

JUNIOR TRACK 01

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Service Blueprint System - A tool for service visualisation

Service design / System thinking / Design framework / Design system / Process mapping / Visualisation automation / Data visualisation

Service blueprint is a visual model for visualising complex processes and systems involved in the delivery of a service. It is a versatile tool to support different stages of analysis, design and implementation of a service, but is limited in readability and visual synthesis. The aim of Service Blueprint System project is to provide designers and other experts involved in the design activities the methodological and graphical tools to build and use service blueprints to support their work. In particular, SBS consists of a guide and a design system, which enable designers to build, share and collaborate on the definition of a service more effectively, thanks to the service blueprint.

The goal is to drive users in the development of visualisations, guiding them in their design choices at each stage of the mapping activity, from the definition of objectives to the final delivery.

The guide consists of a series of design queries, associated with examples and possible solutions. The queries are divided into stages and cover aspects of strategy, visualisation and interaction with the service blueprint.

The design system makes it possible to generate dynamic views from a basic visualisation, adapting the quality and granularity of the information to the needs of the stakeholders involved or the objectives of the activity in progress. To manage these dynamic views, SBS includes a system of variable modules, which are available at different levels of granularity.

Sofia Cretaio

Behave. Mapping the commitment of Higher Education towards the SDG's

Higher Education / Interactive platform / SDGs / Data Visualization

University Campuses are wide and complex entities in which flows of people, activities, and spaces continuously interconnect, defining the campus' identity and giving life to scenarios in continuous transformation. Every tangible and intangible element of this system of relations contributes to the social, environmental, and economic impacts of the campus and of its surroundings. In such a complex context, where different actors engage at different levels, it's crucial to understand how universities are approaching and contributing to the achievement of the Sustainable Development Goals (SDGs). While these goals have introduced a universal language that can be followed from an individual to a collective level, it is also necessary to understand how to achieve these objectives, what actions need to be taken and the effects they will have. Therefore, it is necessary to visualize how sustainability is sought.

Existing practice shows how sustainability reporting is getting more common in the field of Academia to track the progress and the commitment towards more sustainable behaviors. However, the trend is still fragmented concerning the topics to be included and communication is handled in a purely textual matter. New forms of visual communication are needed to reach more effectively and engagingly the user; a lack of experimentation is also given to real-time and interactive tools that support the dynamic and evolving structure of the campus identity.

The contribution outlines a design concept born from the activities carried out in a co-funded project by the Erasmus + Program of the European Union (xxx): its goal is to improve the contribution of universities towards sustainable development, through environmental management of the various educational activities and the integration of strategies aimed at a more sustainable education. To reach these results the project aims to deliver tools and guides for impact analysis and SDGs mapping, and this is where the contribution finds its development.

The proposal aims to define how the approach of data visualization can help university campuses to improve the management of their resources and the implementation of strategies to ensure that their educational mission contributes

to the achievement of sustainable goals. A mapping approach could support the identification of gaps, the discovery and enhancement of already existing good practices, and the interpretation of new paths. After the identification of the main topics to be mapped inside the campus, the relationships between data and the SDGs, the contribution introduced the development of the platform Behave: a digital interface designed to allow universities to explore data and compare them according to different parameters. Particular attention was given to the explorative process based on the identification of data categories and filtering options that go beyond the SDGs classification. Being halfway through the process of achieving the 17 SDGs – introduced in 2015 and scheduled to last until 2030 – it is fundamental to design actions and good practices that are not strictly bound to them. Indeed, in the short term, they are an excellent starting point to recall the role of universities in creating future generations able to fully understand the meaning of sustainable development; but the adoption of a long-term vision requires thinking of alternative representations, that can coexist with the actual scenario and potentially impact future visions.

The platform combines heterogeneous elements: universities as fundamental actors to trigger a change towards more sustainable behaviors, the SDGs as a starting point for new attitudes, and data visualization as a language for representing the whole process. Each university has its own identity, strengths, and weaknesses. The tool tries to offer each campus a common and shared space to communicate what makes each of them recognizable.

The development of an interactive platform allows users to no longer be observers of static information but creators of their own exploration path, depending on the information they deem necessary for their evaluation. Simple and intuitive graphical representations accompany the reading of data, keeping in mind the type of users; public institutions, policymakers, partners, or members of the university staff are the main stakeholders to whom the platform is addressed; however, even students or research groups may have an interest in this type of data. The chosen representations therefore must be suitable for all those users who are not necessarily able to interpret complexity.

Behave represents the will to identify in data visualization a fundamental tool to tackle the contemporary and complex challenges, recognizing Higher Education as the engine of a more aware community and for an effective contribution to the 2030 Agenda.

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IN*VISIBLE – gender discrimination of women in the Austrian design industry

gender discrimination / invisibility / women / design / Austria

IN*VISIBLE is an exhibition dedicated to daily forms of gender discrimination of women in the Austrian design industry.

The dark side of the creative industry is increasingly becoming the focus of public attention. Whether sexism scandals, the gender pay gap or the lack of representation of minorities – the industry needs a reality check. That's why the exhibition IN*VISIBLE takes stock of injustices and holds up a mirror to the industry.

Within the exhibition, data and facts can be experienced through tangible data. The project deals with the central question: “How does discrimination against designers manifest itself in everyday life?”

The status quo was analysed on the basis of studies and expert interviews and are made vivid and tangible through exhibits. Since most of the discrimination is everyday discrimination, the exhibition uses everyday objects to make these problems visible. It targets the emotions of the recipients and are thus intended to awaken their own motivation to help shape the industry.

Daily objects can be discovered – a walk through an apartment, so to speak. With the difference that each individual exhibit addresses a gender-specific issue in the design industry. The exhibits are dealing with common killing phrases, the gender pay gap, the difficulty for women to get into high paying positions and a proper balance of work and life.