

Design 3.0. Toward meso scale?

1 WHAT STEVE SAID

2 SERVICES AND THE SOCIAL AS DESIGN MATERIAL

3 THE PROBLEM: SCALING UP IN UX & UCD

4 CAROLINE'S PROBLEM: FINDING A LANGUAGE

**5 SYSTEMS AS CONCEPTUAL DEVICE: FOUR CLASSES, DESIGN'S PLACE,
MESO IN THIS PLACE, OPEN AND PERMEABLE**

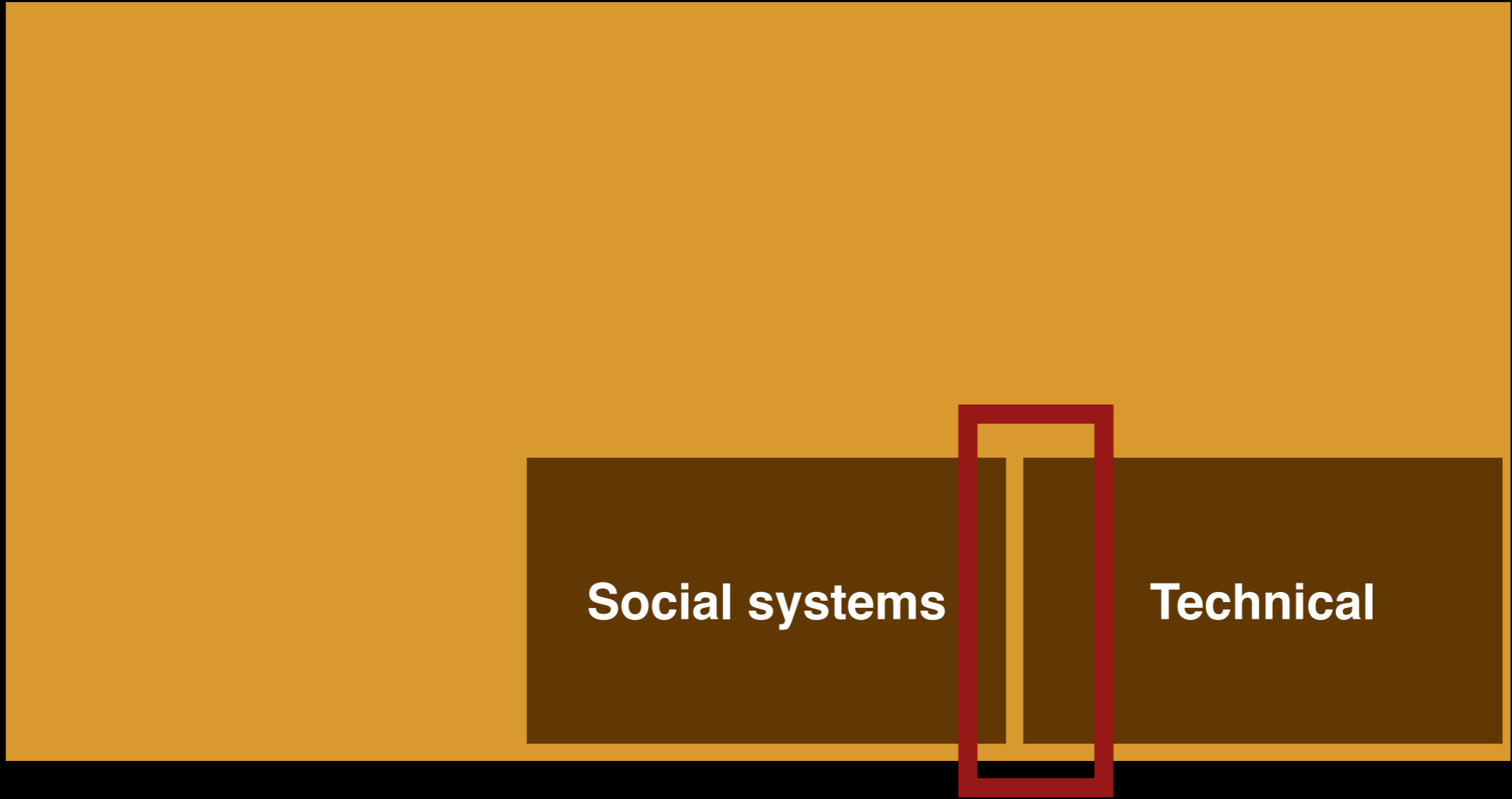
**Q1: RESEARCH ISSUES: IT, DATA, AI, RETHINKING SENSORS AND ACTUATORS,
RETHINKING ETHICS WHEN PLAYING WITH FIRE**

**Q2: RESEARCH APPROACHES: FROM EXPERIENCE AND SITUATIONS TO
ANTECEDANTS**

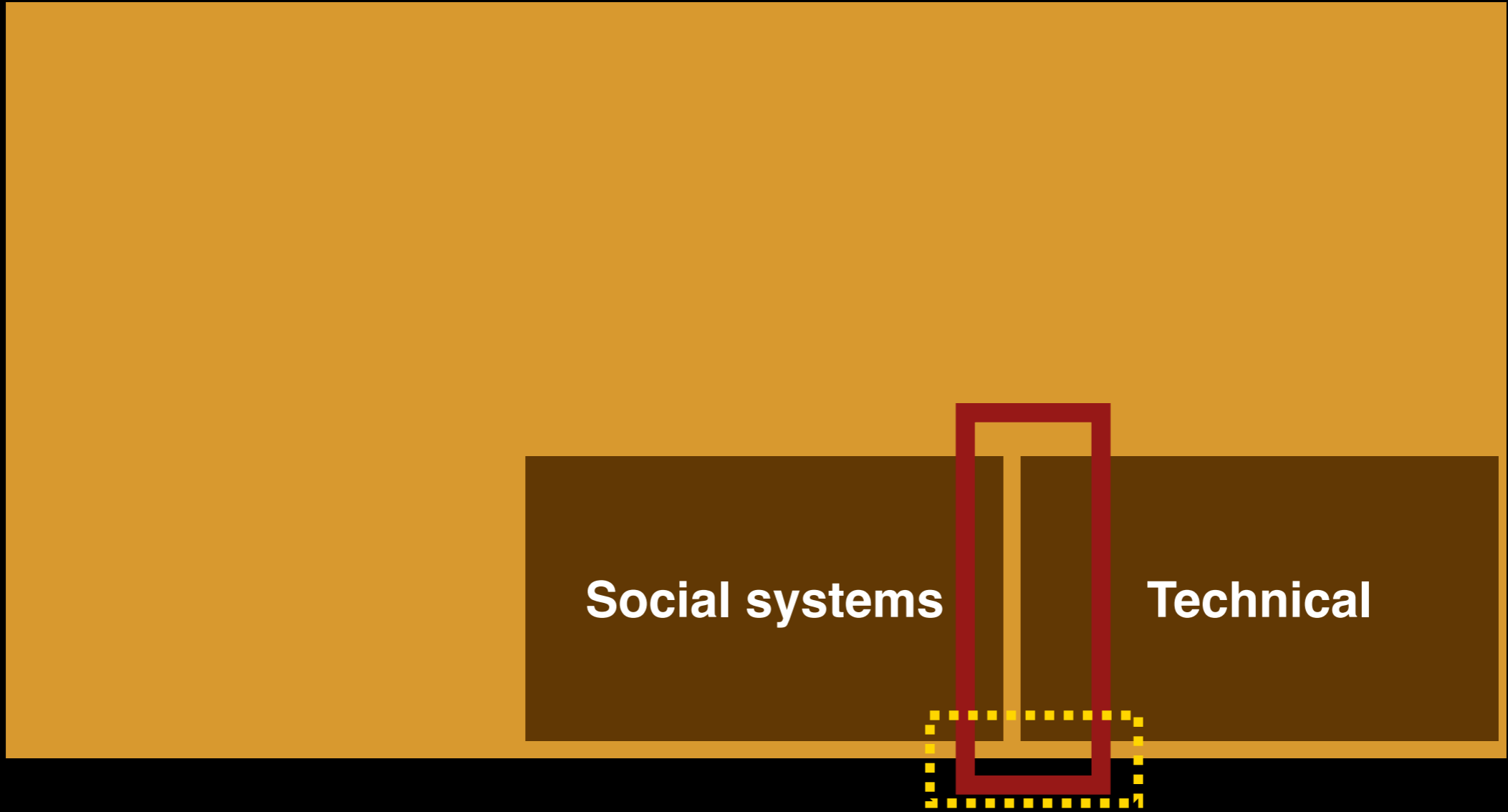
Q3: EDUCATION AND PRACTICE: MULTIDISCIPLINARY PARTNERING

Social systems

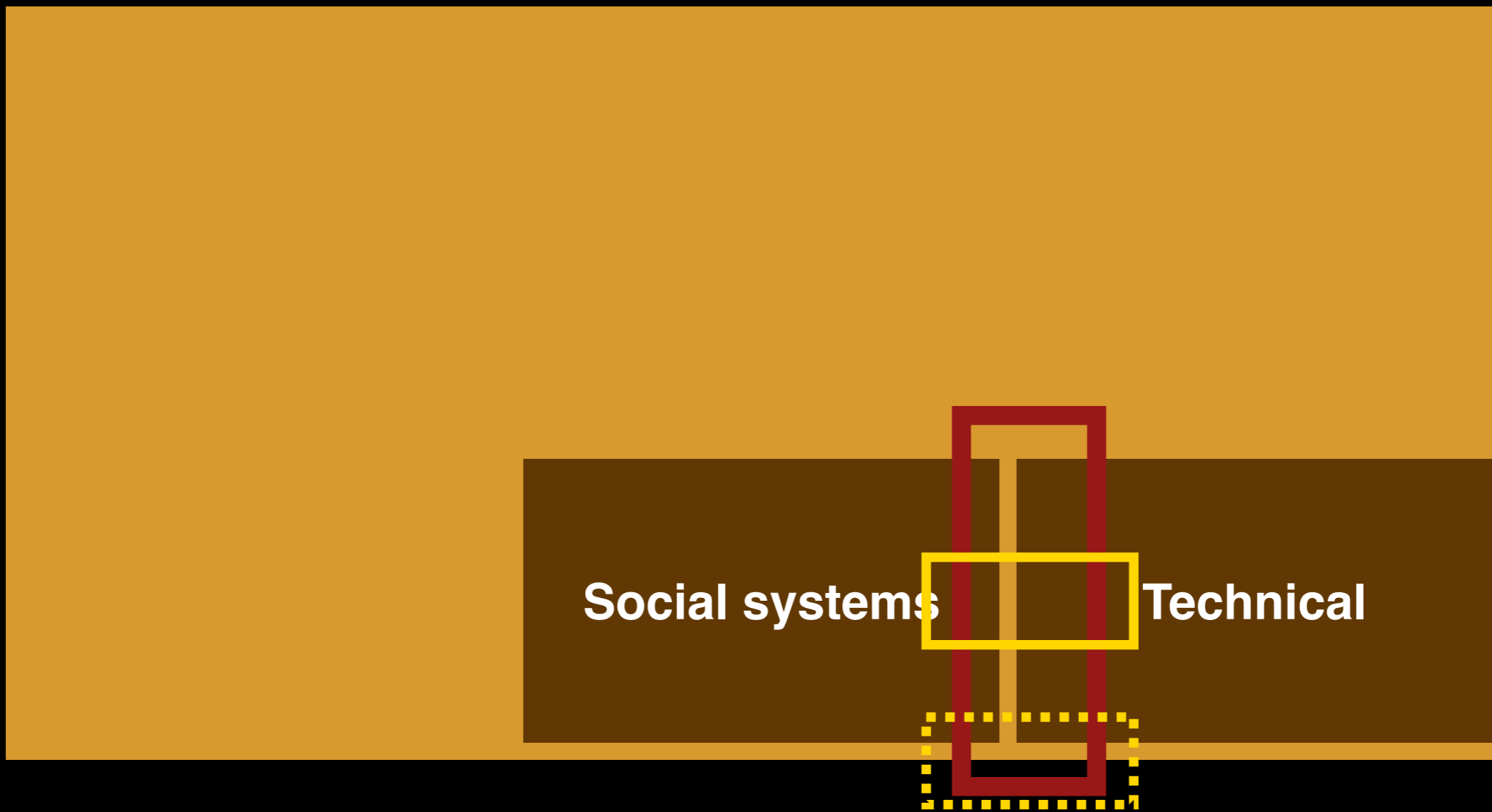
Technical



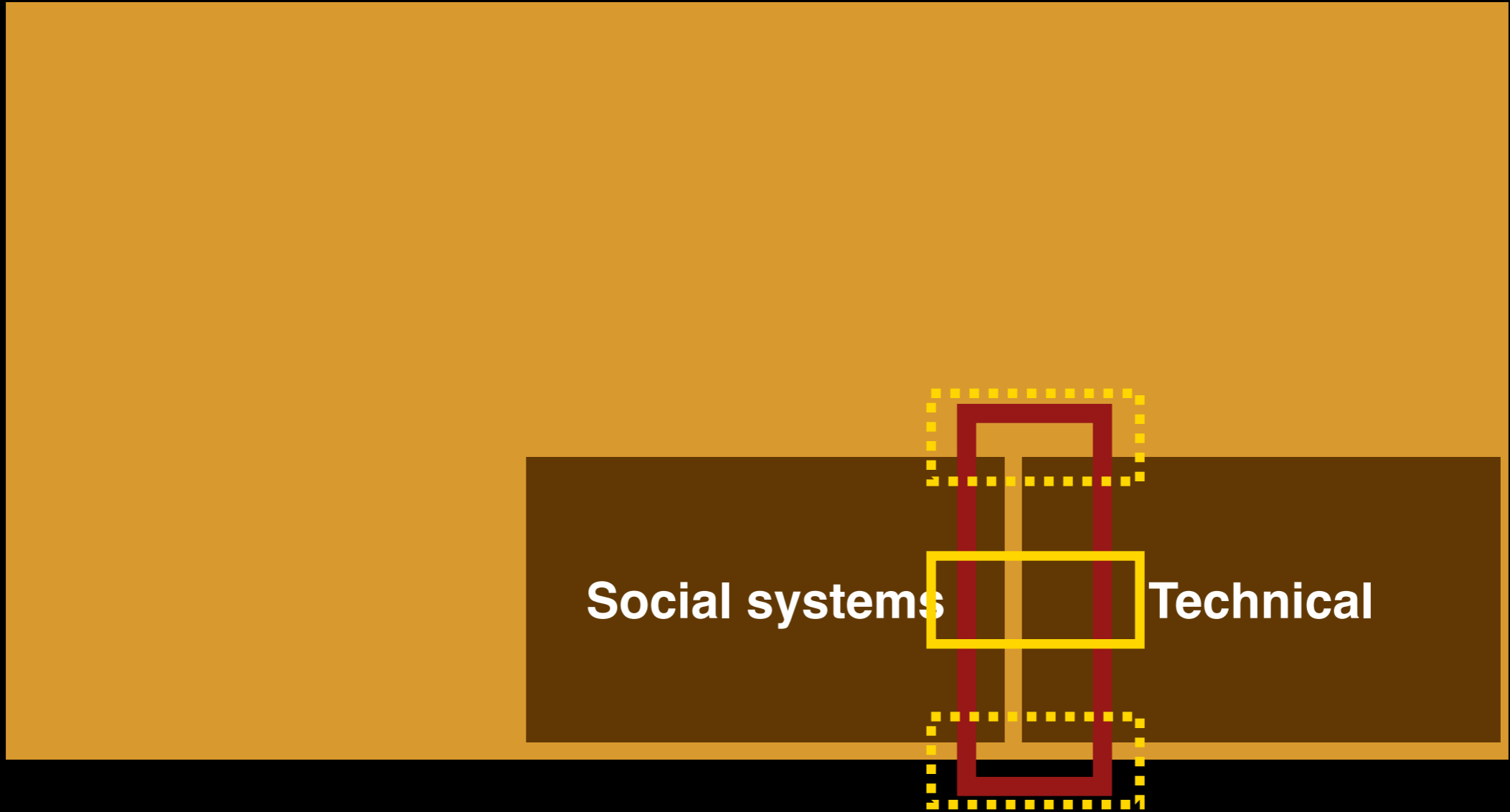
THE USUAL PLACE OF DESIGN



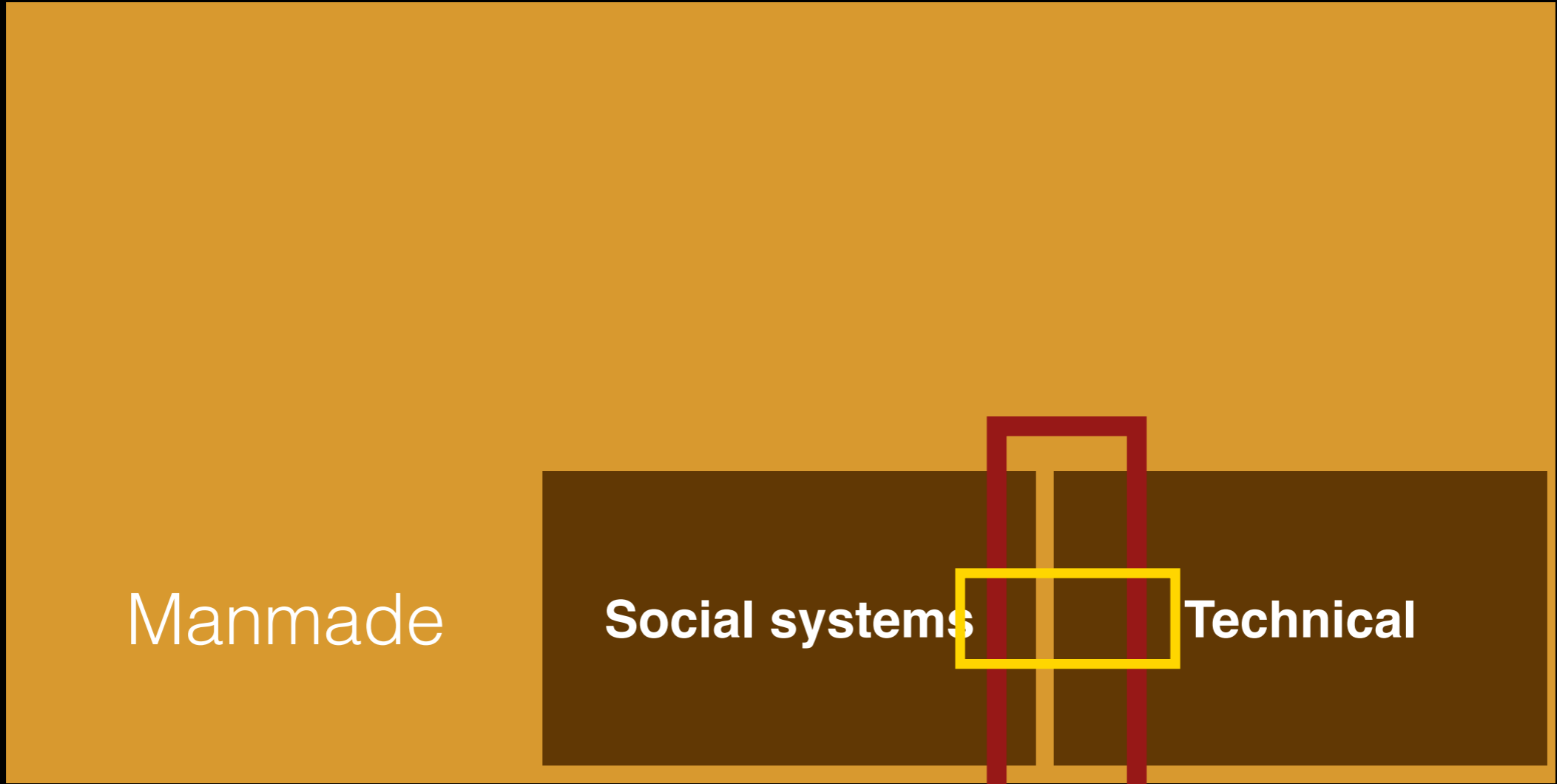
OUR METHODS NORMALLY TARGET MICRO



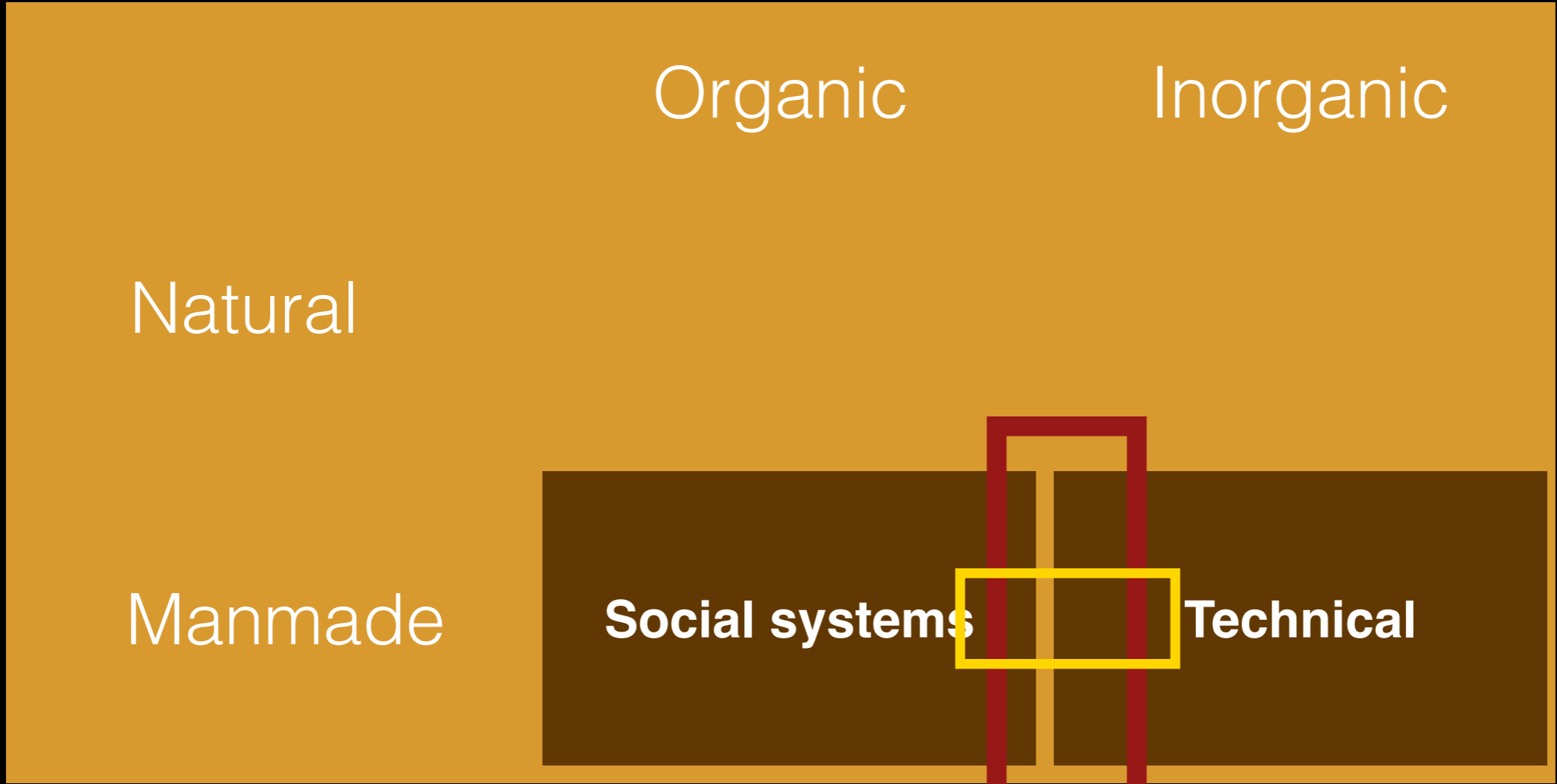
BUT GET WEAK AT MESO, EVEN THOUGH MOST OF OUR SOCIETAL PARTNERS
ARE THERE



MACRO IS TOO COMPLICATED AND POLITICAL, WE THINK



BUT THERE ARE OTHER WAYS TO EXPAND MESO



Organic

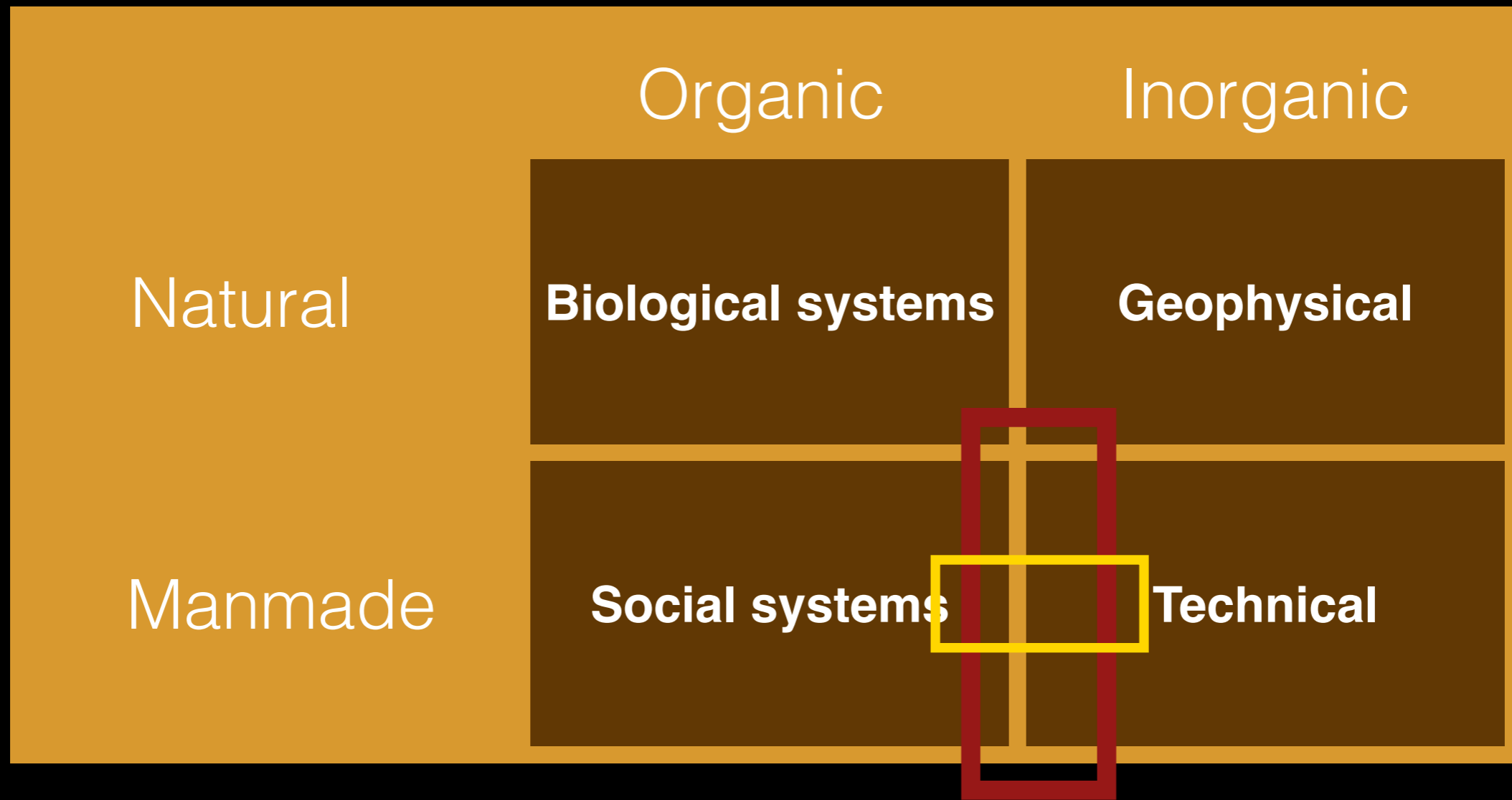
Inorganic

Natural

Manmade

Social systems

Technical



BUT THERE ARE OTHER WAYS TO EXPAND MESO THROUGH COLLABORATIONS

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