

Bytes, Buttons & Beings: Integrating Physical and Digital Interaction Design into the Product Development Process

This Design Masterclass is all about integrating physical and digital interaction design into the product development process. Heather McQuaid and Matt Pattison will jointly facilitate this Masterclass, taking you through a challenging process of contextualisation, design concepts and evaluation generated from a body of research about a product. You will get the opportunity to generate design concepts from three different viewpoints, Bytes, Buttons & Beings, working in a group structured environment.

Heather McQuaid is a Senior Customer Researcher and Interaction Designer at PDD Group, a technology innovation and design consultancy in London. She is an industry-recognised expert in customer-centered design techniques and have been interviewed by Forrester Research for reports on persona development, participatory design, and evaluation methods.

Matt Pattison has worked in Europe, Asia, and Africa as a Chartered Physiotherapist prior to turning his hand to Ergonomics and Human Factors. His application of the physical and anatomical to the socio-cultural extend into his current role as human factors researcher at PDD, where he has worked on FMCG products, medical devices, and consumer electronics.

Date : **29th November 06'** **2 - 5pm**

Venue : Design Studio, 4MA4, Engineering 2, University of Sussex

Places are limited. If you would like to book a place on this unmissable Brainstorming Design Masterclass, then please email Tamara, InQbate's Co-ordinator @ T.J.Violaris@sussex.ac.uk, to secure your place.

*Filming: The Design Masterclass session will be filmed as a record of the day and for use on the InQbate, The Centre of Excellence in Teaching and Learning in Creativity, website

Bytes, Buttons & Beings:

Integrating Physical and Digital Interaction Design into the Product Development Process



The Centre of Excellence
in Teaching and Learning
in Creativity

