

IDEM206

# Contextmapping Skills

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Contextmapping is engaging with stakeholders as experts of their experience. In ID4216 C&C we gave the theory and experience of analysis and communication. As an exercise.

In 'CMS' you do it for real: with real stakeholders, a real client, and coaching from experienced practitioners. This is a unique opportunity to 'get into the mud': create sensitizing materials, engaging with participants, making sense, and forming insights.

CMS is taught in a collaboration between TU Delft and social design agency Muzus, with real clients from the social and commercial domains. Last year the clients included Greenchoice, Triodos, and an international car company.

In this course you will design, conduct, and report a contextmapping study (develop generative tools, interact with participants, analyse results into insights, and communicate these to the client).

The QR gives you a booklet we made for an earlier edition of the course. The photo shows PhD candidate Sofie Dideriksen (MSc Dfl) doing the analysis in her PhD research.



## Final Presentation and Report



P.J. Stappers, Froukje Sleeswijk Visser, & Muzus

*"a unique opportunity to develop your design research skills in practice, with practitioners and clients"*

