

# DAIM

**an approach to user-driven innovation  
- and attempts at capturing it in models**

Joachim Halse, DAIM Tool seminar III at Ergonomidesign, 28.8.2009

# The iceberg

- a framework for what the final model should do





# Phases of innovation

recognizable line of progression, but with limitations

What is user-driven innovation all about?





Community event



Doll scenario



Tour bus ethnography



Blog-On-The-Spot



Fieldshop



1:1 scenario



Ethnographic fieldwork



Workshop



Landscape game



Mocking-up in Situ



Weaving stories together

What is user-driven innovation all about?

A black pyramid diagram with four horizontal levels. From top to bottom, the levels are labeled: 1 OVERALL TAKE, 3 STRATEGIES, 6 PRINCIPLES, and 11 TOOLS.

- 1 OVERALL TAKE
- 3 STRATEGIES
- 6 PRINCIPLES
- 11 TOOLS



Ethno Scrabble



MOR



**Community event**

**Doll scenario**

**Tour bus ethnography**

**Blog-On-The-Spot**

**Participation in intervention**

**1:1 scenario**

**Open-Endedness**

**Fieldshop**

**Event-driven**

**Magic of everyday life**

**Ethnographic fieldwork**

**Workshop**

**Performative Worldview**

**Landscape game**

**Mocking-up in Situ**

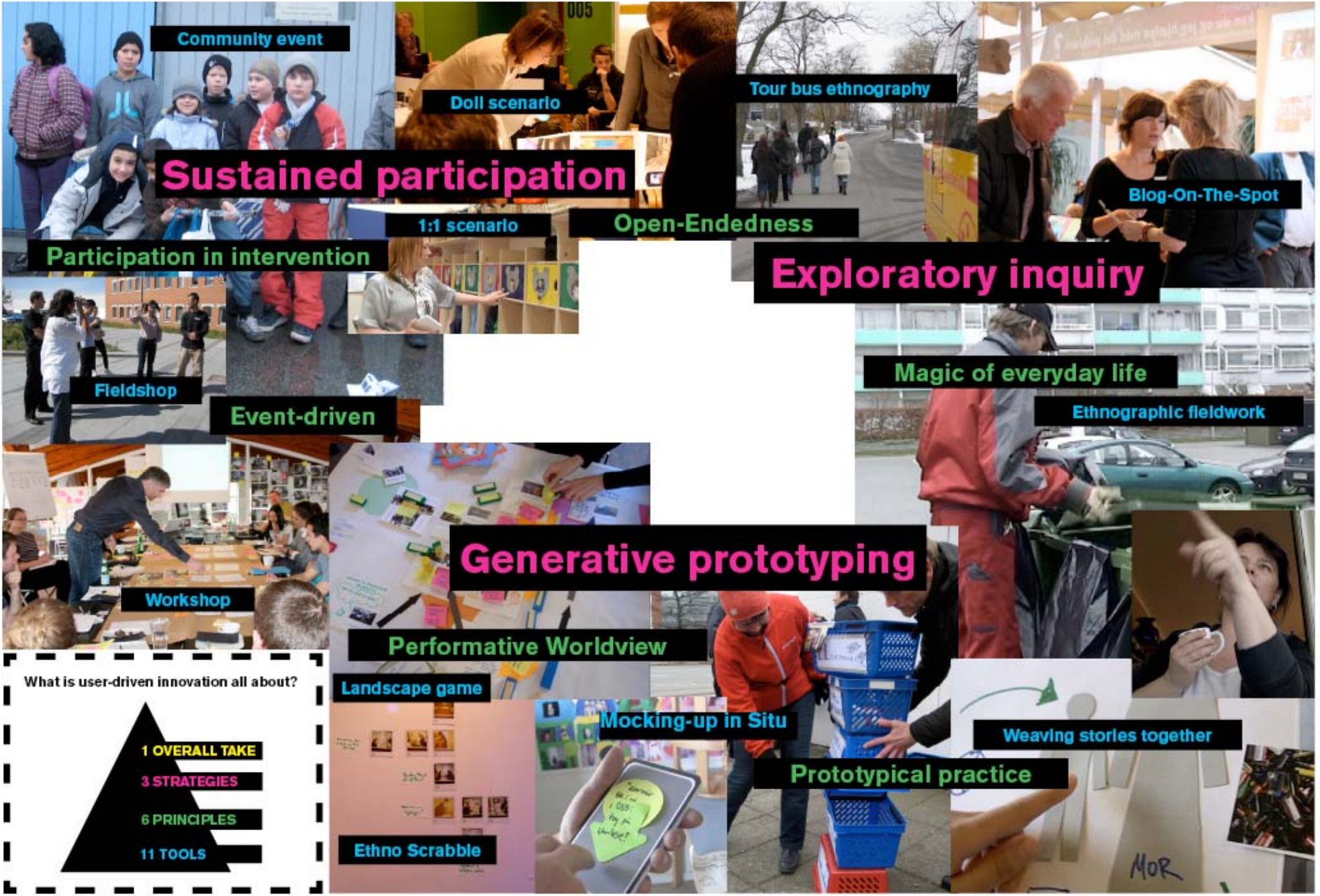
**Weaving stories together**

**Prototypical practice**

**Ethno Scrabble**

What is user-driven innovation all about?





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Blog-On-The-Spot

# Sustained participation

1:1 scenario

Open-Endedness

Participation in intervention

# Exploratory inquiry



Fieldshop

Event-driven

Magic of everyday life

Ethnographic fieldwork



Workshop

# Generative prototyping

Performative Worldview

What is user-driven innovation all about?

- 1 OVERALL TAKE
- 3 STRATEGIES
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- 11 TOOLS

Landscape game

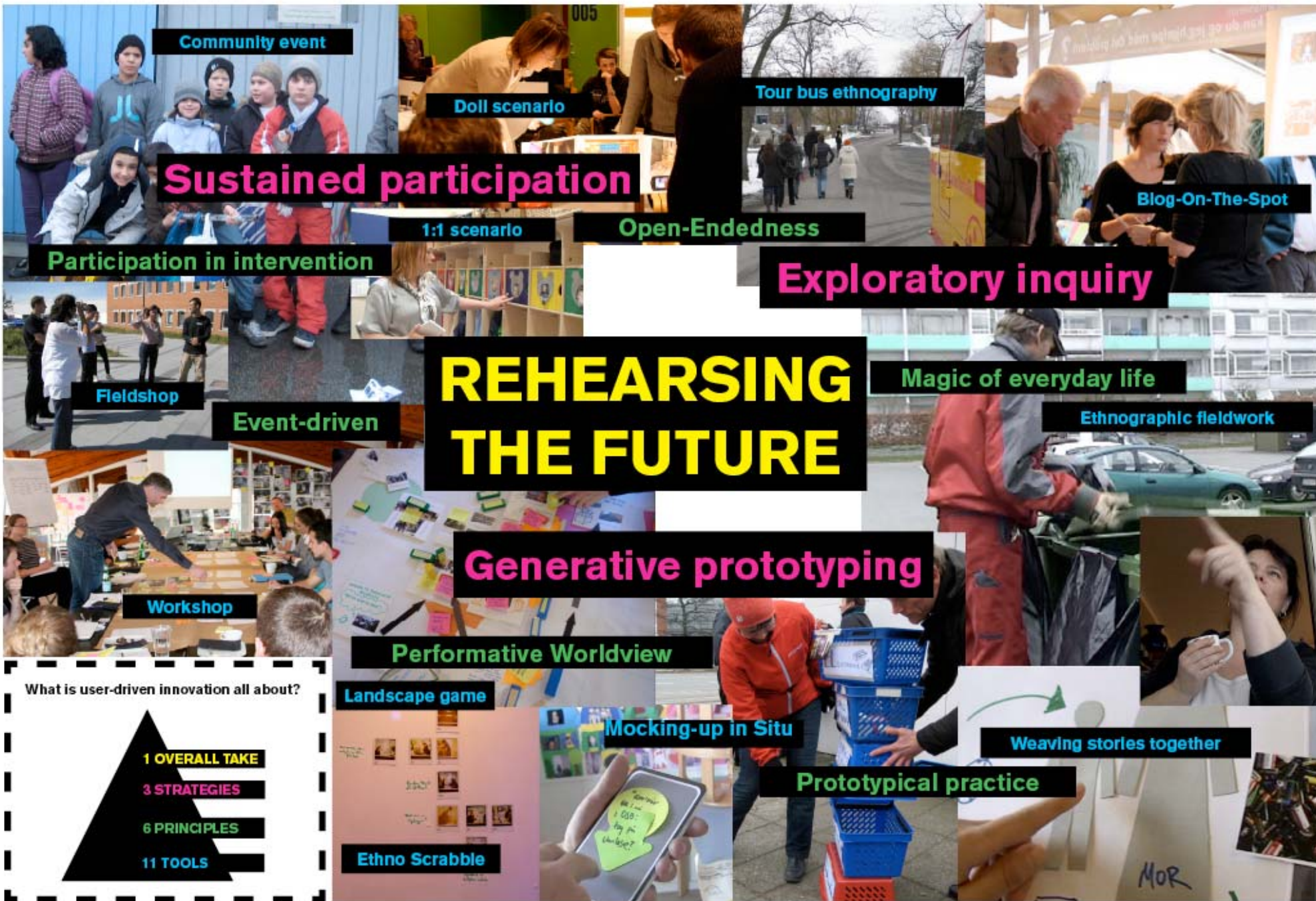
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REHEARSING THE FUTURE

Magic of everyday life

Ethnographic fieldwork

Fieldshop

Event-driven

Generative prototyping

What is user-driven innovation all about?

- 1 OVERALL TAKE
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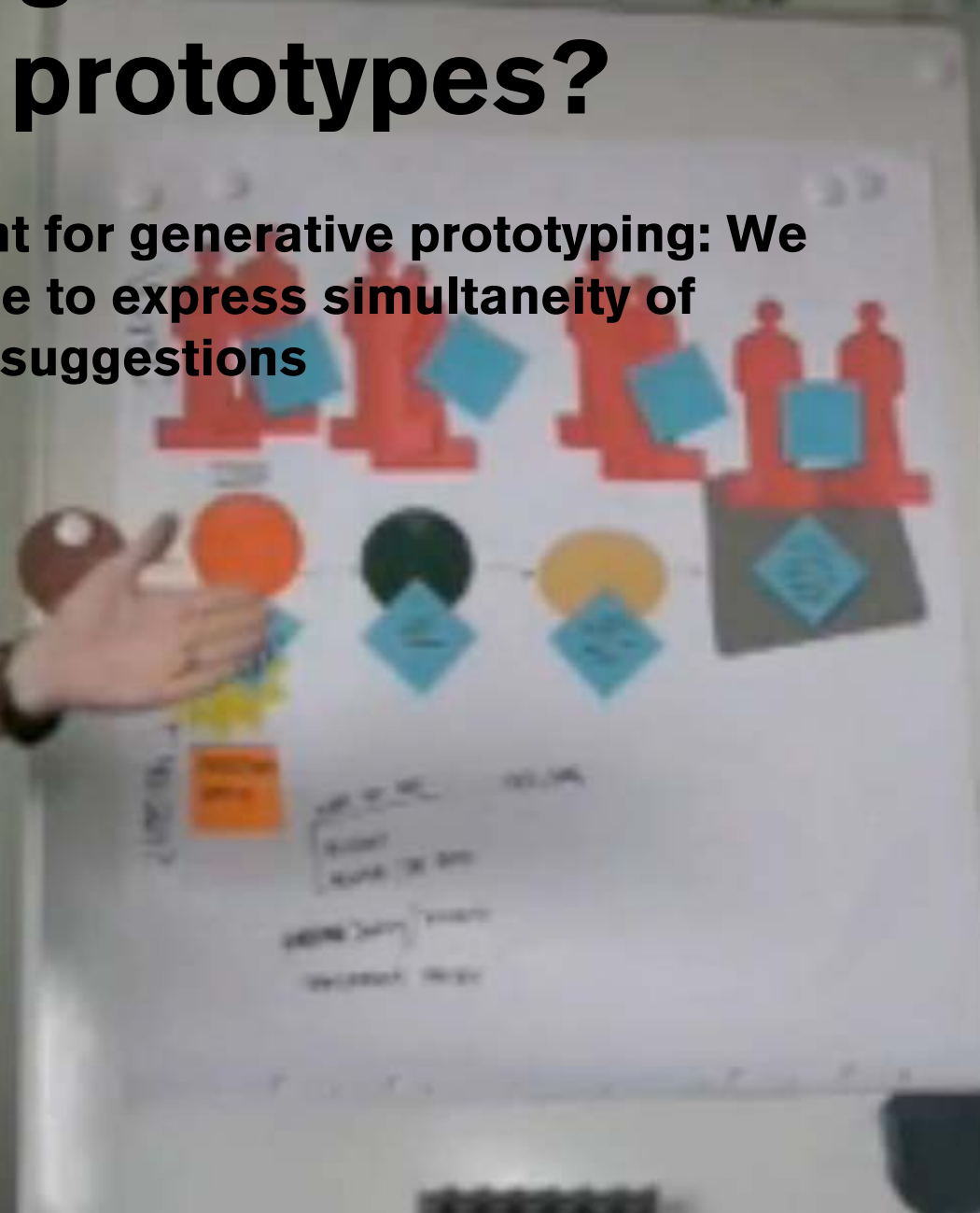
Ethno Scrabble

MOR



# Making room for quick prototypes?

**An argument for generative prototyping: We must be able to express simultaneity of inquiry and suggestions**



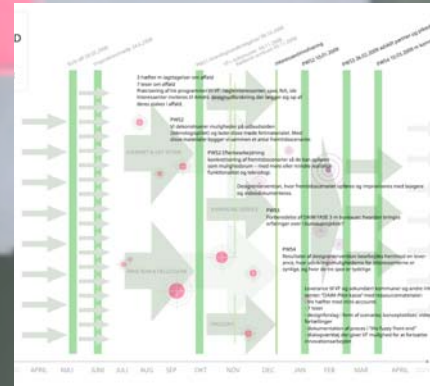


# **Working for and with the client**

**an argument for sustained participation**

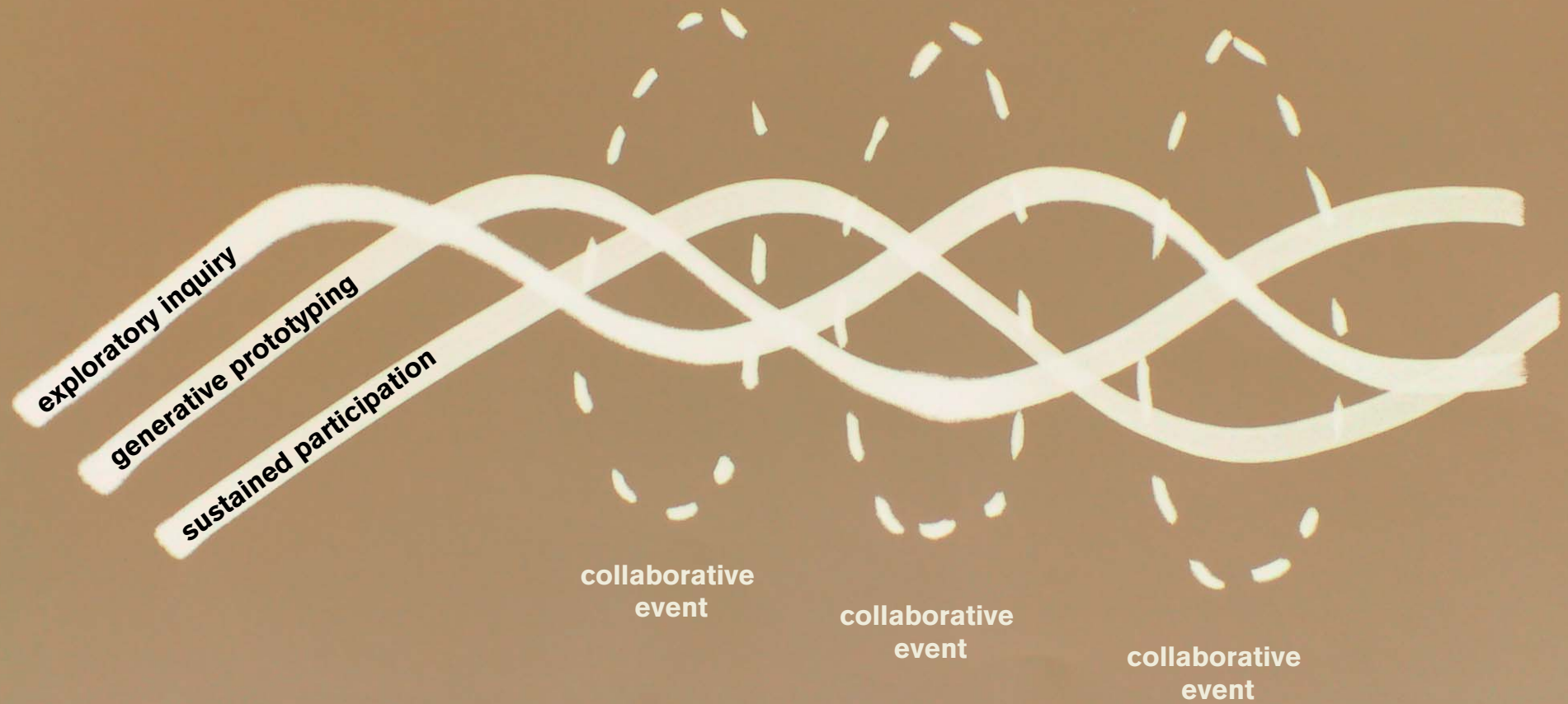
# Designing design research

mobilization, alignment & setting the project



3 mini projects  
heroes of waste  
shopping center  
multicultural highrises

# Rehearsing the future



# six DAIM principles

1.

**Make innovation processes open-ended.**

Only by acknowledging that innovation at the fuzzy front end takes discovery and unpredictable learning can true innovation be accomplished.

2.

Think of **the well-known everyday as a magic resource and springboard** for what is new.

3.

Mobilize and **involve all stakeholders** both in exploring what is well-known and in drafting suggestions.

4.

Use design sketches and prototypes and set up experiments and intervention as soon as possible in order for participants to **prototype new practices.**

5.

Let innovation be driven by **a chain of common events** where differences can be exposed and challenged and new possibilities can be collaboratively worked out.

6.

Forget about ideas and individual inventors. Innovative use and users emerge as **networks of people and things are performing a new everyday.**