



DESIGN IS INVISIBLE



Lutzschmitt
DESIGN&CONSULTING

 @luxux



Lucius Burckhardt (1925—2003)

Professor, researcher, theorist and activist.

He was interested in architecture, landscape construction, design, urban development and socio-economics.

DESIGN IS INVISIBLE

Lucius Burckhardt 1980



Don't design the object

Design the influence

the object has to the institution it belongs to

Design the influence

the object has to the institution it belongs to

service

system

interface

context

function

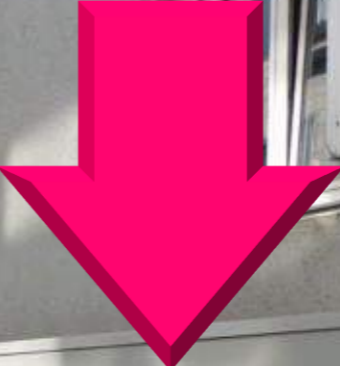
structure

intent and consequences





a street corner



Severinstraße

B
A
B
Haus

Severin's Kebap Haus

APOTHEKE

SB-Bäckerei

nur mit
Parkschein
Montags 9-20

Donnerstag 29.09.2016 18:24

4	Schiebusch	H 01	Sofort
1	Thielenbruch	H 01	2 Min
1	Rodekirchen	H 01	5 Min
1	Schiebusch	H 01	6 Min
1	Hengenich	H 01	6 Min
1	Schiebusch	H 01	11 Min
1	Hengenich	H 01	13 Min
1	Thielenbruch	H 01	14 Min

ten Bahnen schnellstmöglich wieder nach F.

U 3 4 17





↑ 100 m



SUR
GRILL & RESTAURANT
MEXICAN

Donnerstag 29.09.2016 18:24

4	Schlebusch	M	Gl.	Sofort
3	Thielenbruch	M	Gl.	2 Min
17	Rodenkirchen	M	Gl.	5 Min
4	Schlebusch	N	Gl.	6 Min
3	Hengenich	N	Gl.	6 Min
4	Schlebusch	N	Gl.	11 Min
3	Hengenich	N	Gl.	13 Min
3	Thielenbruch	N	Gl.	14 Min

tmöglich wieder nach Fahrplan für Sie eins
D&R

U 3 4 17

A set of icons including a wheelchair symbol, a 'no smoking' symbol, and a 'no alcohol' symbol.



U

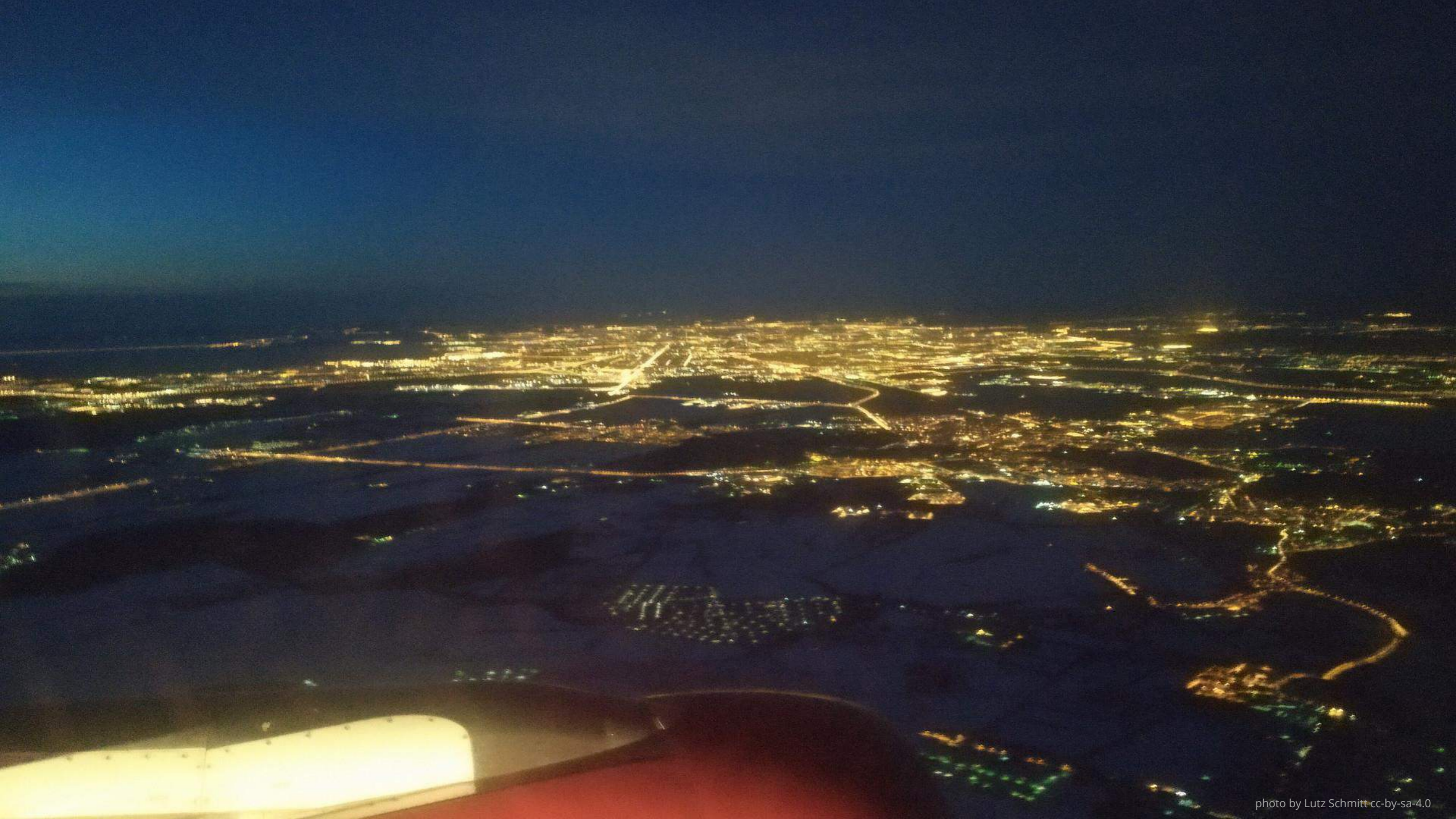


Kälte von seiner Schönen Seite

THAI IMBISS
NUDEL TAKE AWAY

Yay Trong Khiam Korat
Thai Imbiss
FÜR VORBESTELLUNGEN
☎ 0221 - 27 84 75 83
ALLE GERICHTE SIND ZUM MITNEHMEN
Platz für mehr als 60 Gäste
Alle Gerichte sind hausgemacht

the night





the hospital



20



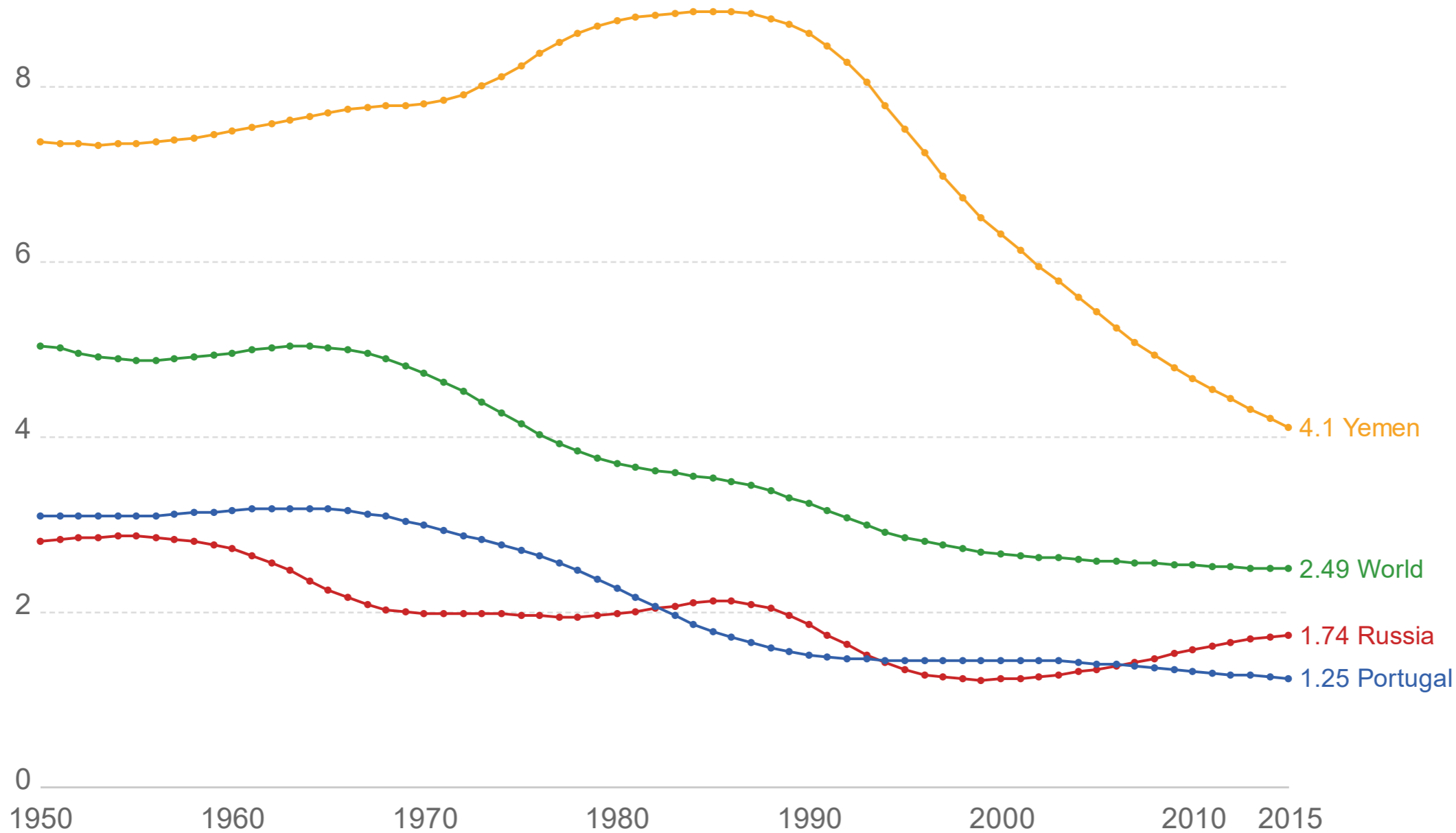




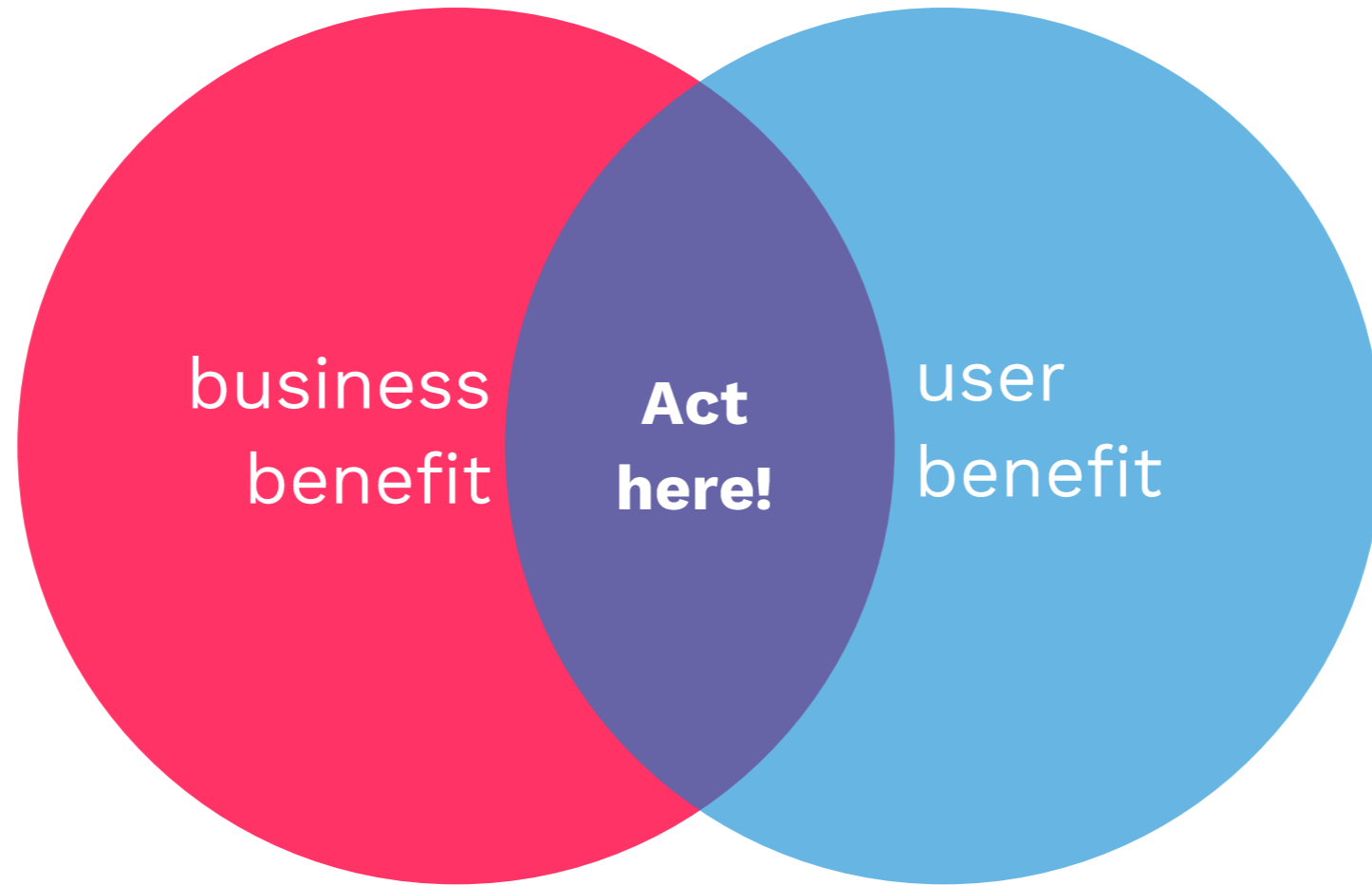
the family

Children per woman

Shown is the 'total fertility rate' (TFR). The TFR is the number of children that would be born to a woman if she were to live to the end of her childbearing years and bear children in accordance with age-specific fertility rates of the specified year.



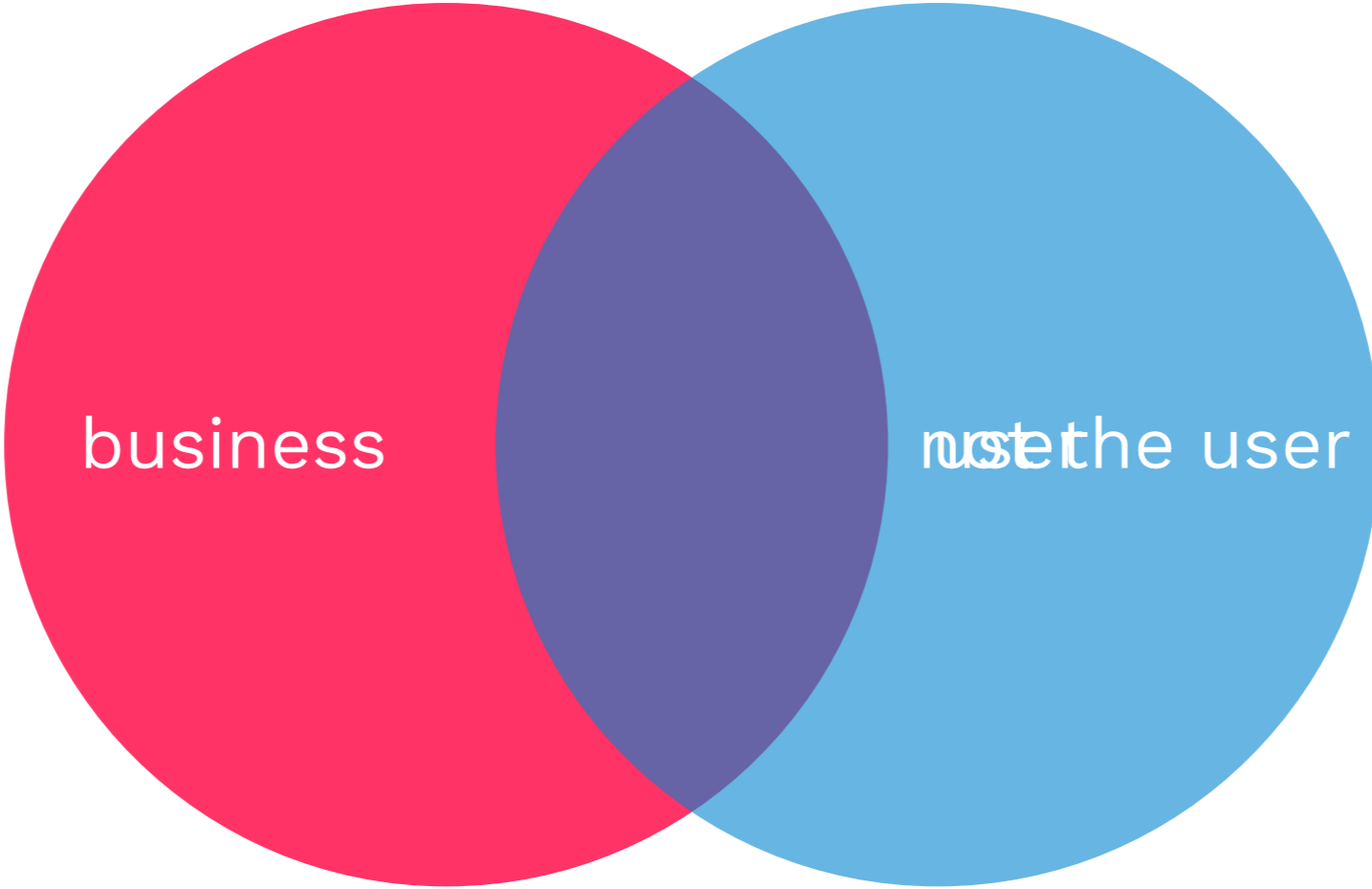
About limitations



business
benefit

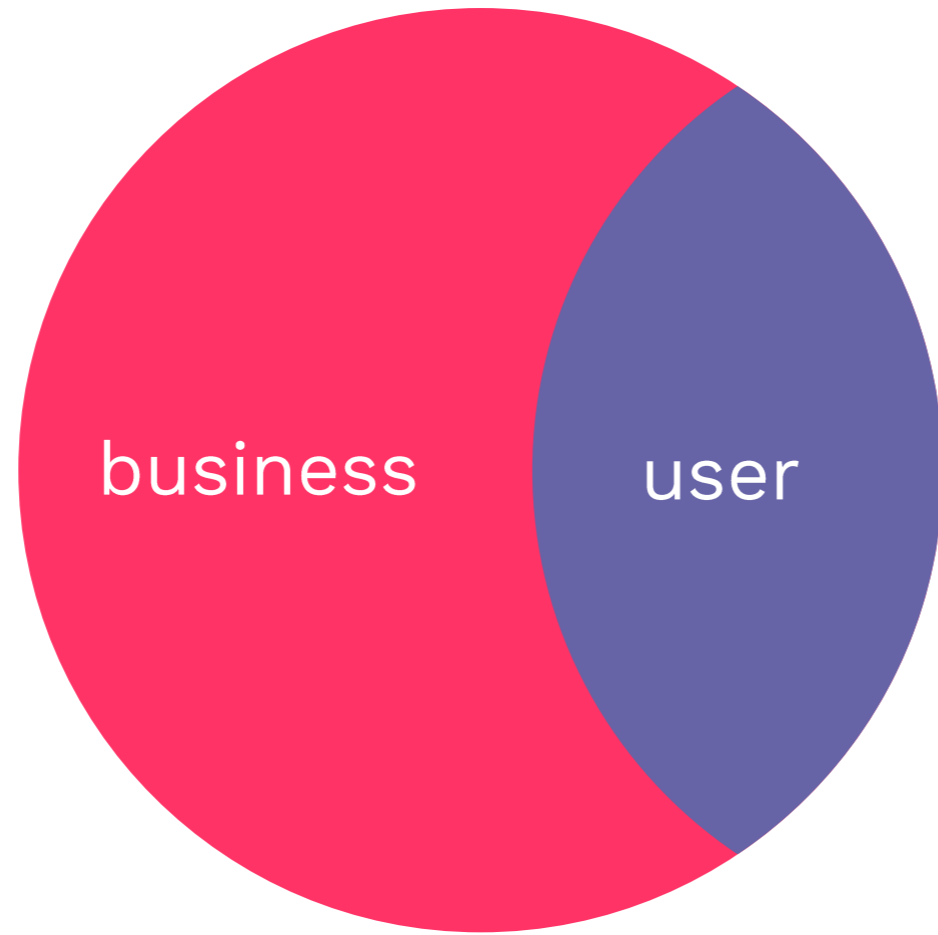
**Act
here!**

user
benefit



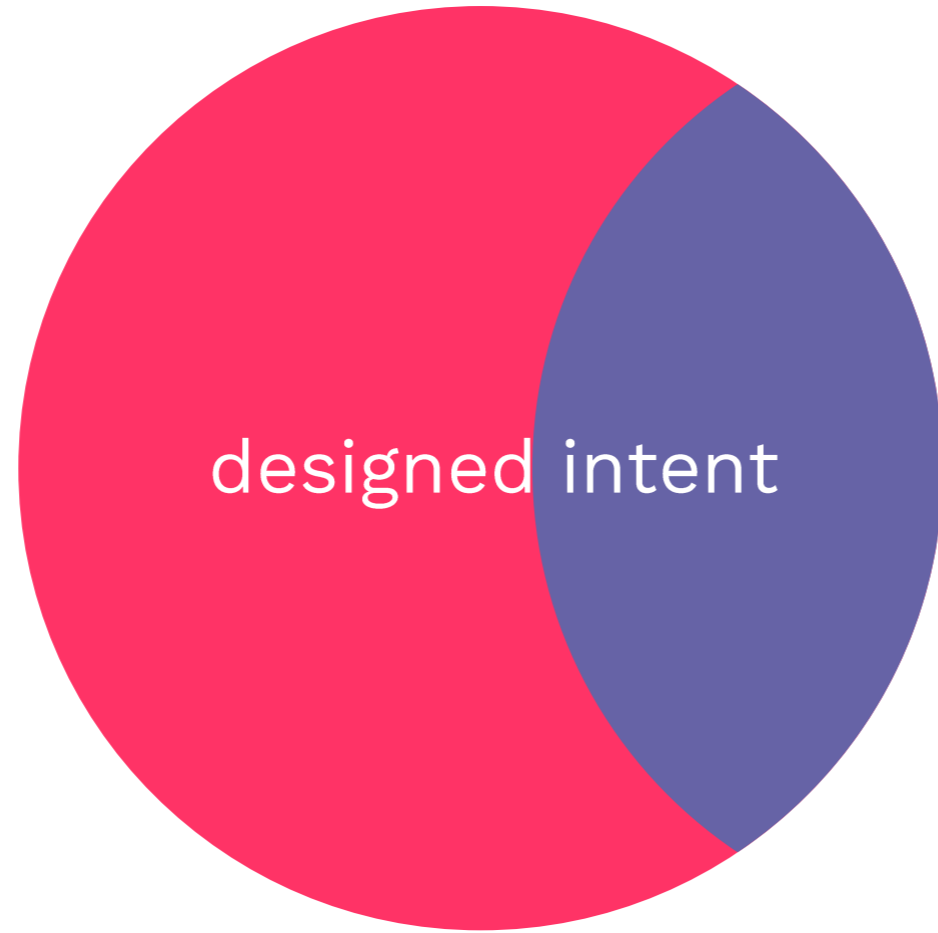
business

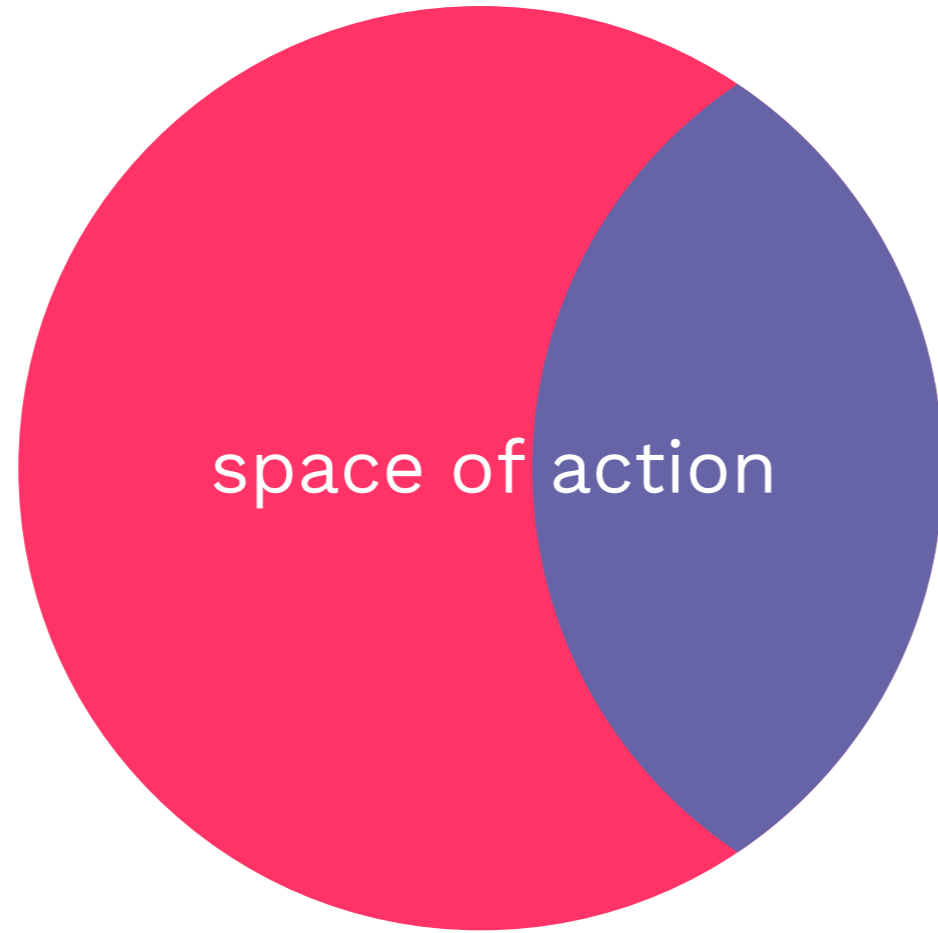
user needs



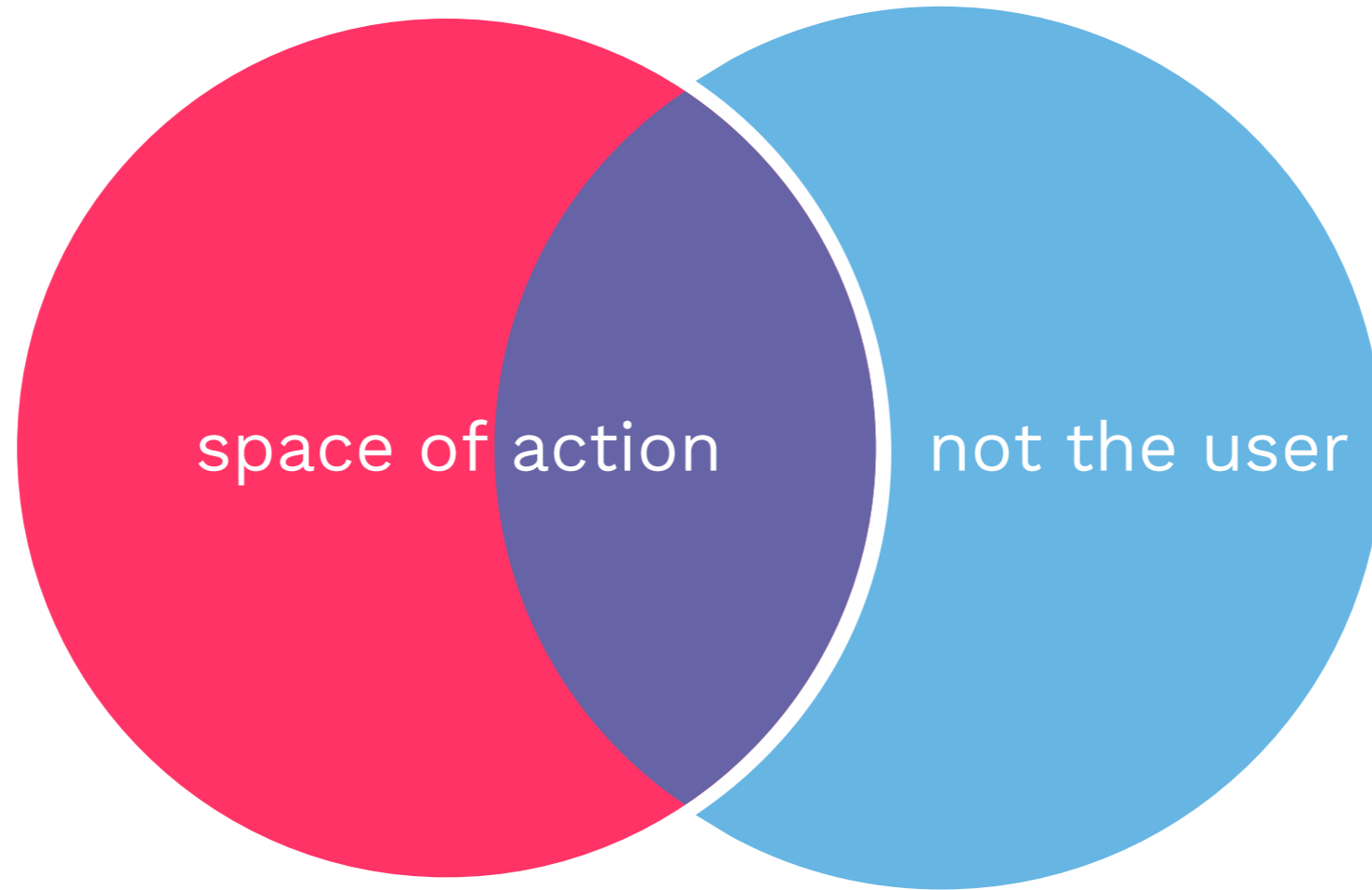


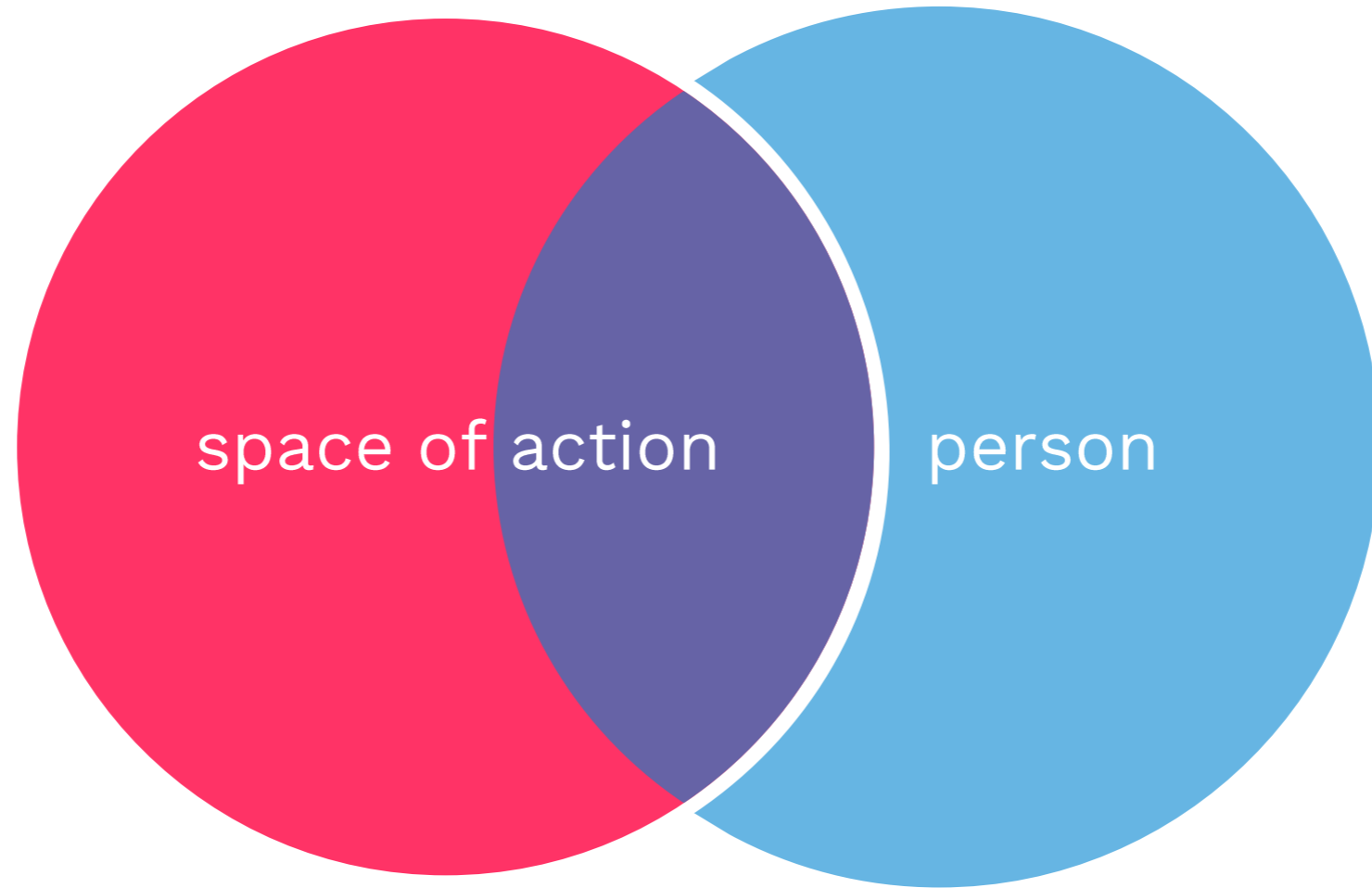
business goals





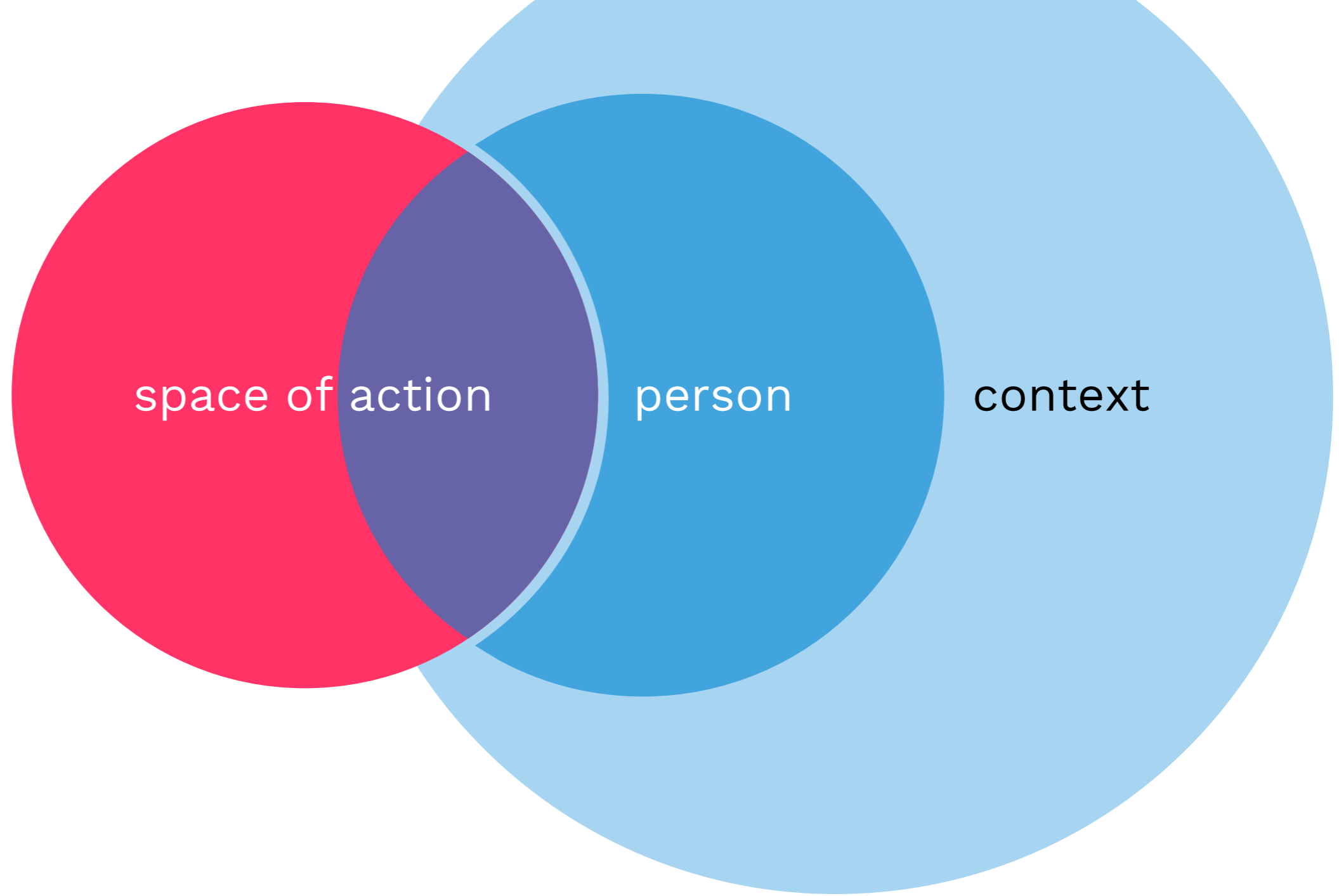
space of action





space of action

person



space of action

person

context

context

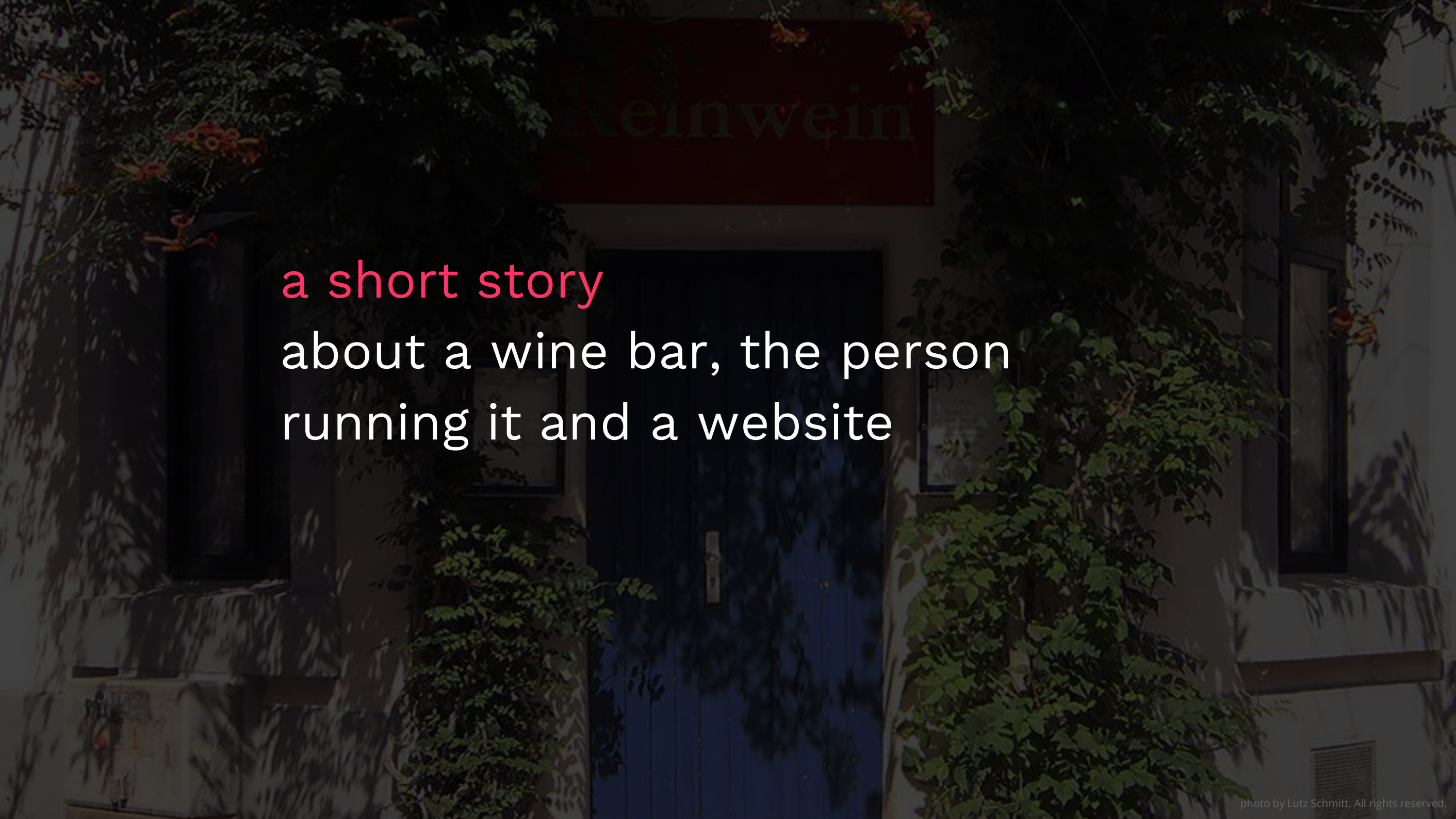
space of action

person

context

MOSTLY

User Experience is just educated marketing



a short story
about a wine bar, the person
running it and a website

Keinwein



Reinwein *Weintrinken mit klugen Köpfen*

Willkommen

Wein & Essen

Adresse & Öffnungszeiten

„Die kleine Weinstube im Vringsveedel mit Weinen entlang des Rheins vom Bodensee bis Bonn.“



Öffnungszeiten

Montag bis Samstag ab 18 Uhr, Ende unvorhersehbar.

Sonntag Ruhetag.

Vom 1. Juni bis 30. August öffnen wir ab 19 Uhr.

Adresse

Corneliusstraße 1 | 50678 Köln
(Hinter der Severinskirche)

[Karte & Anreise](#)

Inhaber: Jörg Wirbelauer

[Impressum](#)

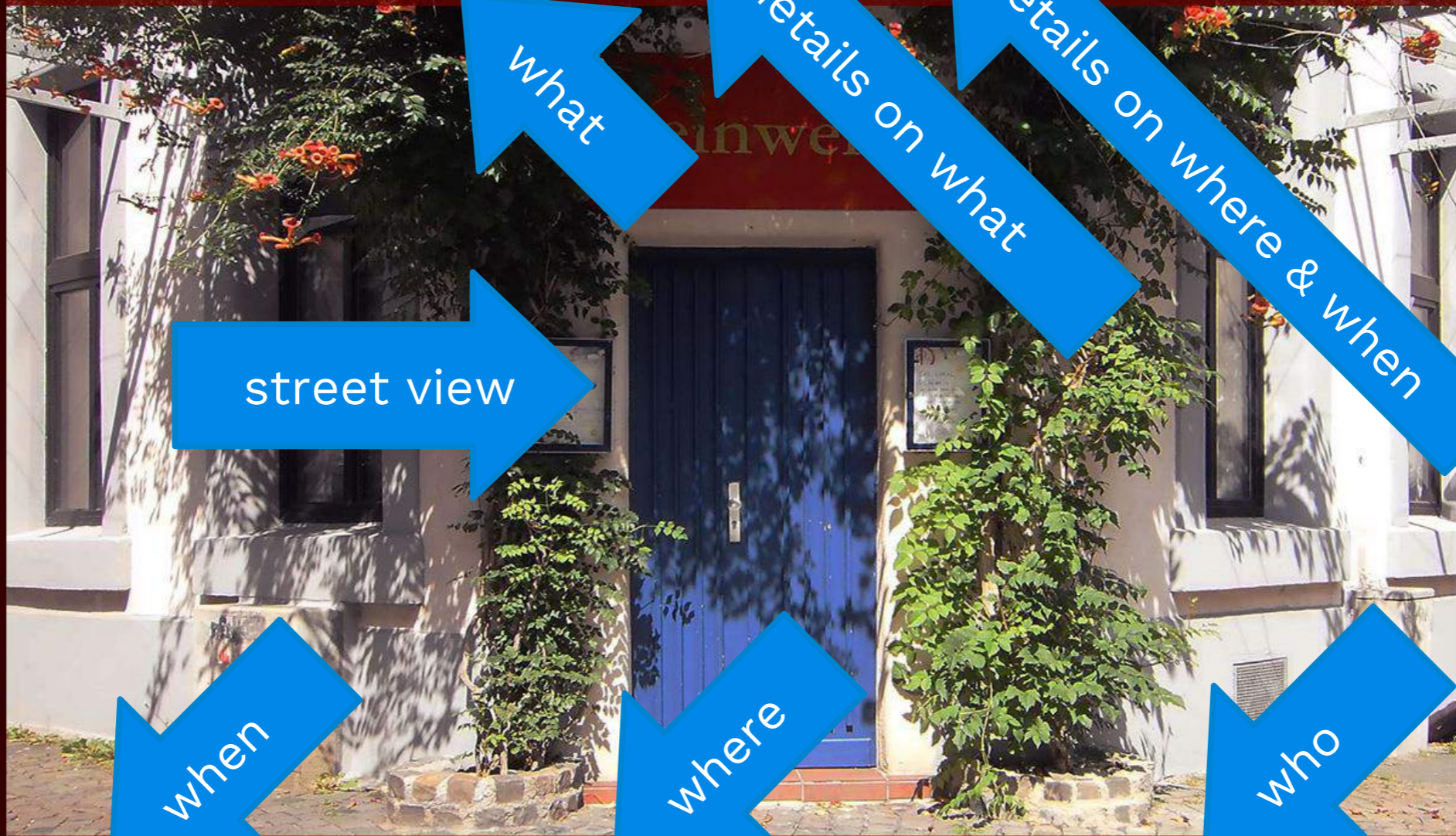
Reinwein *Weintrinken mit klugen Köpfen*

Willkommen

Wein & Essen

Adresse & Öffnungszeiten

„Die kleine Weinstube im Vringsveedel mit Wein aus der Gegend des Rheins bis zum Bodensee bis Bonn.“



what

details on what

details on where & when

street view

when

where

who

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Please notice the absence of

- any means of contact or reservation,
- social confirmation badges,
- Other nudging marketing efforts.



Who plans the planning?

MAPPING USER JOURNEYS'

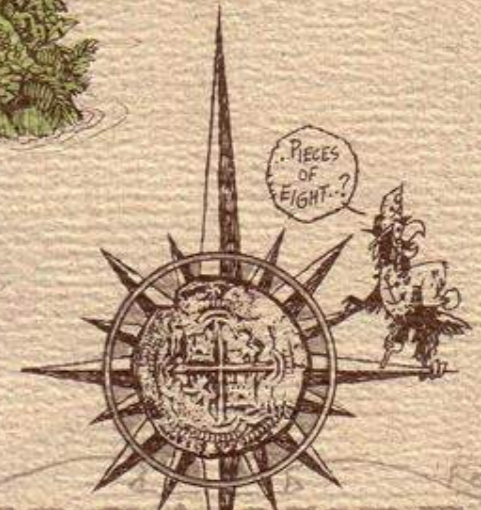
thinkpublic

NESTA

STEP	1	2	3	4	5	6	7
<p>OUT</p> <p>List the outline of your idea at each step of your users journey.</p> <p>eg: user comes to first aid course</p>	<p>National Brand identity</p> <p>meeting page on website</p> <p>promotional literature to website media</p> <p>GME newspapers + websites</p>	<p>Forms</p> <p>translation particular needs I.O. → Disability</p>	<p>info for counter-signatories</p>	<p>L.A. service providers/staff</p> <p>integration Agency/Inter-acc childcare service</p>	<p>technology product costs</p> <p>retailer participation + travel</p>	<p>information for service providers</p>	<p>meets other people face to face</p> <p>work + health issues</p> <p>mix with other city home fun</p>
<p>DRAW YOUR USER'S JOURNEY</p> <p>Using one of your persona cards, illustrate how that user would experience your idea at each step of the journey.</p>	<p>poster</p> <p>Ad. leaflet website</p> <p>discounts service info, why join for them</p>	<p>form: how's childcare plus children's details</p> <p>grandparent details (exp, address, how long for)</p>	<p>GP transfer social value religious esp local volog</p> <p>+ counter-signatory (L/S)</p>	<p>return form to L.A. + C/S.</p>	<p>issue a card + service to others info</p>	<p>Discounts in shops + free travel</p>	<p>raises children to children's centre</p>
<p>IMPACT</p> <p>List the impact of your idea at each step of your users journey.</p> <p>eg: Improved physical health</p>	<p>their contribution counts</p> <p>it's for them?</p> <p>reward for childcare</p>	<p>I.O. needs eg kinship networks</p> <p>referrals to other services</p>	<p>Awareness raised amongst service providers</p>	<p>L.A. finds out more info on on inf. children +</p> <p>kinship care (other needs reach families not yet reached</p>	<p>tangible product wider community awareness</p>	<p>firmly better off</p> <p>more dropping in local area</p>	<p>using services not used before</p> <p>reduce isolation</p>

- 1 JOLLY ROGER WHARF
- 2 CAP'N FLINT'S PERCH
- 3 BUCCANEERS' COVE
- 4 NORTH INLET
- 5 LOOKOUT POINT
- 6 BLACK DOG BRIDGE
- 7 DOUBLOON LAGOON
- 8 MUTINEER FALLS
- 9 DEAD MAN'S ISLAND
- 10 SKELETON ISLAND
- 11 SKELETON LAIR
- 12 BUCCANEERS' ROOST
- 13 BLACK DOG SWAMP

- 14 LAGOON
- 18 RUM POINT
- 19 TOUCAN CAGE
- 20 THE MIZZENMAST
- 21 MATES AND MAIDENS
—Ye olde reste rooms.



TREASURE ISLAND

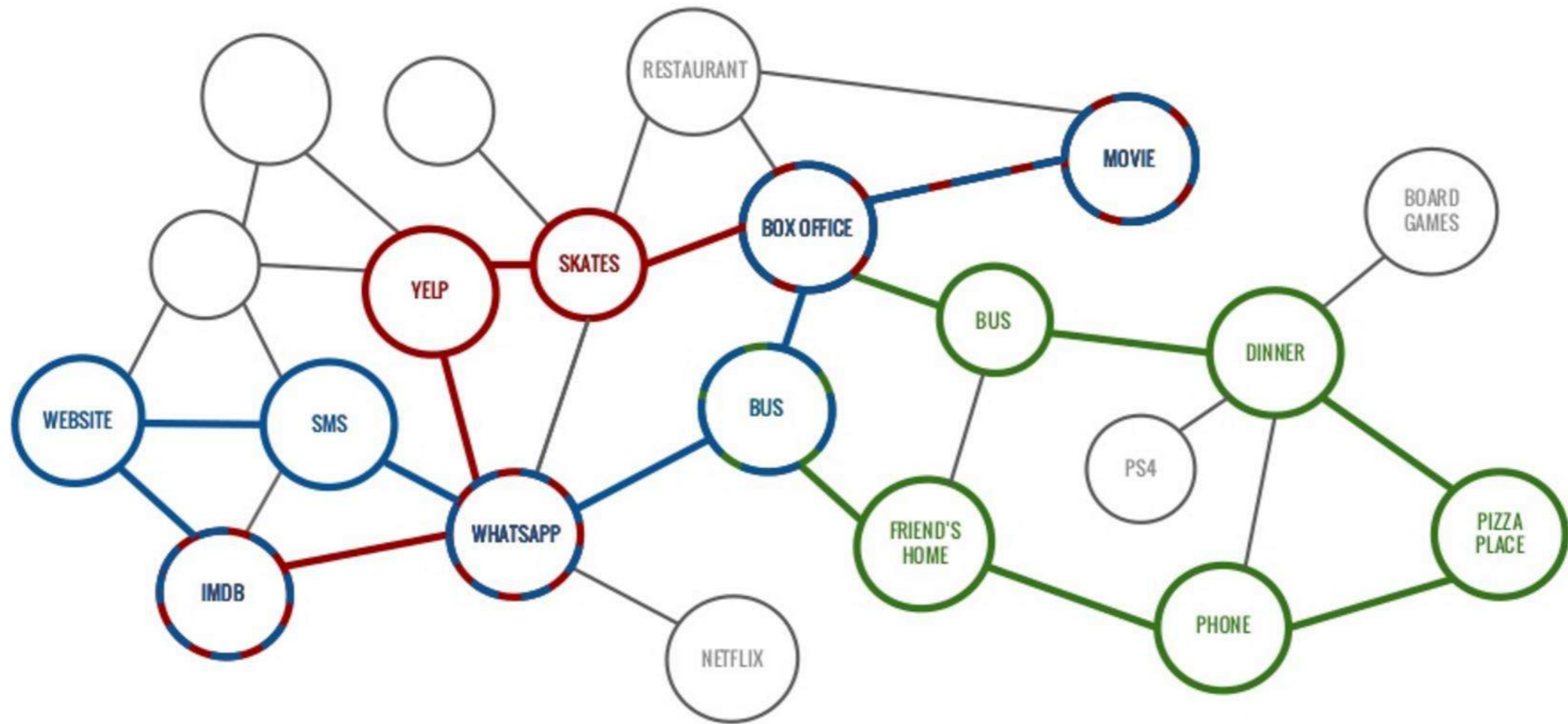
If Buccaneers and buried Gold,
 And all the old romance, retold
 Exactly in the ancient way,
 Can please, as me they pleased of old
 The wiser youngsters of to-day...
 So be it!

—Robert Louis Stevenson



“The idea we can design a perfectly bounded artefact and simply drop it inside a dynamic environment has become an increasingly difficult proposition.”

Andrea Resmini



Cross-Channel Ecosystems

slideshare.net/resmini/





Possible criteria for a new design

Lucius Burckhardt in *Werk-Archithèse* Nr. 4, 1977, translation by Lutz Schmitt

- Does the product consists of raw materials that are extracted without oppression?
- Is it produced in a senseful, uninterrupted workflow?
- Has it multiple uses?
- Is it long-lasting?
- In which condition do you throw it away, and what happens then?
- Does it make the user dependent on central services or can it be used independently?
- Does it privilege the user or does it inspire communality?
- Is it freely usable, or does it force additional purchases?



Once upon a time in Ireland







An bhféadfá cur síos ar do
thuras tríd an t-ionad slándála
inniu?

How was your Security
experience Today?

CONTACT
If you would like to provide feedback, please do so via

daa



daa

Plane ✈️
PAY HERE
500ml
€1

Only €1.00
Plane Water 500ml
THE LOOP

Only €1.00
Plane Water 500ml
THE LOOP

Only €1.00
Plane Water 500ml
THE LOOP

Only €1.00
Plane Water 500ml
THE LOOP



Natural Irish Water with altitude - 500ml only €1.00

Natural Irish Water with altitude - 500ml only €1.00

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Plane ✈️

Plane ✈️

Plane ✈️

Plane ✈️

Plane ✈️
No need
PAY HERE
€

Plane ✈️





Plane Water

IRISH WATER WITH ALTITUDE

THE LOOP[®]

Browse | Buy | Fly

Design the influence
the object has to the
institution it belongs to

Do you want to support the status quo?
Or do you intent to change it?

Thank you for your attention!



Cutzschmitt
DESIGN&CONSULTING

