OVER THE WALL DESIGNING

A workshop created by Viskom S.G. Daedalus, University of Twente

by Naomi van Stralen & Thomas Goudsblom

Data Transparency in Public Space 2021

OVER THE WALL DESIGNING

A workshop created by Viskom S.G. Daedalus, University of Twente

Naomi van Stralen
Industrial Design Engineering MSc
University of Twente

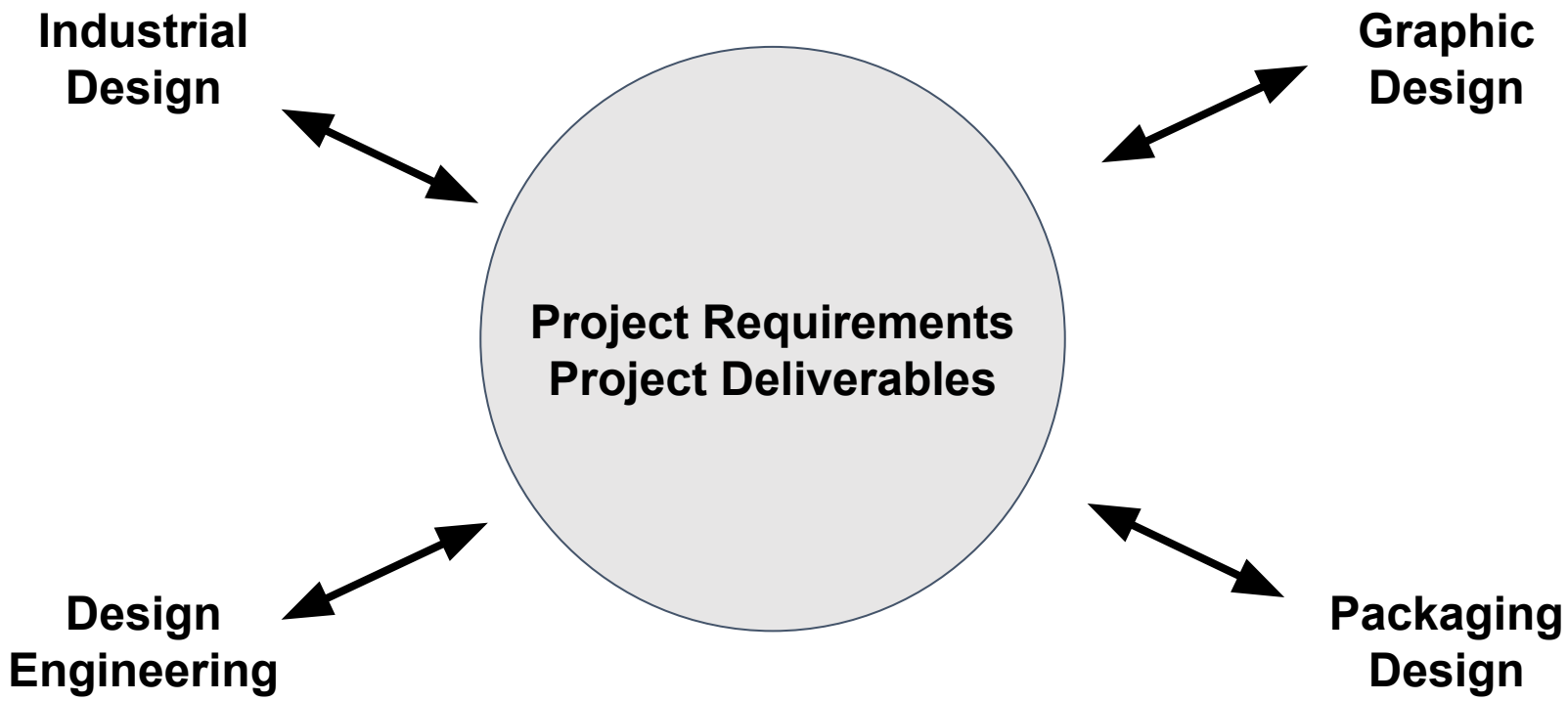
Co-organiser conference
Data Transparency in Public Space

Thomas Goudsblom
Industrial Design Engineering MSc
University of Twente

Team Coordinator
Stanford University Innovation Fellows

2021 Data Transparency in Public Space

Data
Transparency in
Public
Space
2021

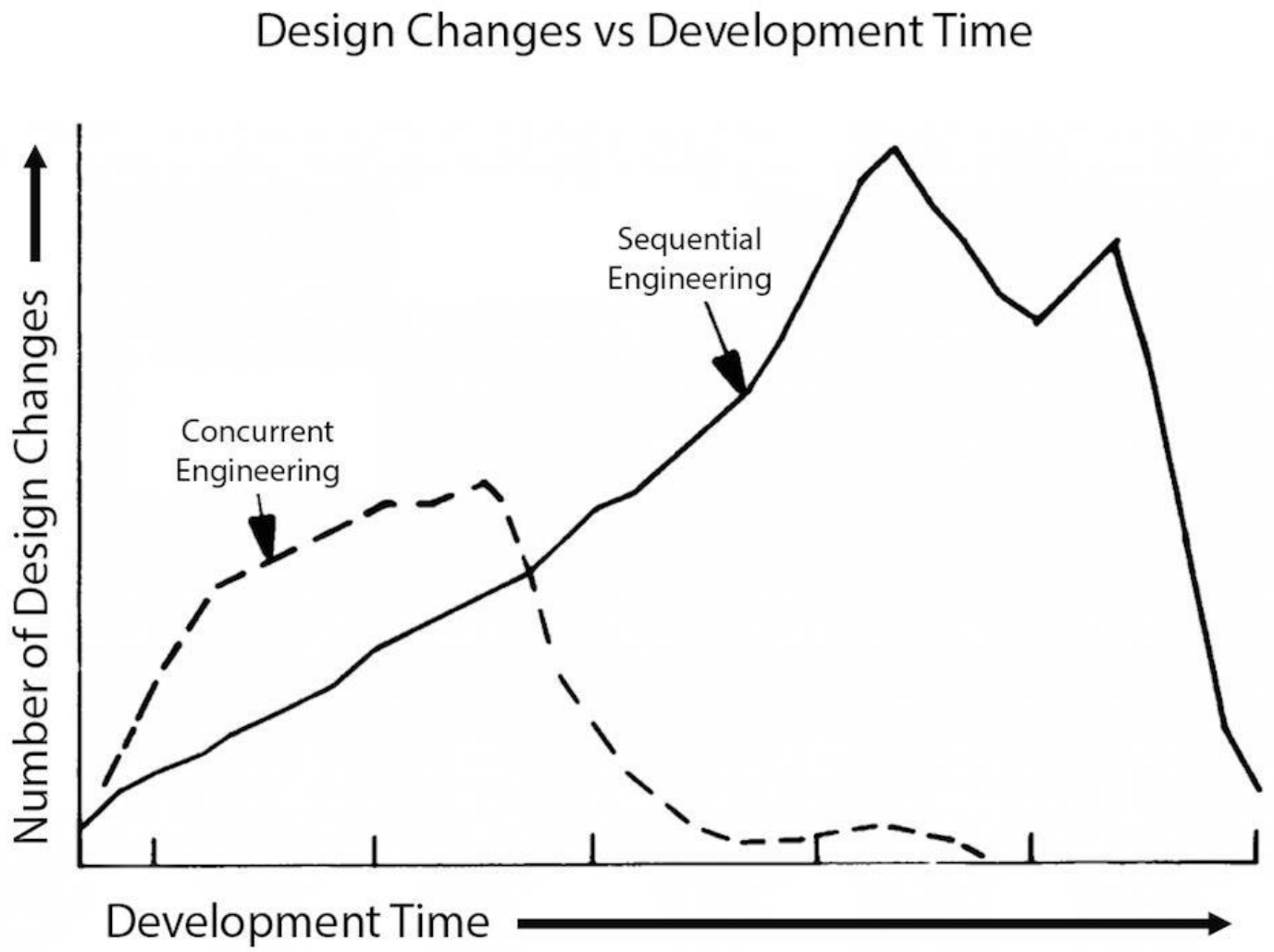


Concurrent / Simultaneous Engineering Approach

For more information about this topic: Lichtman. J. Breaking Down the Walls of Product Design with Concurrent Engineering, 2016, retrieved from https://www.fictiv.com/blog/posts/breaking-down-the-walls-of-product-design-with-concurrent-engineering#:~:text=In%20the%20over%20the%20wall,wall%20to%20the%20next%20person

CONCURRENT ENGINEERING

SEQUENTIAL (OVER THE WALL) ENGINEERING



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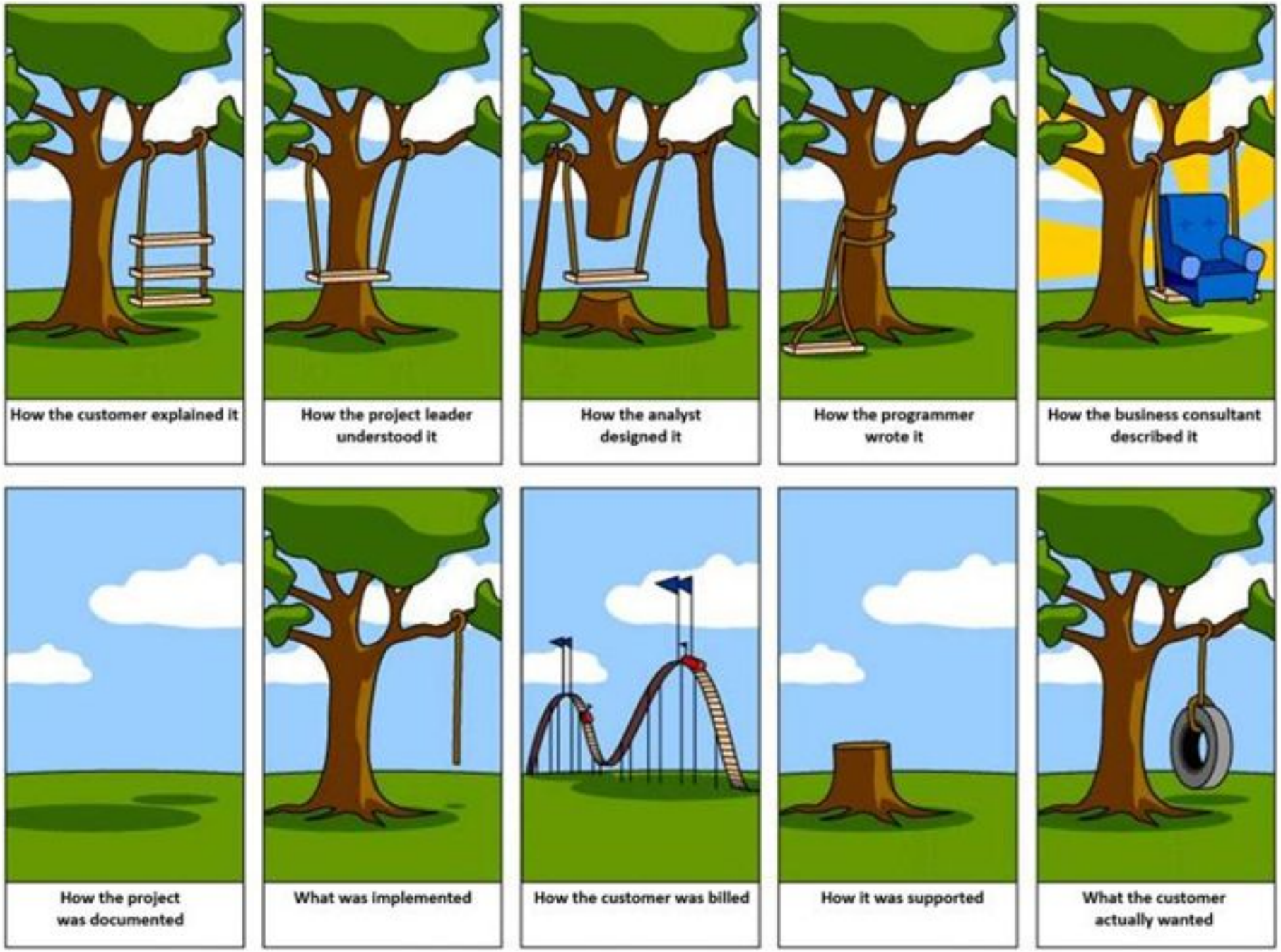

2021

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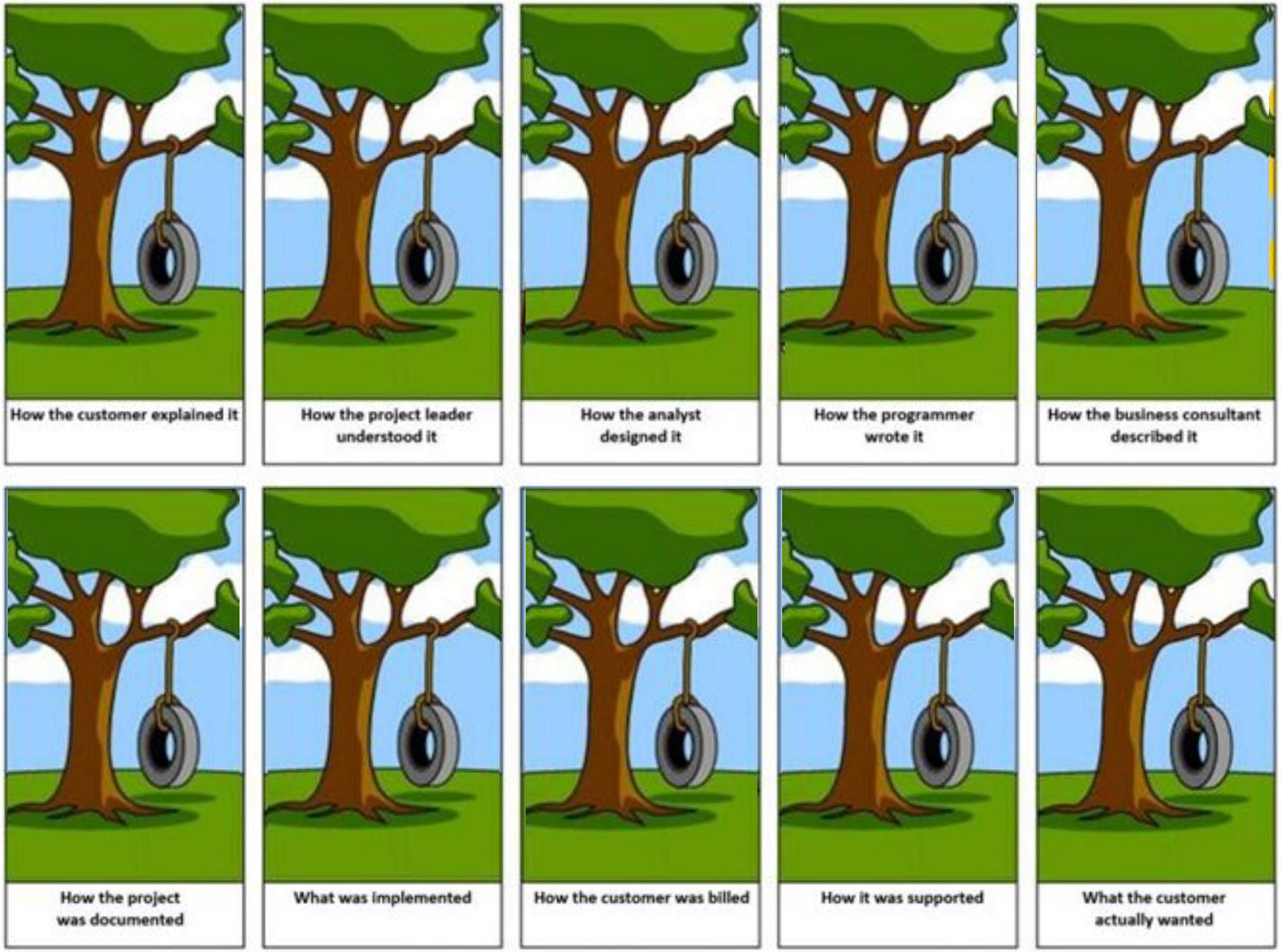

2021

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MX3D Bridge Amsterdam

ASSIGNMENT

How to communicate the technology and sensors used in a bridge in public space?

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PROGRAMME

1.	Problem analysis	8 min
2.	Ideation	12 min
3.	Conceptualization	10 min
4.	Building approach	12 min
5.	Marketing	10 min
6.	Process evaluation	

2021

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ANALYSIS

Deliverable List of requirements
Only text

Time 8 minutes

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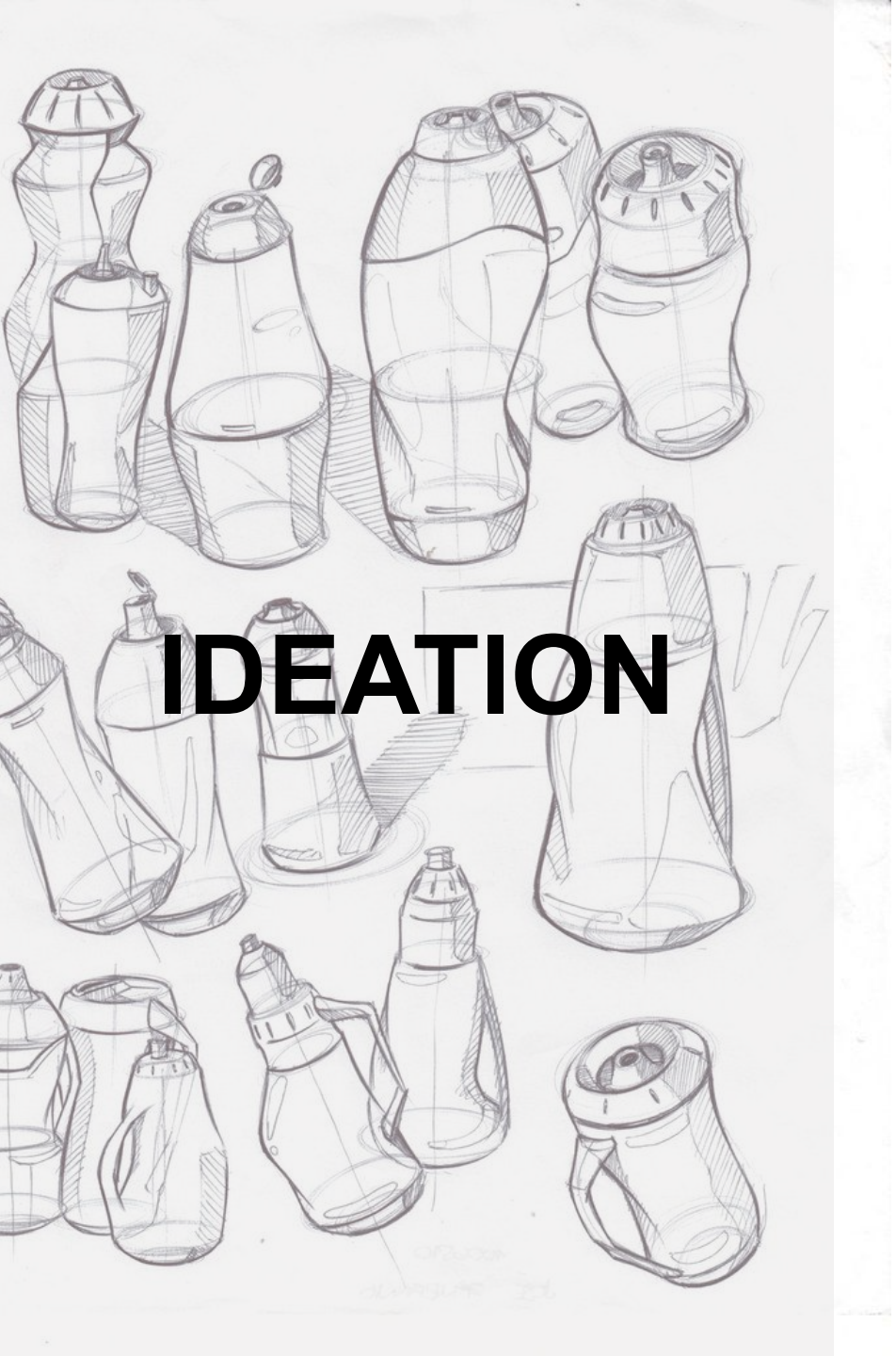

IDEATION

Deliverable Ideation sketches
No text

Time 12 minutes

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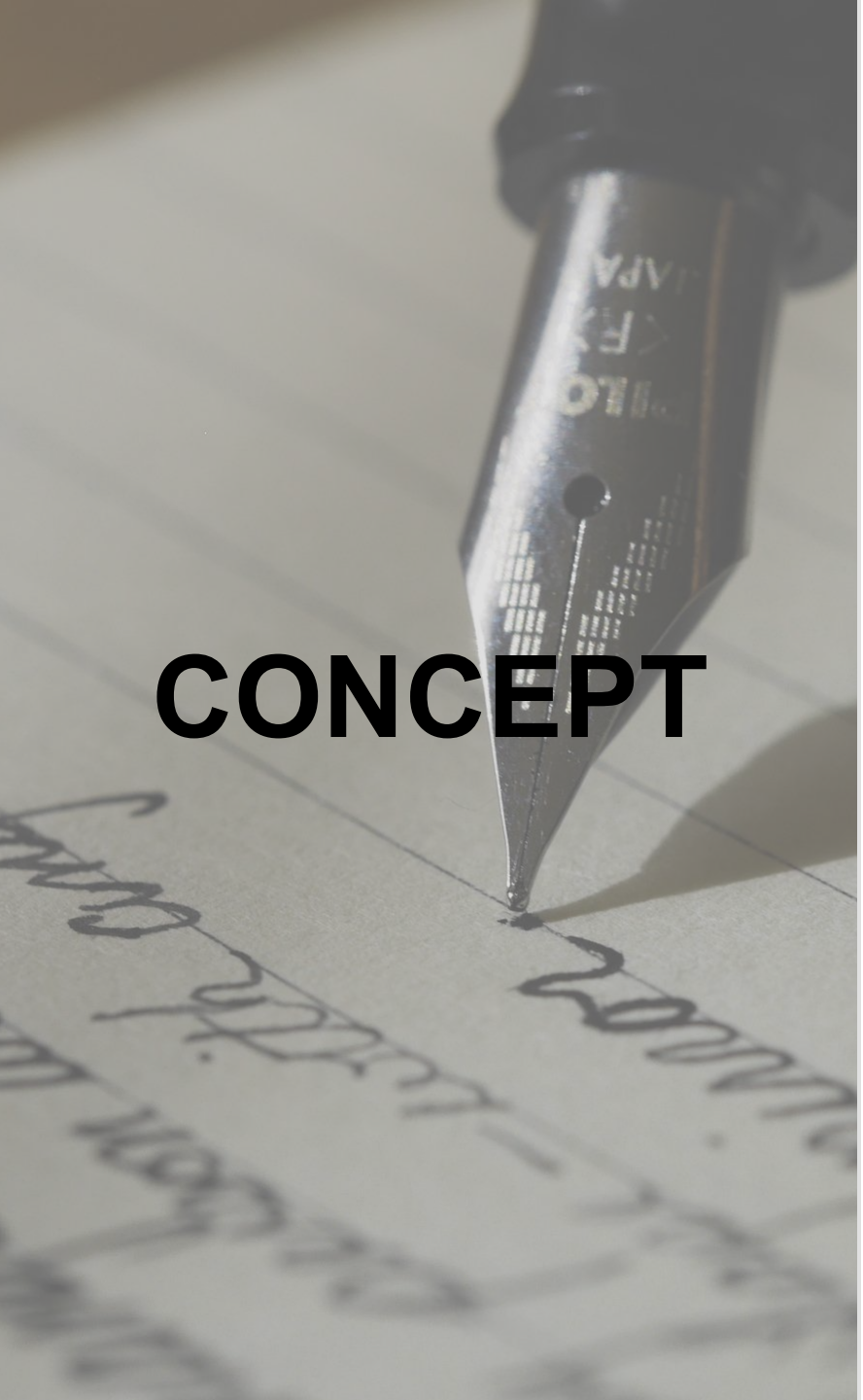

CONCEPT

Deliverable	Description of the concept Only text
Time	10 minutes

2021

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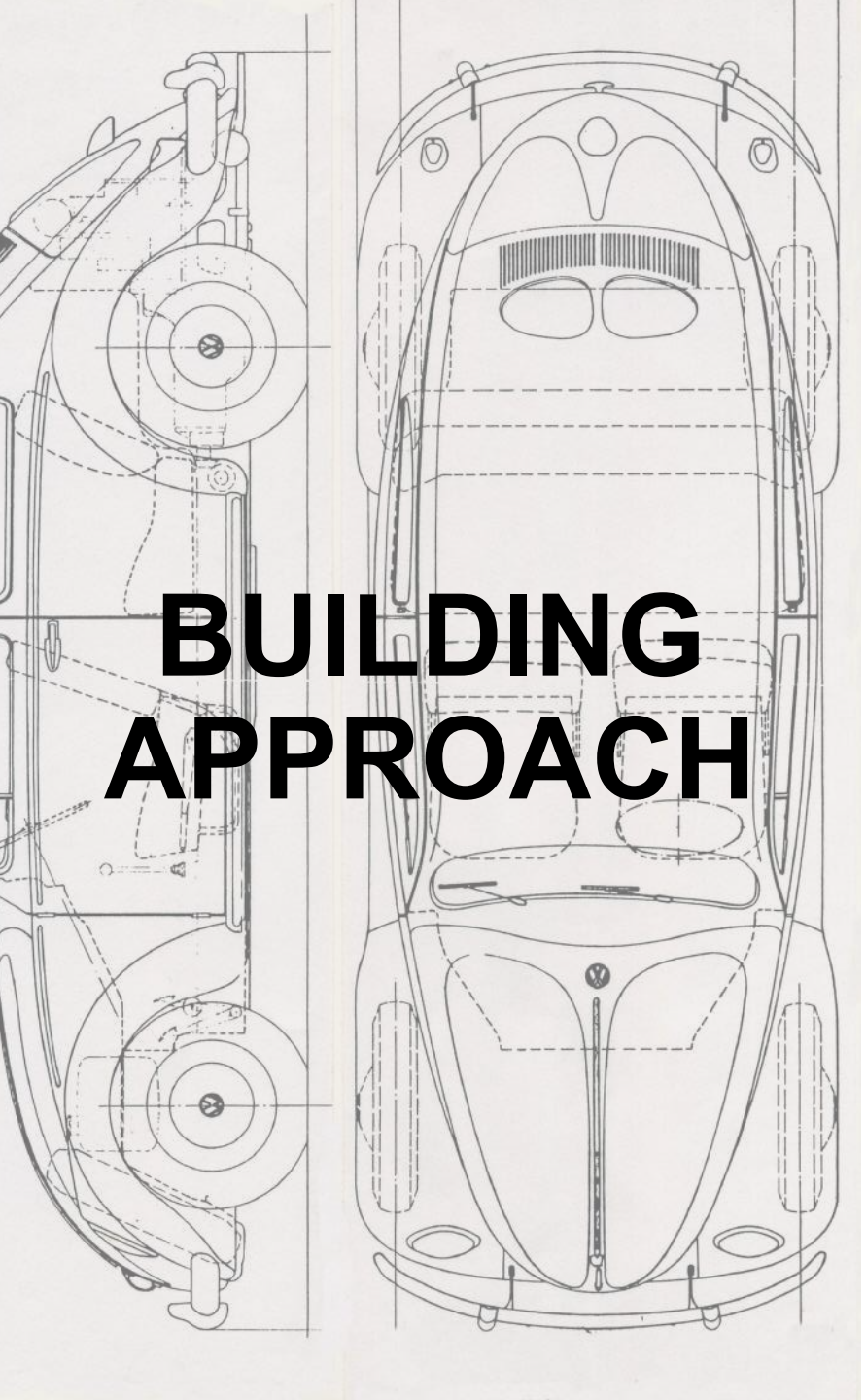
Space



BUILDING APPROACH

Deliverable Make a blueprint of the concept
No text, measurements are allowed

Time 12 minutes

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MARKETING

Deliverable A 2 minutes elevator pitch

Time 10 minutes

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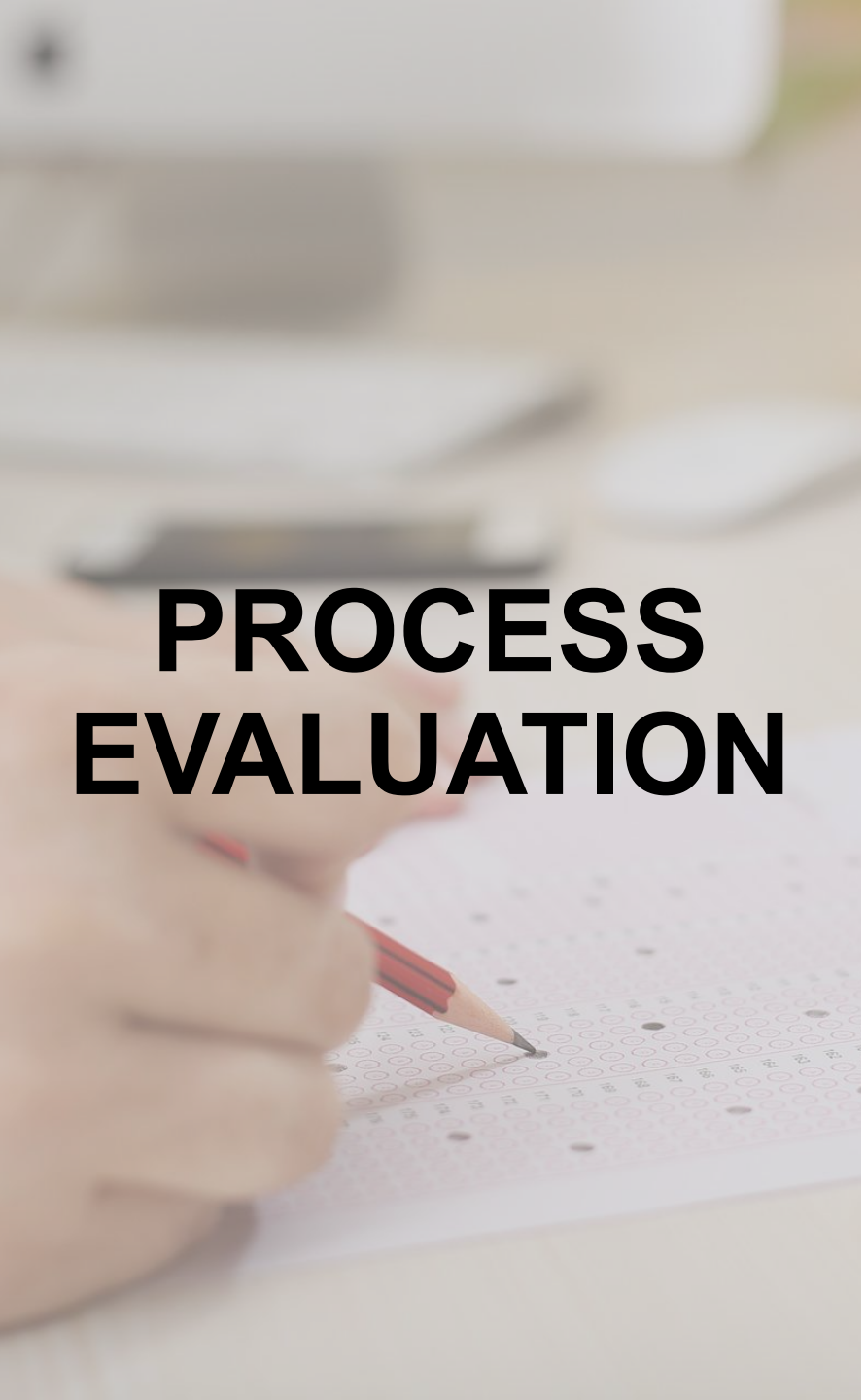

PROCESS EVALUATION

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