

CONTEXTMAPPING SKILLS 2024

**Exploring latent needs** 

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

Service and social design agency Muzus organises the yearly elective 'Contextmapping Skills' for master students of Industrial Design Engineering at the Technical University Delft. In collaboration with professor PJ. Stappers and associate professor F. Sleeswijk Visser.

The elective combines theory, research and design methods with challenges from practice. A group of students works on a company case: researching latent user needs, analyzing data, visualizing empathic insights and translating it to actionable directions for companies. During the project Muzus coaches the students weekly.

The course also offers companies the opportunity to get acquainted with the contextmapping and design thinking method during three energetic and insightful masterclasses at the Dutch Design Week and the Muzus office in Delft.

We aim for the best learning curve for the students, high standard deliverables for the companies and new skills for both students and companies.

Costs per case: €7.500 ex VAT

Join the course?

Contact Muzus 015 - 213 71 49 academy@muzus.nl



## Important dates

Contextmapping skills 2024

October

Start of the course.

19/11

Together with Muzus you formulate the **assignment** for the students. We will decide if we need to recruit participants for a session or if the target audience can be found on the street. If applicable, we will ask a **recruitment agency** to start recruiting participants in this phase.

Online kick-off with students and the company. This is when you will meet each other and talk about details regarding the case.

Students define focus and create research materials. The company is available for questions.

Interviews: you can join one of them if you like! Before the midterm presentation, a session, street intervention, or 8-10 interviews will be held. Followed by the analysis.

Midterm presentations with students and the company. Students show the first insights. Expectations will be discussed and goals (re)set.

Interactive presentation at the TU
Delft with students and the company.
Coached by Muzus, the students will
make Insights and deliverables to
be shared for a good transfer from
research to practice.

We offer three online masterclasses and a session to discuss valuable next steps. Dates for these masterclasses will be communicated later.

Together with the other clients, you learn about the theory during the Masterclass Contextmapping.

During the **Masterclass Visualization,** you learn about how to translate insights into tools.

In the final **Masterclass Enable**, you learn how to develop innovative concepts based on research.

28/01

In a **private session** facilitated by Muzus you determine crucial **next steps** for success.