Meaning Mining Rebels

Exploring People Centric Concept Making

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Meaning mining rebels is all about the mindset

- It is our mindset and not our methods that stop us from improving our own lives and the lives of others in our homes, our communities, our workplace and beyond
- We bring with us to our work, our assumptions, our blinders, our 'expert' role
- The design mindset, the anthropological mindset, help us remove these blinders

Creativity Killers and the Politics of Innovation

We are blinded by our socialization,

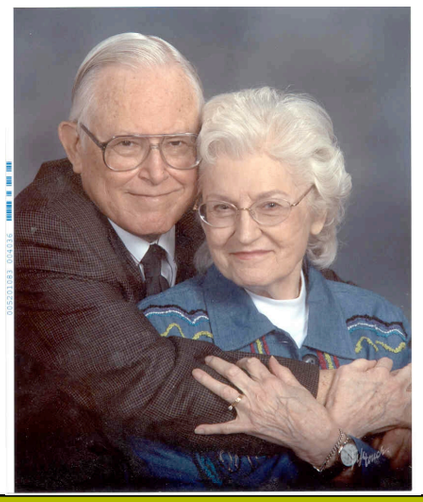
- our education, our work culture

- Creativity and Exploration

- The tyranny of the moment

We are constrained by blinders imposed upon us! We stop seeing the obvious!

People Centered Concept Making

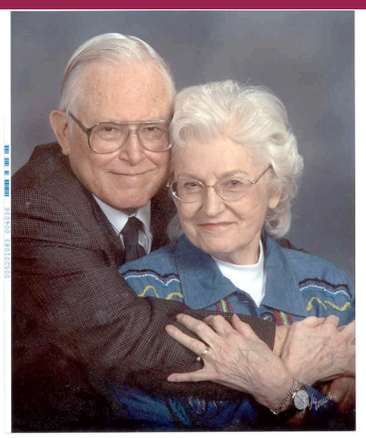


Optimize for relevant and meaningful concept creation with people

Creating ‘for’ becomes creating ‘with’ through **co-creation** and **participatory design**

Learn to listen, learn to be humble

People as designers



› People desire to take part in the design process

› Innovation is becoming democratized through community led initiatives (on & off-line)---Facebook, Google, Social Networking

› Social Software and Google are great examples of e-learning because it is relevant and meaningful and relevant to the person using it!

› We can create with all the best intent and **fail** if we do not **include** the people we are creating for---start creating WITH!

Design Anthropology and people centered concept making

- Research throughout the development of a concept (from exploratory research, during ideation and during actual concept making)

- Observing people doing activities they define themselves and are meaningful to them

- Listening to people's aspirations and motivations in their everyday and not so everyday lives

- Looking at the entire eco-system

-Applying stories and experiences to the design and development of products and services

Participatory Design/Co-creation

- Presearch Sessions
  - Bring forth motivations and aspirations (not products)

- Idea Generation and Testing
  - Working with people when designing for meaning

- Evaluation of current offerings
  - Optimizing for relevant and meaningful changes to existing products/services

http://koreanexchange.blogspot.com/

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Korean Exchange

Korean Exchange program. What's a year in Seoul going to be like, when you stick a High School Girl from the West Coast of the USA there.

THURSDAY, JUNE 12, 2008

Thursday

So far, no much has happened. My grade is taking a sort of PSAT test that takes all day. I kind of wish they had just let me go home. I've been spending the day in the library just sort of waiting for the day to end. Though I somehow brib- convinced Sophia to go to Korean class with me today. She's been having a lot of trouble with school because she's getting the same work load as if she had gone to Korean schools her whole life. She speaks Korean pretty well, but she doesn't write very well, so I figured I'd get some company as well as help her out hopefully.

Donuts are yummy ^^

Posted by Miriam at 01:41 | 0 comments

Monday

Monday was my first day of Art Hagwan!

I'll explain Hagwans first, I'm not sure if I have before. Hagwans are basically like Cram School. They're super popular to go to, probably like 98% of all Korean students, Elementary through High School go to one or two, or maybe even three. Hagwans specialize in one subject only. The most common being Math and English. I'm not sure, but I'm guessing after those two, Science, Literature and History come afterwards. And while most students go to Hagwan to study classes like that, there are also Hagwans for hobbies (if usually hobbies that a student wants to persue in University). Like, there are cooking Hagwans, music Hagwans, Art

About Me

Miriam

My name's Miriam! I'm currently abroad as an exchange student in Seoul, Korea. I'm pretty laid back, so if you're curious about anything, give me a shout!

View my complete profile

Blog Archive

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New ideas come from learning to see people and things through new lenses

- A willingness to go out of your comfort zone
- A willingness to learn with people
- A willingness to build with people
- A willingness to be humble and practice humility
- A willingness to live in the question, do not run for the solutions

Mindset not our methodologies that stop us from innovating

Do you consider yourself an expert?

Are you willing to remove your assumptions and start from scratch?

Are you willing to listen to what people are saying even if you think you know all about the subject matter?

Are you flexible and adaptable to change?

People Centered Concept Making

Go where the people are and be willing to listen at their feet

- Be humble and be willing to practice the art of humility
- Always advocate for the people

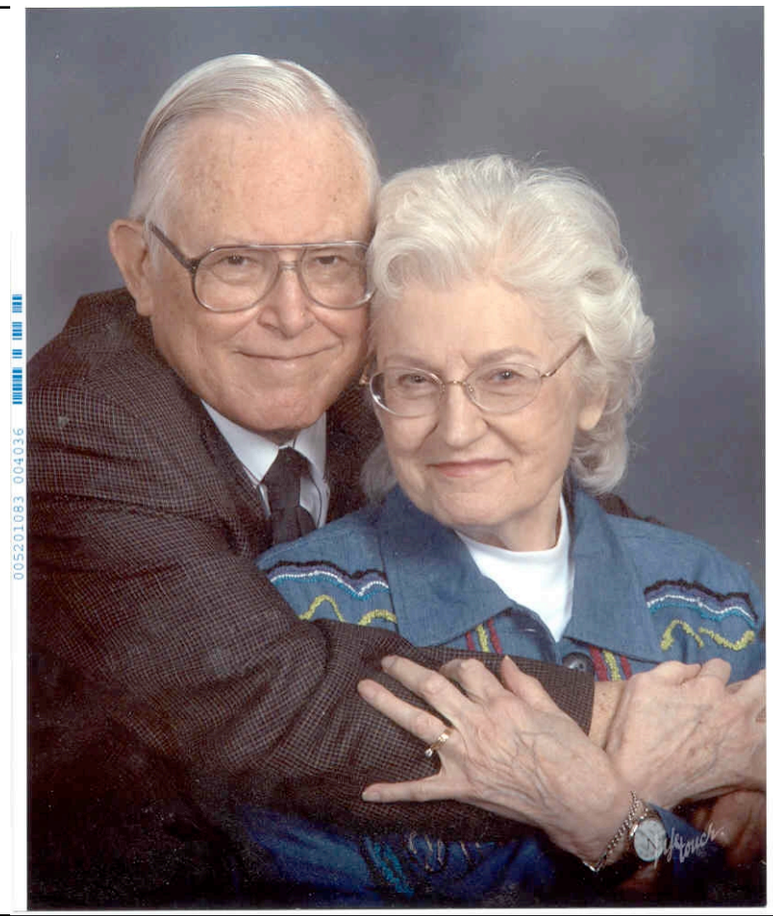
Dare!

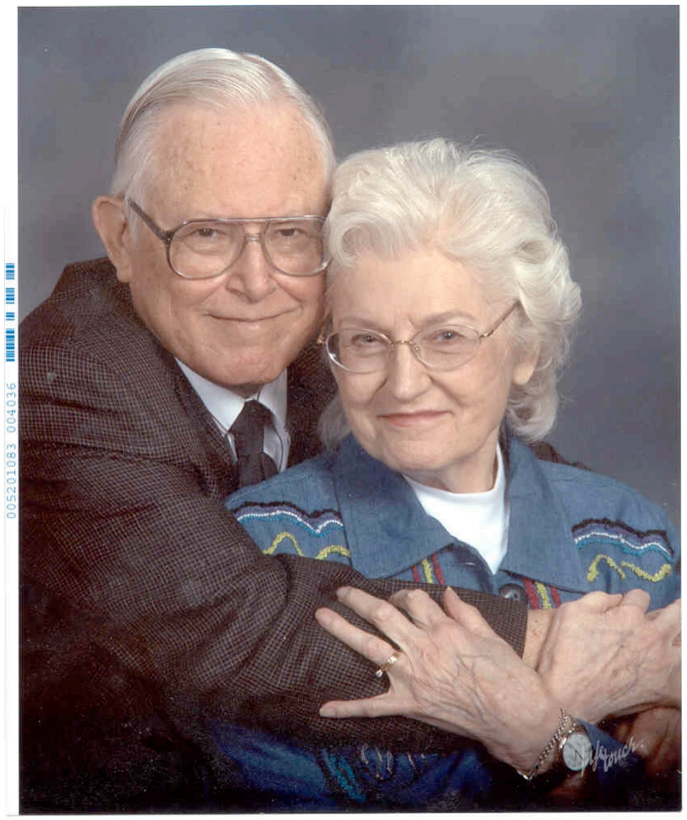
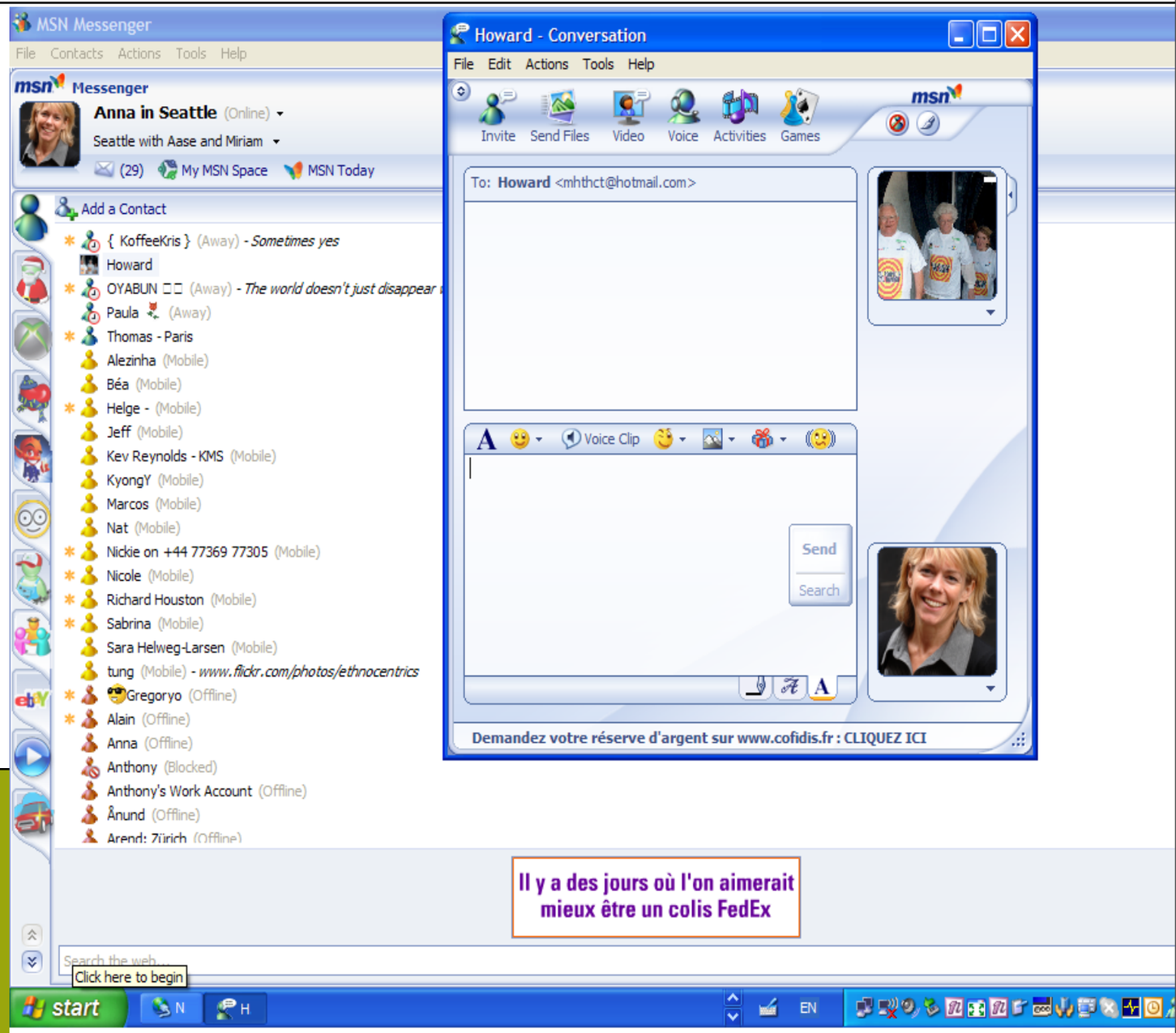
- To take off your blinders and see the myriad of opportunities waiting to be discovered

- To go beyond the usual suspects when searching for meaning

- Be humble and listen (**stop being the expert**) and collaborate both internally and externally

Bridging the Heart and Mind



If you listen to ordinary people, if you create with ordinary people, you will find that these people are indeed extraordinary…and you will bridge your heart and your mind to create concepts with meaning….and meaning brings value

Howard's Corner and a stairway to heaven