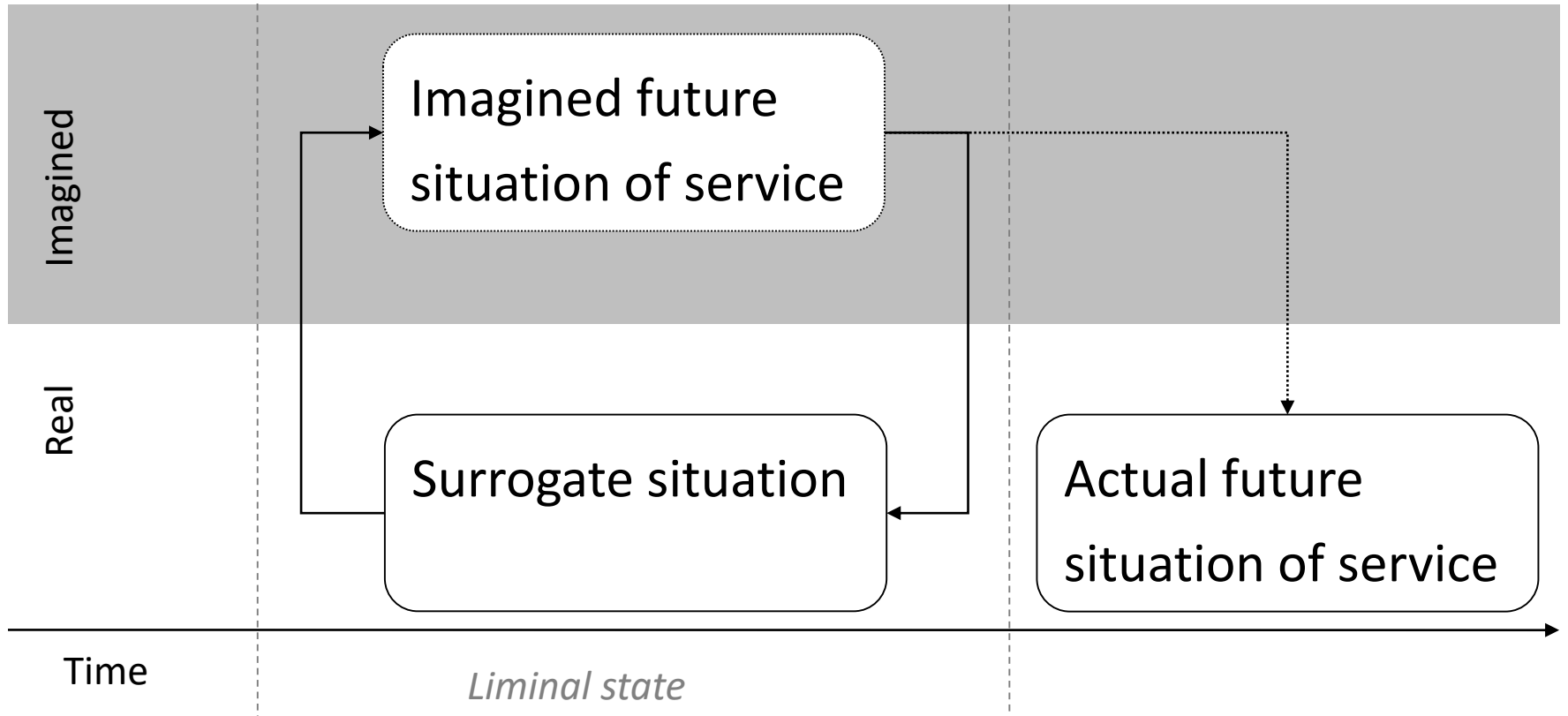


Figure 3: Illustration of the interplay between the surrogate situation and the future situation in prototyping. P. 65



# TwR

On design

# On design

- Design "situations" are complex



Where will  $x$  be in 2,5 secs?

Where will all be in 2,5 secs?

Could a human run the simulation in the head?

# On design

- Gaver – Design creates the spaces in which it acts. The spaces do not exist as undiscovered ideas or abstract rational parameters.
- The spaces are created (partly) by externalisations

# On design

- Each idea opens up a conceptual space, or metaphorical room

(Gaver, 2011)

- Openness

- Openness



**Figure 1. The Objective View proposal from the first, in-house Alternatives workbook.**

