

# :D-facto

accessibility and *emotion*

## Newsletter 4 –

### Closing Conference and National Workshops

by Maria João Machado, CETIEX,  
with collaboration of all partners

lider:



partners:



innovate



EU Educación y Cultura

Programa de acción en el ámbito del aprendizaje permanente



Programa de aprendizaje permanente  
LEONARDO DA VINCI



## Final Conference

On 21-22 of September, 2011, the final events of Leonardo da Vinci project :D-facto took place in Vilnius, Lithuania. The privilege to organise the last consortium meeting and final conference was granted to Lithuanian partner – Kaunas Regional Innovation Centre.

During partners' meeting colleagues were discussing the results of pilot workshops in United Kingdom, Ireland, Cyprus, Spain, Slovenia, and Lithuania. All cases demonstrated huge interest in emotional and accessible design as well as need for deeper knowledge and skills.

The final conference “Design for emotions and accessibility: what really keeps the business flying” took place in Contemporary Art Centre. Žilvinas Jančoras, Chairman of National Association for Creative and Cultural

Industries, welcomed the participants and affirmed that people, business and environment function together in a closed cycle where each one depends on the other. The research of Lithuanian creative industries proved that most of them are situated in creative environments – places favourable for creative people. Thus the closed cycle can be uplifted with the help of new knowledge and initiatives like :D-facto.



On behalf of :D-facto coordinator, Pablo Gil Fernández (Spain) presented the overall project idea, activities and results achieved. The participants of the conference were invited to try :D-facto platform as self directed training tool and provide their feedback in evaluation form.

An important part of conference agenda was assigned to the role of emotions in decision making process. Regarding the lector and emotional intelligence expert Rimvydas Židžiūnas, emotions are evolution's way to assure survival of human beings. If emotions are switched off, a person will never finish rationally assessing any given situation and will not be able to make a decision. Positive and negative emotions should be considered as information allowing us learn and make more effective decisions.

Later on technical presentations were made by :D-facto partners. Dr. Kathryn

Cormican, lecturer at Galway College of Engineering & Informatics (Ireland), was presenting the concept of user driven design and explaining stages of designing customer experience. The participants of the conference were involved into practical tasks where they learned that business owners shouldn't listen to their customers – they should observe them instead!



Dr. Johann Riedel from Nottingham University (UK) presented the results of various projects implemented in the field of emotional and accessible design. Research proves that investments into design pay off and allow companies to minimize price sensitivity or boost sales.



The last part of the conference was dedicated to creativity as the key to new solutions, positive emotions and customers' attention. Evelina Kutkaitytė, project manager at Kaunas Regional Innovation Centre, presented a FourSight

model. FourSight is a tool representing how people interact with the process of Creative Problem Solving. The final word was given by Užupis Foreign Affairs Minister Tomas Čepaitis. His presentation demonstrated how creative people can develop a creative environment where creative businesses find its niche and people enjoy a better life. Tomas introduced Užupis constitution and chronicles from significant events when reviving the district. Together with the accords of the anthem, Tomas was issuing visas to Užupis even it was not an Independence day.

Kaunas Regional Innovation Centre thanks once again all speakers and participants for their efforts, interests, and insights. Organisers also expect that new projects will enable further dissemination of emotional and accessible design concepts in Lithuania.



## National Workshops

### Spain

The workshop was held in Badajoz, at the Richard Stallman Room, in the facilities of Foundation for the Development of Science and Technology in Extremadura (FUNDECYT), on the 16th September 2011.



It was attended by 39 participants with an overall impression very positive and enriching. The participants came from different companies, mainly from creative ICT spaces. Although also involved other

participants such as architects specialised in the field of design, consultants from different sectors, even politicians who showed a keen interest on the subject.

The participants were very pleased with the outcomes of the workshop and the self-learning platform has helped the participants to understand better the concept of emotional design and gave them new perspectives for their day to day work.



## Ireland

The workshop was held on Tuesday 27th September, in the Harbour hotel in Galway, Ireland. The workshop was attended by about 15 people from companies, mainly those who worked in creative ICT spaces and consultants. The feedback from the participants was very positive. All candidates actively engaged and worked very well with each other.

## Lithuania

The workshop was held in Kaunas, Lithuania, in the conference hall of KTU Regional Science Park. The event took place on 20th of May, 2011.

The workshop was attended by 15 people from companies of different kind (mainly services, IT and production of goods). The workshop was a great fun, people enjoyed

discussions and gained new ideas for their future work.



## Cyprus

The workshop was held in Sun Hall hotel in Larnaca on 12 September 2011. The workshop was attended by SMEs from service sectors: hotel, architectural services, financial services, IT, education and real estate management.



The workshop was highly interactive and the participants got actively involved both in discussions and practical exercises. The companies that took part in the workshop expressed a very good evaluation of both

contents of the workshop and the methodologies applied.



The workshop for developers was held in Ljubljana on the 5th August 2011, where the target public were young entrepreneurs and developers dealing mainly with mobile applications and services. The workshop was aimed at introducing the concept of emotions and what role they play in human perception of things and was oriented towards examples and use cases. Also there was a presentation of the online platform of the project.

## Slovenia

There were two Workshops: one for young developers to realize the benefits of emotional design and another for a company with a new product, that had trouble gaining acceptance but with high potential.



Each of the nine participants presented their ideas and products and we talked about how they can be improved by implementing principles presented during the workshop.

The second Workshop was with the company Tretja Dimenzija d.o.o. (3rd Dimension) from Novo mesto, Slovenia. Their product with code name PHOV can create 3D models from images taken by the digital camera or mobile phone. They had the technology however lacked in the usability and user experience department to really reach out to their target public. There was a presentation of the product and brainstorming to figure out how their targeted public can be used to define the emotional design of the product.



There was an agreement that is going to be used as a use-case for project's dissemination events as well as in the exploitation plan, therefore increasing awareness of the project and of the importance of emotional design.

## United Kingdom

The workshop was held in Nottingham University Business School, Nottingham, UK, on Friday, 29th July 2011. Various experts on the topic were invited and they talked about the following:

- customers' needs
- the customer (emotional) journey
- design of experiences
- design of polysensorial experiences
- and chocolate!



The workshop was attended by 14 people from SMEs, consultants, training

companies and industrial firms. Although it also involved other companies, which curiously are those who expressed interest in access to the D-facto training.



The results of the evaluation questionnaires have shown that most of the participants have gained high levels of satisfaction from the D-facto workshop. All of the participants were integrated extremely well during the whole workshop.

*“That’s been one of my mantras — focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”*

**Steve Jobs (BusinessWeek, May 25, 1998)**

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