

A person with long blonde hair, wearing a blue shirt and glasses, is sitting at a desk and writing in a spiral notebook. The desk also has a white mug on a saucer, a laptop, and another notebook. The background is slightly blurred, showing other people and chairs in what appears to be a workshop or meeting room.

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

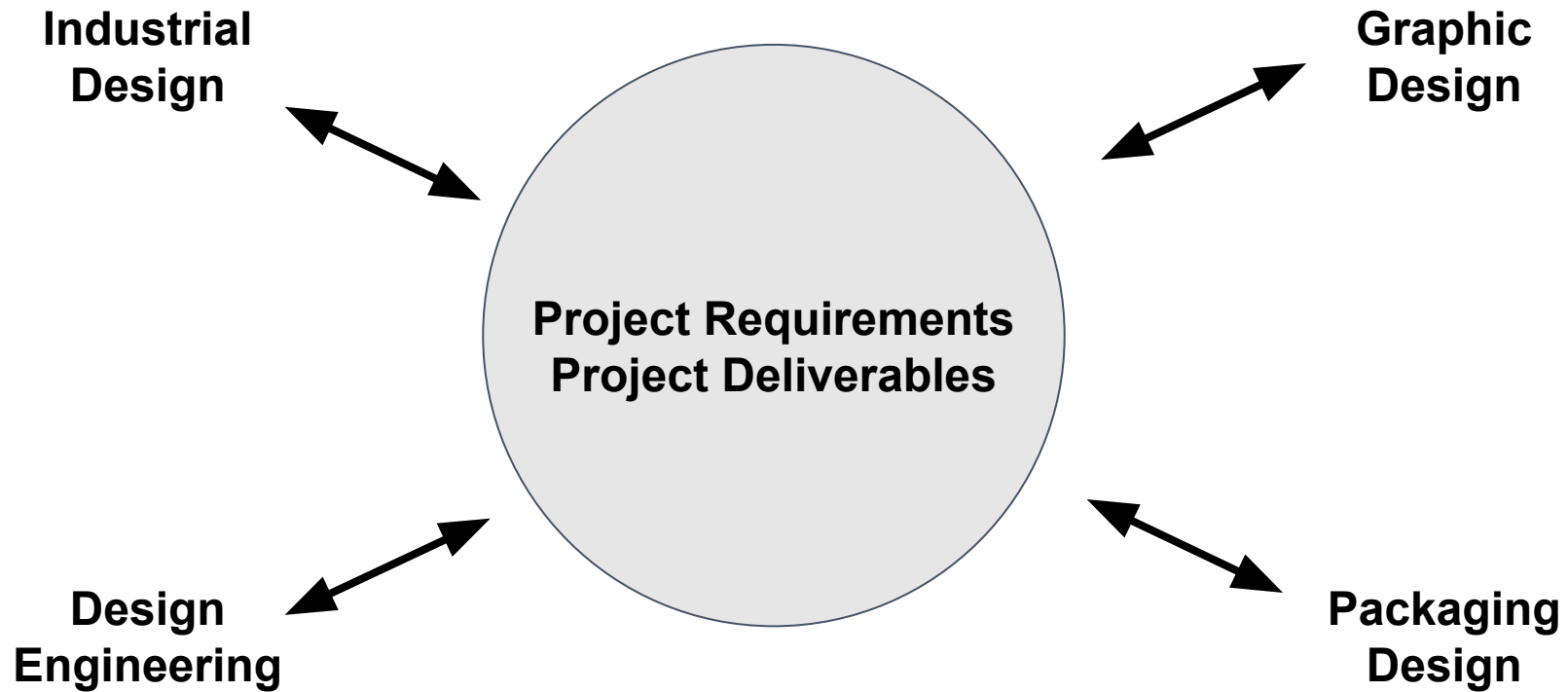
Team Coordinator
Stanford University Innovation Fellows



**Data
Transparency in
Public
Space**



Data
Transparency in
Public
Space



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>

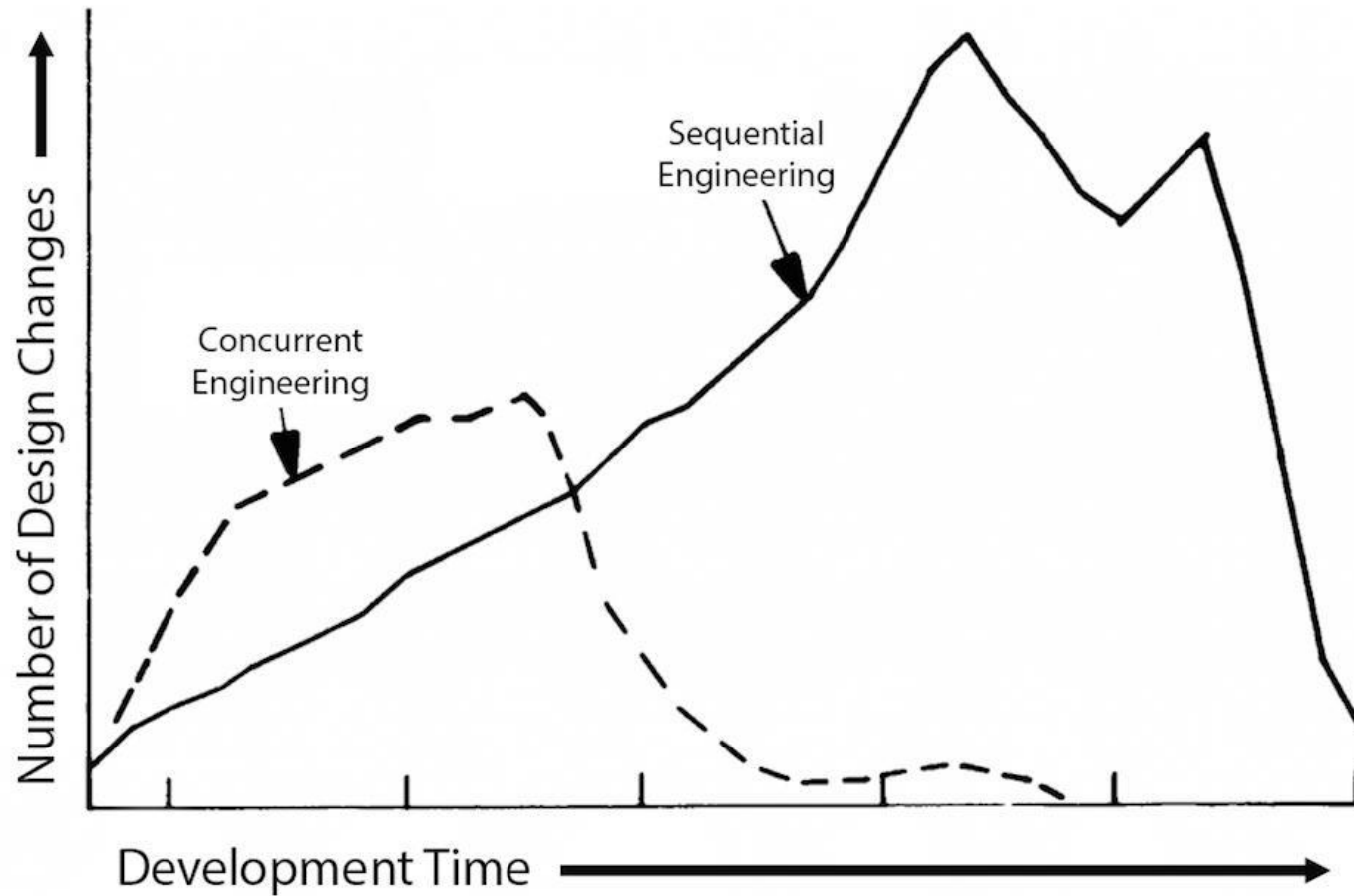


**Data
Transparency in
Public
Space**

CONCURRENT ENGINEERING

SEQUENTIAL (OVER THE WALL) ENGINEERING

Design Changes vs Development Time



Data
Transparency in
Public
Space



How the customer explained it



How the project leader understood it



How the analyst designed it



How the programmer wrote it



How the business consultant described it



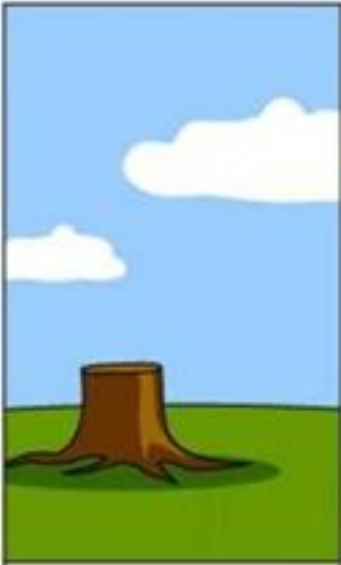
How the project was documented



What was implemented



How the customer was billed



How it was supported



What the customer actually wanted



Data
Transparency in
Public
Space



How the customer explained it



How the project leader understood it



How the analyst designed it



How the programmer wrote it



How the business consultant described it



How the project was documented



What was implemented



How the customer was billed



How it was supported



What the customer actually wanted



Data
Transparency in
Public
Space



MX3D Bridge Amsterdam

ASSIGNMENT

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



Data
Transparency in
Public
Space



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



Data
Transparency in
Public
Space

A close-up, blue-tinted photograph of a microscope lens. The lens is in focus, showing its metallic texture and the numbers '90' and '1.25' engraved on it. The background is blurred, showing other parts of the microscope.

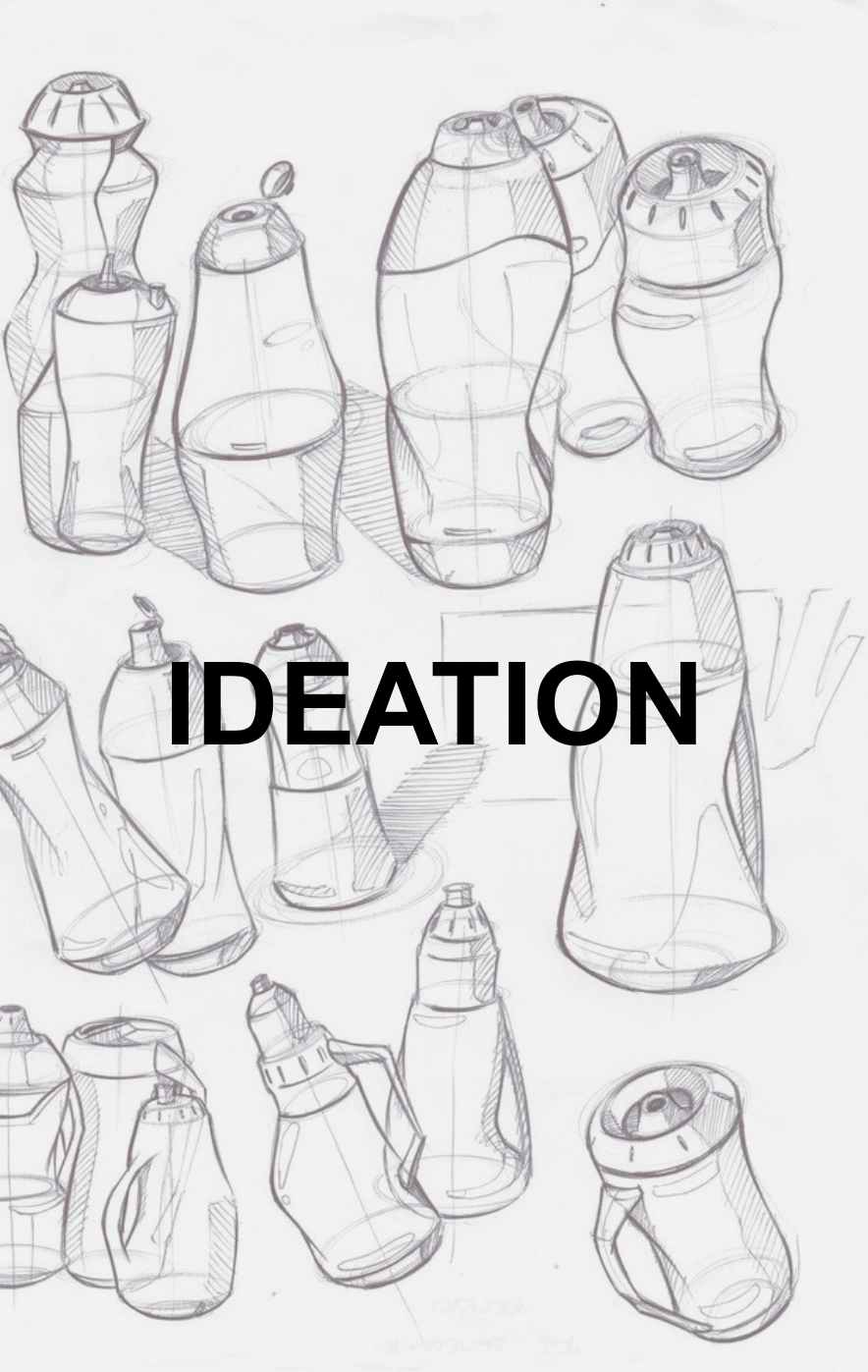
ANALYSIS

Deliverable List of requirements
Only text

Time 8 minutes



Data
Transparency in
Public
Space



IDEATION

Deliverable

Ideation sketches

No text

Time

12 minutes



**Data
Transparency in
Public
Space**



CONCEPT

Deliverable Description of the concept
Only text

Time 10 minutes



Data
Transparency in
Public
Space



**Data
Transparency in
Public
Space**





BUILDING APPROACH

Deliverable

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

Time

12 minutes



Data
Transparency in
Public
Space



MARKETING

Deliverable A 2 minutes elevator pitch

Time 10 minutes



**Data
Transparency in
Public
Space**

PROCESS EVALUATION



**Data
Transparency in
Public
Space**