

Workshop Engineering & Design – Exploring human-media and Human-technology interactions

Modeling user experience OR how to put awareness into Gestell (Heidegger).

Practicing sociotechnical semistructural Design Thinking and Modeling

What is it like to be a human being in the digital era and navigate through time and space? The term *user experience* has become indispensable in everyday life in the digital society (vaguely based on Arnold Gehlen). But what does that mean against the background of the irreducible reliance of human existence on digital technologies? Digital technologies, although in individual cases they may not have an impact on everyday life, can certainly be classified as a social and economic operating system.

Therefore, technological implications of everyday life take effect in a double contingency (Niklas Luhmann). But which processes constitute successful navigation, communication, and cooperation? Which systemic implications are relevant for the development of an appropriate understanding of yourself and the world? It is possible to collect and discuss relevant elements. The sociotechnical semistructured design method SeeMe is a method to design systems cocreatively and enable resilient navigation through time and space. The method SeeMe can bridge the gap between Philosophy and practical system building.

With SeeMe, system and process sketches can be created which, with a suitable focus and engaging interpretation, can practically perspective the question of navigation in space and time as well as user experience, Gestell and awareness. SeeMe has been developed interdisciplinarily since 1997 by Thomas Herrmann et al. and has been tested in practice to improve the interaction of people, technology, and organization.

In this workshop in the scope of Engineering & Design – Exploring human-media and Human-technology interactions - we will get in touch with the modeling method SeeMe (<https://seeme.iaw.ruhr-uni-bochum.de/?locale=en>) and develop a sociotechnical explanation prototype by design studio method.

Requirements

- At a virtual meeting internet access is required (<https://cme.iaw.ruhr-uni-bochum.de/>)
- At a physical meeting, a moderation wall would make sense
- I prefer a hybrid scenario with both above requirements (with a presentation monitor/projector)

Keywords

#Gestell #Heidegger #Digitalization #user #experience #DesignThinking #sociotechnical #Systems #Navigation

About me

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Teaching and academic experience

- 10/2018 – today **FOM University of Applied Sciences, Münster**
Lecturer (selected lectures)
Activities: lecturing on Design Thinking and Business Model Innovation, Web design, Usability, User Experience Design and Analytics as well as Project/Product-Design and Evaluation
- 12/2005 – 04/2006 **Chair of Information and Technology Management, Ruhr-Universität Bochum (RUB)**
Scientific assistant
Activities: socio-technical analysis and evaluation of a software systems
- 09/2001 – 04/2006 **Seminar for Systematic Theology (Dogmatik und Dogmengeschichte), Faculty of Catholic Theology of the WWU Münster (University of Münster), Münster**
Scientific assistant
Activities: wide range of lectures in systematic theology / philosophy, member the IT commission; construction and support of web presence (beginning 1995 as a student assistant)
- 05/2000 – 08/2001 **Theological Revue, Faculty of Catholic Theology of the WWU Münster (University of Münster), Münster**
Scientific assistant
Activities: creation and support of the web presence, organization of work processes, manuscript editing, network maintenance with reviewers and publishers

Professional Experience

06/2020 – today

Sommer GmbH & Co. KG, Hörstel-Dreierwalde

Business Unit Head of Digital Transport Assistants (digital business models and application for transportation and navigation) (*employee*)

Activities: Business Unit Management (Strategy, Go-To-Market, Product-Design, Market Analysis, Customer Experience Management, projects and product-development), Strategy- and Design Workshops, design and maintenance of internet-, intranet-, collaboration- and portal solutions, customer responsibility, coordination of partners and subcontractors

02/2017 – 04/2020

amexus Informationstechnik GmbH & Co. KG, Ahaus (Münster site, Germania Campus)

Business Unit Head of Public & Power (public sector, energy & utilities solutions) (*employee*)

Activities: Business Unit Management (Strategy, Go-To-Market, Product-Design, Market Analysis, Customer Experience Management, projects and product-development) and team leader User Experience/ Design-Team), Site Management Office Münster, Strategy- and Design Workshops, IT-Project management (agile and waterfall), design of internet-, intranet-, collaboration- and portal solutions, customer responsibility, coordination of partners and subcontractors

06/2015 – 01/2017

items project GmbH, Münster

Consultant SharePoint / Collaboration (*employee*)

Activities: IT-Project management, design of intranet-, collaboration- und portal solutions, customer responsibility, sales and coordination of partners and subcontractors

01/2010 – 05/2015

Interface Medien GmbH, Münster

Consultant / Distributor; Head of "Knowledge Management" and Head of Business Unit "Enterprise and Web Solutions" and UX-team

(*freelance until 08/2011, then employee*)

Activities: project management, design, consulting, and sales

(CMS, knowledge management (Confluence / SharePoint) portals, intranet, extranet, mobile applications); design & development of an enterprise 2.0 platform for innovation, knowledge, and project management

05/2006 – 12/2009

Freelancer, Münster, among other following customers

o-byte.com GmbH & Co. KG, Münster

Head of Online Marketing (*freelancer*)

Activities: search engine optimization, -marketing, social media marketing, project management, design of portals

HIRSCHTEC GmbH & Co. KG, Hamburg

Information Architect (*freelancer 07/2010 – 09/2011*)

Activities: among others design of intranet information architectures at Otto GmbH & Co. KG (focus on SharePoint)

ISIKON GmbH, Münster

Consultant and Concept Manager (*freelancer*)

Activities: IT consulting: Wiki (Atlassian Confluence), process management (ViFlow), knowledge management, training, and e-learning (OnDemand, now Oracle User Productivity Kit) especially in the SAP environment

Technology Innovation Centre, Birmingham City University, UK

Consultant / work experience (09/2006-12/2006)

Activities: IT consulting: sociotechnical system design, digital business ecosystems, knowledge management,

Education

- 09/2004 – 12/2010 **Diploma in Arbeitswissenschaften |**
Organizational Management, RUB (Ruhr University Bochum)
Focus: socio-technical systems, strategy, information and communication of organizations, business processes, agile software development, knowledge management
20.12.2010, Degree: Diploma in Arbeitswissenschaften ~ Master of Organizational Management
- 05/2000 – 10/2009 **Doctorate in Catholic Theology**, WWU Münster (University of Münster), Münster *Dissertation title:* Faktizität und Gott. Schöpfungsglaube und Weltverständnis nach Edward Schillebeeckx (“Facticity and God”), Degree: Dr., Summa cum laude; ~ Ph.D.
- 09/2000 – 10/2001 **Research stay**, Katholieke Universiteit Nijmegen, Netherlands (now Radboud Universiteit, Nijmegen)
Focus: Dutch cultural anthropology, viewing and evaluation of Latin and Dutch lectures and materials, participation in courses
- 10/1994 – 04/2000 **Study of Philosophy and Catholic Theology**, WWU Münster (University of Münster), Degree: Diploma Theology ~ Master of Philosophical Theology
- 08/1985 – 06/1994 **High school degree / General university entrance qualification**, Städtisches Gymnasium Borghorst, Steinfurt-Borghorst