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What do they think? A potential research methodology for understanding identities of place from a community perspective

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What do they think? A potential research methodology for understanding identities of place from a community perspective

Co-Design + Sensory Ethnography + Co-Production + Serious Play
Noticeably one of the key issues was that it was difficult to pull the secondary board, all the out from the side the user had to stand at the bottom and in order to the pull the board out full length. This restricted them from being able to hold the clip up and shows the importance of the clipping mechanism having the ability to be heated.
New Designers Award for Design Thinking WINNER 2015, Electrolux Design Lab
WINNER
Autocar ‘Next Generation’ Design Prize FINALISTS 2013 2015 New Designers Product
'An ethnographic approach to exploring people’s multisensory relationships to the materiality's and environments of their everyday lives, and to their feelings about them, offers a remarkably rich and informative source of knowledge for academic and applied researchers alike’

(Professor Sarah Pink, *Doing Sensory Ethnography*, 2015)
Imagine
connecting communities through research

Co-Production
The project included a collection of oral histories, the development of a photographic exhibition and the production of a book, film and interactive sound installation. Consisting of a custom-built sound system, a turntable, Matamp Super Nova mixer/preamp, Matamp Quasar amplifiers and Fane loudspeakers, the installation allowed the public to interact with the sound. Visitors could also play and listen to specially commissioned dubplates that included sound bites of key sound system operators interviewed.
‘This kind of play has an explicit purpose’

(Per Kristiansen & Robert Rasmussen 2014)
Co-Design + Sensory Ethnography + Co-Production + Serious Play

Participant centeredness + ‘Learning to know, knowing in practice’ + Negotiate the outputs (incentivise participation) + Enjoyable experience
Tell participants what you want to know

Negotiate, incentivised outputs