

CONTEXT MAPPING SKILLS 2024

Exploring latent needs

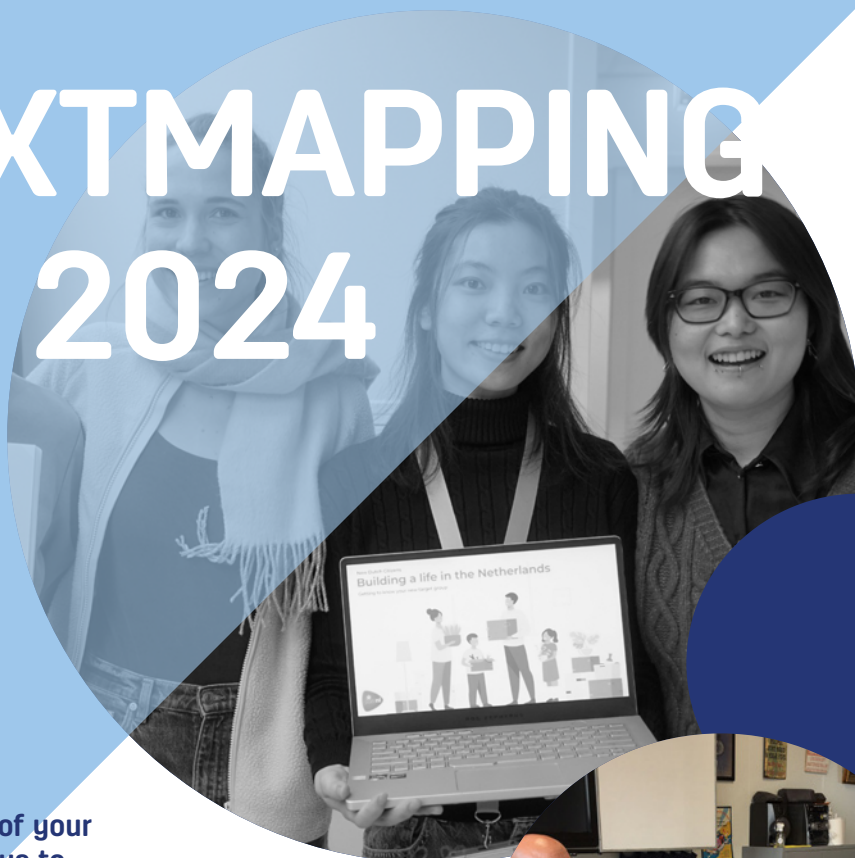
Explore the needs and experiences of your (future) users, and discover new ways to improve communication, marketing, products or services.

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 P.J. 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
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Important dates

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