

Your case in

Context- mapping Skills

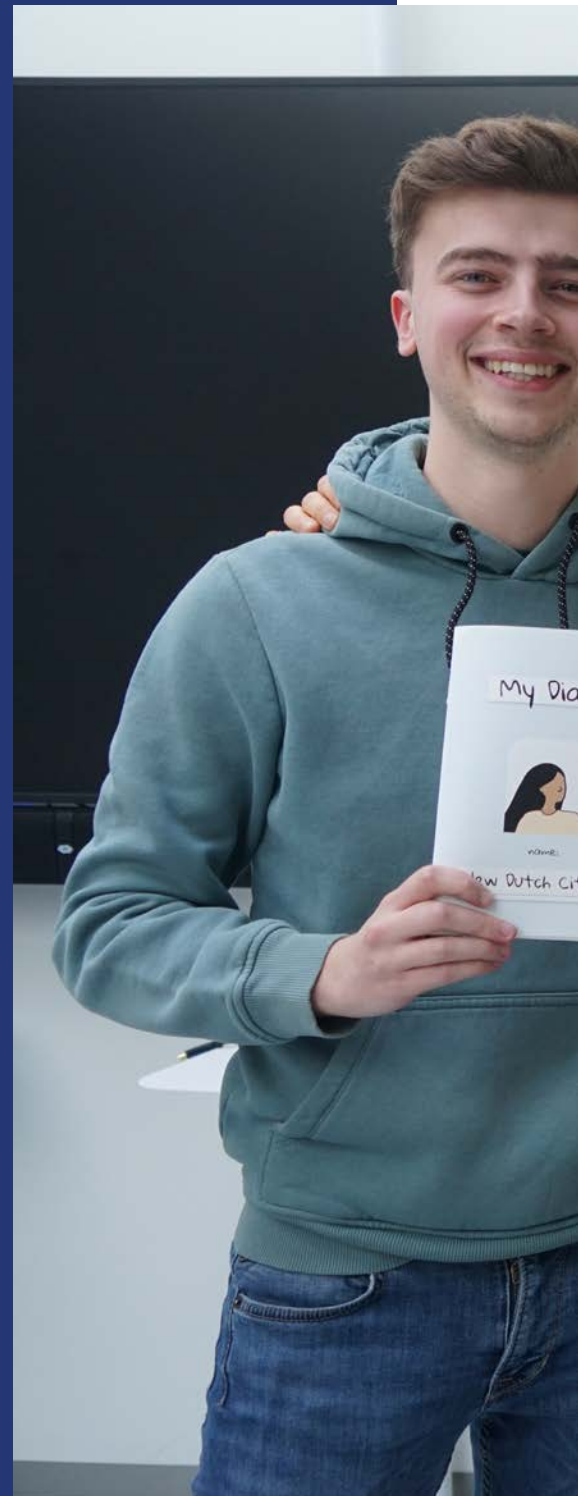
About Context- mapping Skills

Explore the needs and experiences of your (future) users and discover new ways to improve your communication, marketing, products or services.

Muzus Academy organises and supervises the yearly elective 'Contextmapping Skills' for master students of the faculty Industrial Design and Engineering at TU Delft, in collaboration with professor Pieter Jan Stappers and associate professor Froukje Sleeswijk Visser.

A group of 3-5 students work on your case for four months. They interview 8-10 participants, visualize empathic insights and translate them into actionable innovation directions for your company.

The course offers companies the opportunity to get acquainted with the contextmapping research method. During the project Muzus plays different roles: teacher, coach and projectlead. We aim for the best learning experience for the students and deliverables of the highest standard for the company.



Student team



m dives into the needs of your target group.

Why join our course?

Do you need more insight in your target group? Do you feel you can help your target group better? Are you interested in learning about contextmapping and discovering what it can bring your organisation? Or do you struggle with what to do next and need a design perspective? Become a client in this course!

A team of 3-5 international master students work one day a week dedicatedly on your case for four months, supervised by Muzus. Your team conducts a contextmapping study, analyses gathered data and translates insights into an empathic and actionable communication tool, such as a persona set, customer journey or infographic. The decision for the format of this communication tool is based on how to add value for your company.

In addition, Muzus Academy offers all clients involved in the course two online masterclasses about contextmapping. Learn more about the method and share experiences with other clients!



During the kick-off the company and students together decide on the focus and scope of the project.



The students prepare a presentation or workshop to hand over their insights at the end of the course.

About contextmapping

Contextmapping is a way to involve users as 'experts of their experience' in design processes (TU Delft, 2015). With techniques like workbooks, probes, and generative sessions, participants are facilitated to reflect on the situation of use, and share insights that further drive the design.

The Make&Say techniques help people involved to reflect on their own context and barriers and motivations come to the surface. Contextmapping uses assignments instead of questions and explores the needs of a specific target group in an open and rich manner.

In the course, each student team conducts around 8-10 individual contextmapping interviews or one contextmapping session with around 8-10 participants. All participants are sensitized as preparation, so they can better express their needs and experiences and the students can deepen relevant topics.

Next, the teams analyse the data and translate insights into an empathic and actionable communication tool tailored to your company's needs. By generating and clustering statement cards meaningful insights and conclusions are drawn. The final tool supports you in empathizing with your target group and offers leads or opportunities for improvement or innovation. Examples are a customer journey, a persona set or a set of insight cards which can be used for idea generation.

As a client you are taken along in the process through three different sessions: the kick-off, mid-term meeting and final presentation. In this way you get acquainted with the contextmapping methodology as well.



The people behind the scenes

Contextmapping Skills is an elective course for master students at the faculty of Industrial Design Engineering of Delft University of Technology. The founders of this course, professor P.J. Stappers and associate professor F. Sleeswijk Visser, have been involved in the development of the contextmapping methodology from the very start. Muzus was the first design agency in the Netherlands to apply this method in practice for commercial and socially related clients.



Pieter Jan Stappers is Professor of Design Techniques at the faculty of Industrial Design Engineering and is specialized in research through design, experiential prototypes and contextmapping. Together with Liz Sanders, Pieter Jan developed the contextmapping method from the start. With Froukje he teaches students the contextmapping basics in the course 'Context and Conceptualization'. In the elective 'Contextmapping Skills' Pieter Jan is course coordinator and vouches for the right application of the theory.



Froukje Sleeswijk Visser is Associate Professor for Service Design at the faculty of Industrial Design Engineering. Her research focuses on human centered design, codesign, service design and research through design. Next to that, she has experience in the field with her own design research company since 2006. In the elective 'Contextmapping Skills' Froukje teaches the students how to apply the theory in practice with real clients.



Lotte Salomé is social and service designer at Muzus, a design agency in Delft. Muzus is founded in 2007 and has been using contextmapping research as the basis for all social and service design projects ever since. Through the years Muzus has gained experience in dealing with creative problem solving for a wide variety of clients with increasingly complex challenges. Lotte provides the lectures and weekly student coaching. She is the contact person for the companies participating in this course.



Students inspire

Our students look at your challenge from a fresh perspective. During at least three planned sessions throughout the course, they can inspire you with their point of view and insights from your target group. See page 13 for the dates of these sessions.

Beside these dates, you can interact more with your team. During the kick-off you decide on the frequency of meetings together. This could be for example weekly, bi-weekly or only during the planned interactions.

Muzus involves you in the proces through two masterclasses and various short meetings to evaluate the project progress.

Important notes

The course has a set planning and is scheduled on Tuesdays. All interactions with the teams take place on Tuesdays. Unfortunately, we cannot be as flexible as we wish in rescheduling due to faculty timetables.

Also, more than half of the students is international. This offers a wide variety of cultural backgrounds and causes the main language of the course to be English. When it is important for your case to have Dutch as main language, we do our best to include mostly Dutch speaking students in your team.

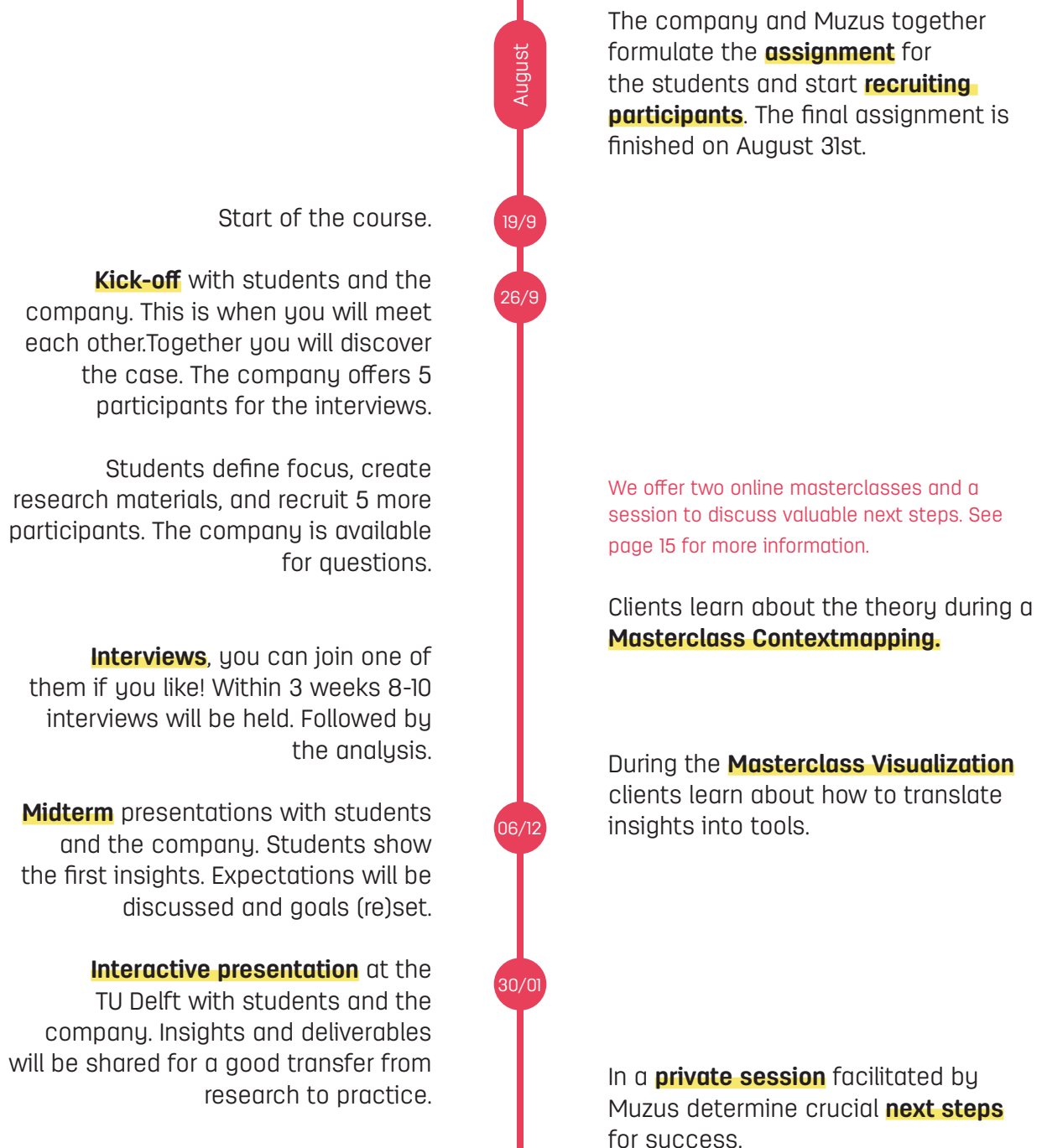
The students design a tool for the company to communicate the insights from their research in an empathic and actionable way.

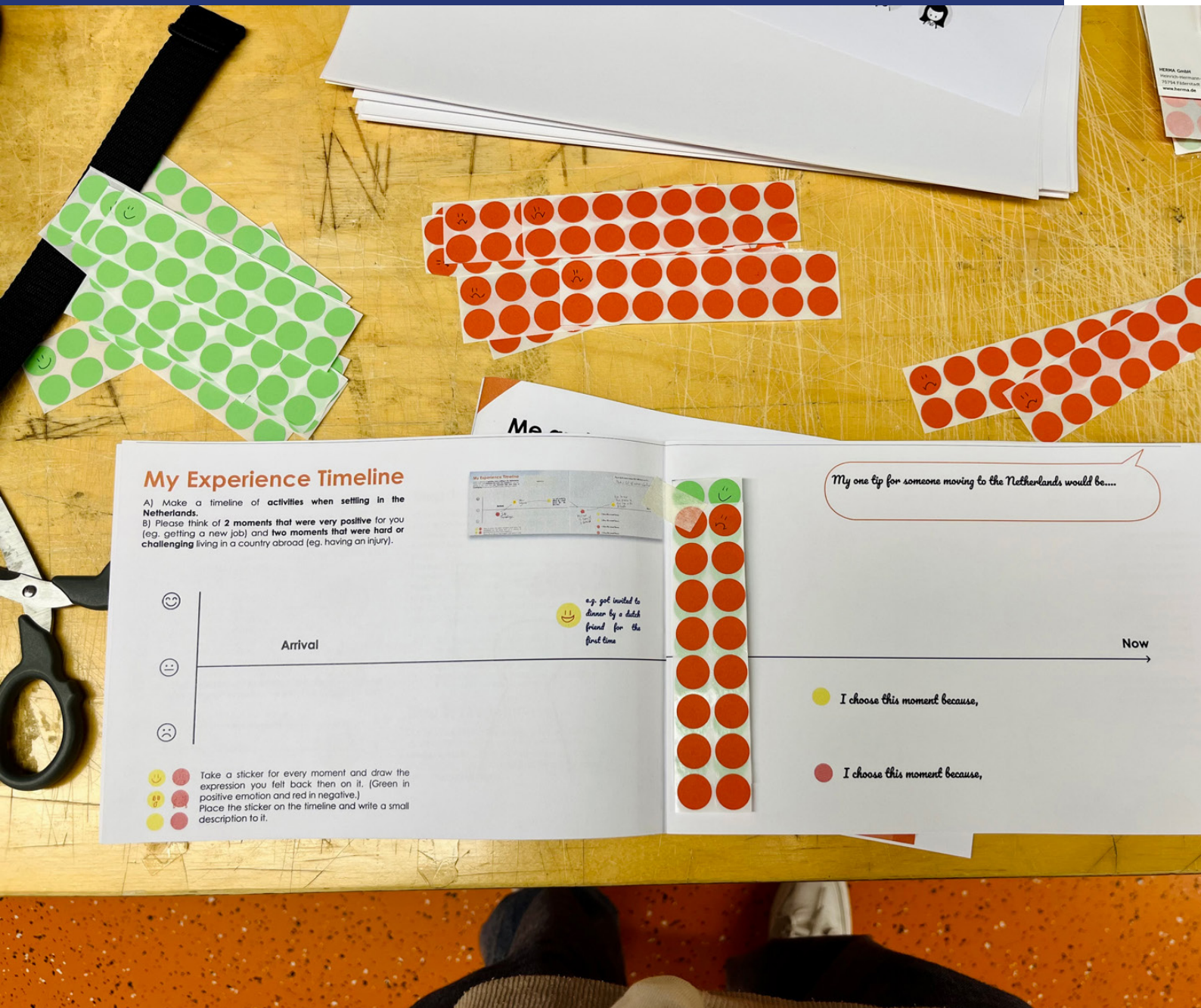
As a luxury seeker, I would like to seek luxury without really harming others or the planet.



"I guess with respect to sustainability, I'd like to be a luxury seeker. Seeking products with minimal ecological impact. So no leather..."

Important dates





My Experience Timeline

A) Make a timeline of activities when settling in the Netherlands.
B) Please think of 2 moments that were very positive for you (eg. getting a new job) and two moments that were hard or challenging living in a country abroad (eg. having an injury).



Take a sticker for every moment and draw the expression you felt back then on it. (Green in positive emotion and red in negative.) Place the sticker on the timeline and write a small description to it.

Arrival



e.g. got invited to dinner by a dutch friend for the first time



My one tip for someone moving to the Netherlands would be....

Now →

I choose this moment because,

I choose this moment because,

The students design research materials to *sensitize* the participants.

Learn about Contextmapping

Muzus Academy offers all clients involved in the course two online masterclasses about contextmapping. Learn more about the method and meet other clients to exchange your experiences!

Masterclass Contextmapping. In this online masterclass you learn more about the theory behind contextmapping, while your team puts their knowledge into practise.

Masterclass Visualization. In this online masterclass you learn more about how to translate insight into actionable tools, while your team puts their knowledge into practise.

Next steps. After the course, in a private session Muzus personally thinks along with you to define future steps based on the results from this course in an online one hour session.



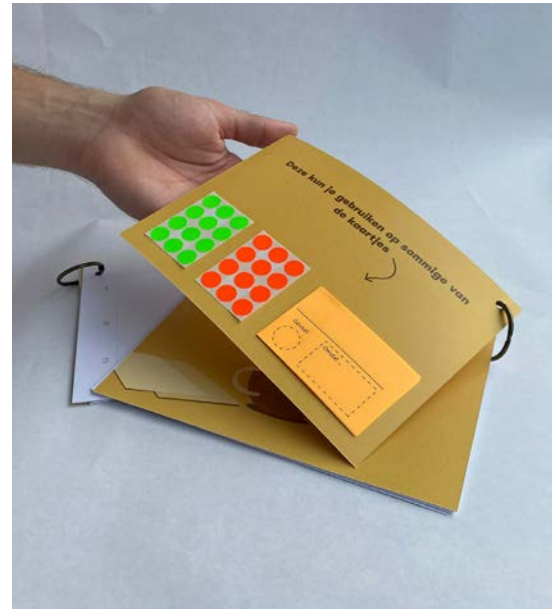
An example case

How to reach out to young adults with financial problems and debts? The municipality of Amsterdam joined our course with this question. A student team accepted their challenge and dived into this experiential world of youngsters to discover what keeps them from getting help.

The student team conducted a contextmapping study with seven young adults that had experience with debt counselling. The municipality recruited these participants with the help of their student team. The students conducted one hour interviews with these seven young adults. As preparation, the young adults received a sensitizing booklet with exercises. These exercises helped them to formulate their experiences and needs. During the interview, they discussed how they experienced the route towards debt counseling, how they reached out and what their motivations and barriers were for asking for help. The student team analyzed the data and translated insights into a visual of the route towards debt counselling. For each key moment on this route, the team created a discussion card. These cards provide insights about the context of these key moments and the experience of the young adults during these key moments. Finally, the team stated triggering questions to inspire the municipality in how to meet the needs of the young adults.

Apart from this specific municipality, a wide range of clients have been involved in Contextmapping Skills over the years, ranging from government to commercial businesses and non profit organisations. Examples are an energy provider, car company, healthcare facility, client council, postal company, insurance company or an educational college.





✘ Gemeente
 ✘ Amsterdam
 ✘



Investment

Regular price

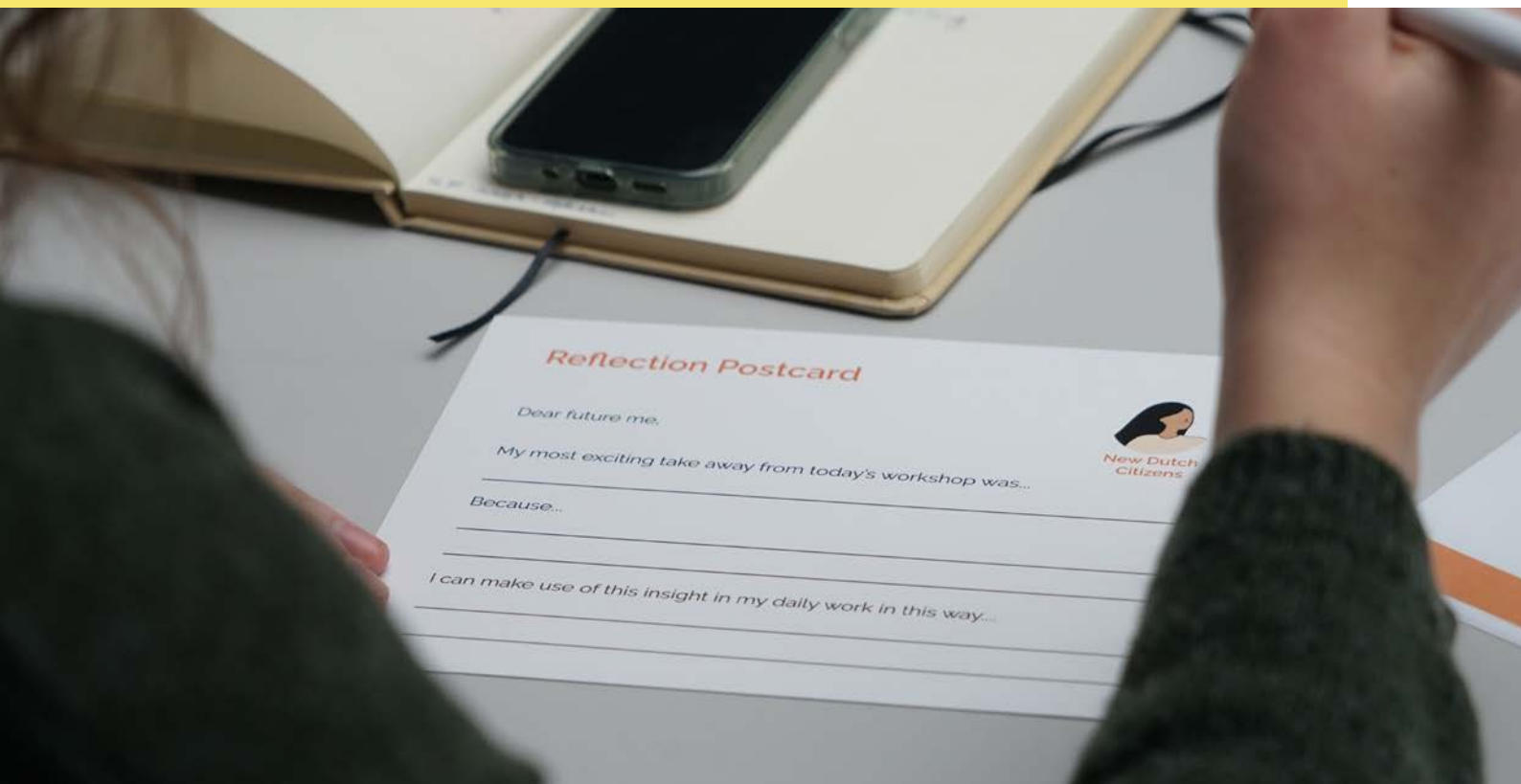
To guarantee high quality of the results and personal guidance of multiple companies, we ask a one time investment.

€ 7.495 excl. VAT

Early bird discount

Get an early bird discount by finding financial approval and handing in a final case before July 31st.

€ 6.995 excl. VAT



Do you join?

What we offer when joining the course:

- ✓ Your case solved by a group of masterstudents of Delft University of Technology
- ✓ Two masterclasses about contextmapping
- ✓ Exchange of experiences with the other clients
- ✓ Session of an hour about implementing the results
- ✓ Guidance from Muzus design professionals and experts on contextmapping theory and methodology

What we ask of you when joining the course:

- Write a case together with Muzus and get financial approval before August 31st.
- Depending on the topic and context, we ask you to arrange (half of) the participants for the interviews.
- Due to the set schedule of the TU Delft we ask you to be available on Tuesdays for consultation of the students.
- We ask you to block 26th of September, 6th of December and 30th of January 2024 in your calendar.

How to join

Get in contact with Muzus

✉ lotte@muzus.nl

☎ 015 - 213 71 49.

Together we will formulate an assignment case that fits your question and the requirements of the course.