

## **Abstract: Information, Inspiration and Co-creation**

A human-centered design revolution is taking place. We are experiencing the co-evolution of two distinct approaches to human-centered design research in practice: research that informs the product development process vs. research that inspires the development process. Research that informs the product development process has been evolving for many years and is by now well established. This talk will focus on the emergence of research that inspires the development process.

## **Bio: Liz Sanders**

Liz Sanders is the founder of MakeTools, a company that explores generative tools for collective creativity. She is a pioneer in the use of participatory research methods for the design of products, systems, services and spaces. Liz's client relationships have included 3M, AT&T, Apple, Baxter, Coca Cola, Compaq, Hasbro, IBM, Intel, Iomega, Johnson Controls, Kodak, Microsoft, Motorola, NBBJ, Procter & Gamble, Siemens Medical Systems, Inc., Steelcase, Texas Instruments, Thermos, Thomson Consumer Electronics, Toro, and Xerox.

Liz speaks about and teaches human-centered design to students, clients and colleagues around the world. At OSU Liz teaches the required graduate and undergraduate design research courses in the Department of Industrial, Interior Space and Visual Communication Design.

## **Areas of Expertise**

- Human-centered design
- Participatory design research
- Generative design research
- Evaluative design research

## **Education**

- PhD, Experimental and Quantitative Psychology, The Ohio State University
- MA, Experimental Psychology, The Ohio State University
- BA, Psychology, Miami University
- BA, Anthropology, Miami University

This document was created with Win2PDF available at <http://www.daneprairie.com>.  
The unregistered version of Win2PDF is for evaluation or non-commercial use only.