UTOPIA

Participatory Design from Scandinavia to the World

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Inspired by Kristen Nygaard, 1926-2002
Video document from 1986
UTOPIA 1981-86
Utbildning, Teknik Och Produkt
I Arbetskvalitetsperspektiv

Thomas More 1516
Cooperative project inventing cooperative/participatory design

Partners:
Nordic Graphic Union, union members, Arbetslivscentrum in Stockholm, DAIMI at Aarhus University, NADA at KTH

Overall objectives and themes:
• powerful skill enhancing tools for graphic workers, in light of the emerging graphic workstation technology
• quality of work and product perspective
• technical and social prerequisites
• obstacles and limitations
• labour processes of page make-up and image processing in newspapers
Activities

• mutual learning

• requirement specification through ‘technology laboratory’ with lo-tech and hi-tech prototyping together with the workers
Tools in the laboratory

• colour slide mock-ups with picture sequences
• wall newspapers
• low tech mock-ups of equipment (wooden mouses, cardboard laser writer …), material and menus (paper)
• graphic workstation for illustrating prototypes of computer based tools
• tool kit (box with waxed cards) for modelling and experimenting with work organisation perspectives
Immediate results

Pilot installation at Aftonbladet:

Dissemination to 45000 graphic workers:
Long-term experience and results

• for the NGU members (Nordic graphic workers): knowledge, at least as well as their employers, about the pros and cons of the emerging technology, thus able to enforce socially and functionally acceptable introduction and use

• for the researchers involved: the challenging insight that the human control and interface is very important – IPLab at NADA and similar efforts in Aarhus

• for the researchers and the design community in general: Participatory Design methodologies – highlight at ACM CSCW 1988

• An example where workers craft technology

• Setting the stage for design in action

• Bringing design to software, text book 1995 by Winograd & al
Xerox PARC and Scandinavian pioneers:

"knowing with the users"
"giving the users a voice"
"learning together by doing"
"scenarios, acting it out"
"explorative research and development"
Postutopia:

From luxury
to everyday practice

- discussing the added cost, or just doing it?

- Software practice
- Usability design
- Contextual design
- Contextual inquiry
Postutopia:

From single product to development in use

- Learning in use
- Unanticipated use
- Tailorability
Postutopia:

From single user prototype to cooperation

Computer Supported Cooperation
Simulation games, dilemma games – acting out cooperation
Still mocking it up...
My Postutopia, variety of users:

≈ 20 application projects with user involvement, e.g.:

- **MDA** 1987-91 – overview tools for authors and programmers
- **SAMT** 1991-95 – office workers’ meetings
- **Videocafé/videospaces** 1996-2004 – distributed co-workers
- **KidStory** 1998-2001 – elementary school children – co-storytelling
My Postutopia, cont.:

≈ 20 application projects with user involvement, e.g.:

- **interLiving** 2000-2003 – intergenerational family communication
- **UsersAward** 2000-2011 – quality assessment of workflow IT support ("Utopia 2000")
- **CopLand** 2004-06 – rural school teacher communication
- **Nepomuk** 2006-08 – knowledge workers
From 1980 to 2010

• changes in work organisation
• technology explosion
• changed role of trade unions
• new management philosophy
• researchers more main-stream
• importance of aesthetics
• strengthening users
Simulation of production flow at foundry for daily planning on the floor
Users’ Prize: Communicator support for old age care in rural community in mid-Sweden
Spectacular examples of development of innovative IT with users

**Spreadsheet (VisiCalc)** - 1978 – Comp.Sci. Student Bob Frankston with Economy student Dan Bricklin (user)
http://www.bricklin.com/history/intro.htm

**KidPix** - 1988 – Craig Hickman with his 3-year-old son Ben (user) http://pixelpoppin.com/kidpix/


**Mosaic/Netscape** - 1993 – Marc Andreessen with research and student friends at University of Illinois (users) http://www.livinginternet.com/w/wi_mosaic.htm

**Facebook** ~ 2004 – Mark Zuckerberg with student friends at Harvard (users)
Spectacular examples from Sweden in the 2000s

- Skype - Niklas Zennström 2002
- Spotify - Daniel Ek m.fl. 2006
- Gapminder 2005
  Ola & Anna Rosling (developers)
  Hans Rosling (user)