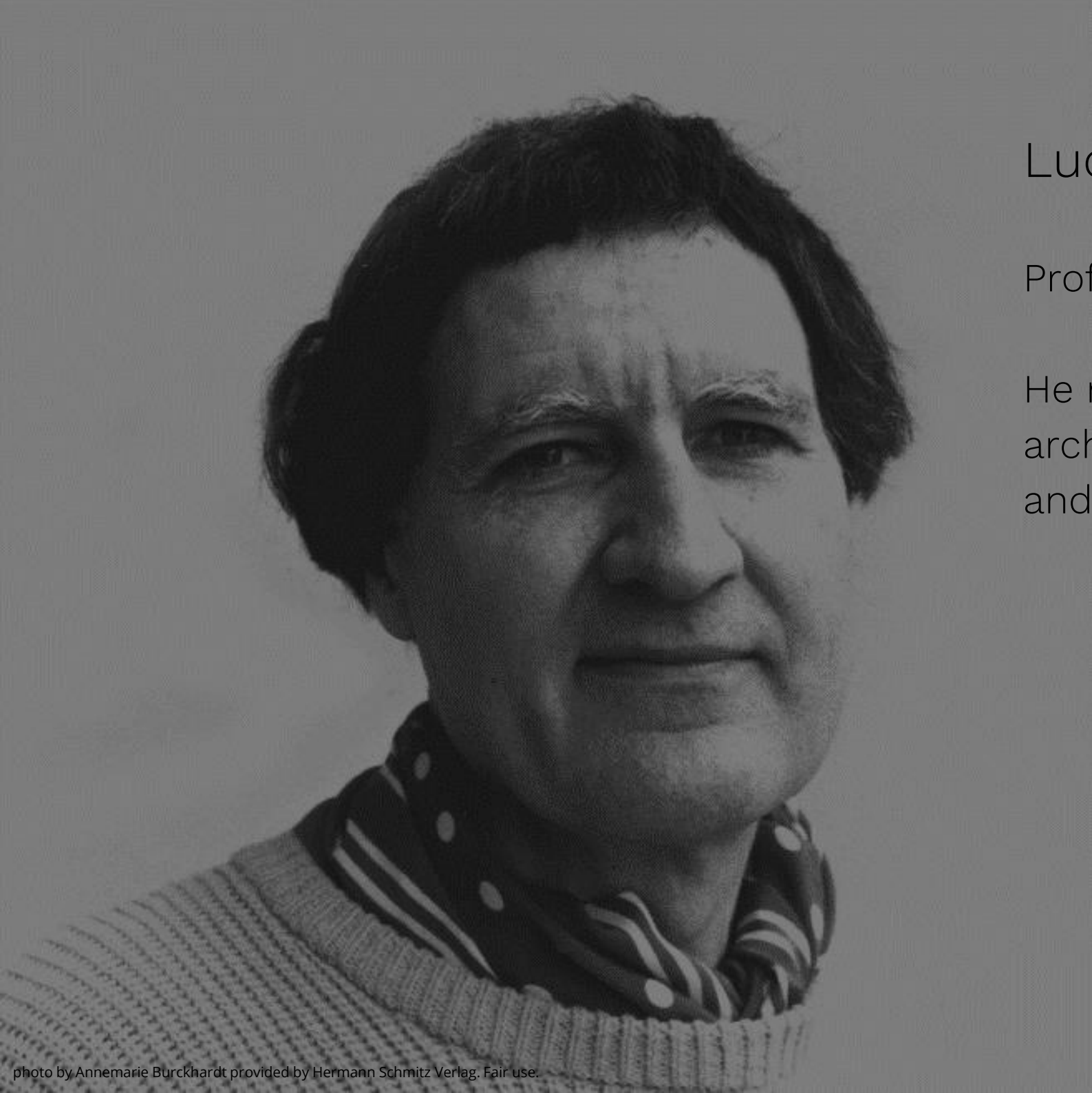


DESIGN IS INVISIBLE

Cutzschmitt
DESIGN&CONSULTING

WORLD IA DAY
LOCAL CONNECTIONS. GLOBAL IMPACT.

photo by Martin Brigden on flickr.com under cc-by 2.0



Lucius Burckhardt (1925—2003)

Professor for sociology and urbanism

He researched the dynamics between architecture, design, urban development and socio-economics.

Lucius Burckhardt 1980:

DESIGN IS INVISIBLE



Don't design the object

Design the influence
the object has to the institution it belongs to

Design the influence

the object has to the institution it belongs to

service

system

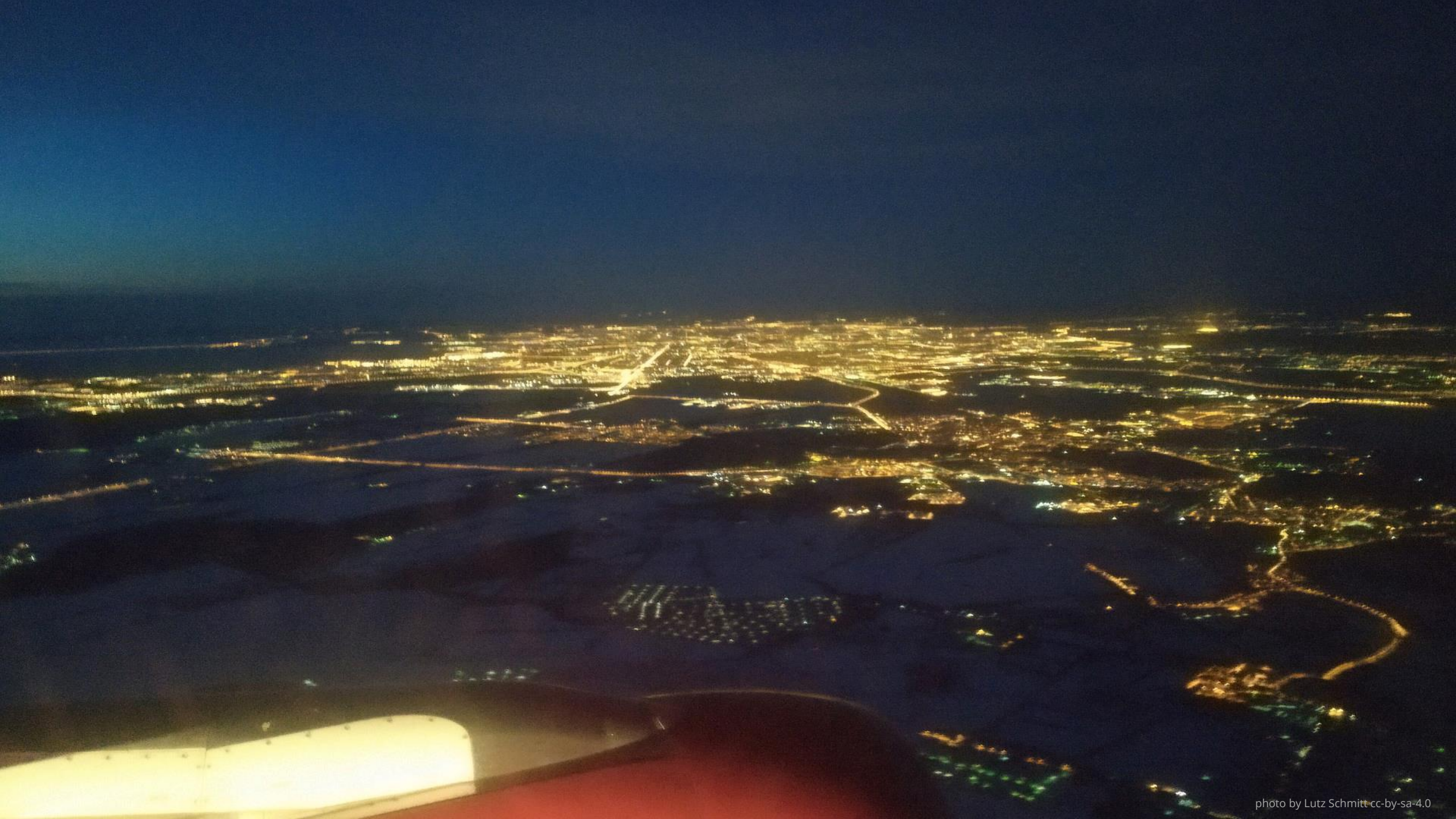
interface

context

function

structure

the night





North Korea

the hospital



20

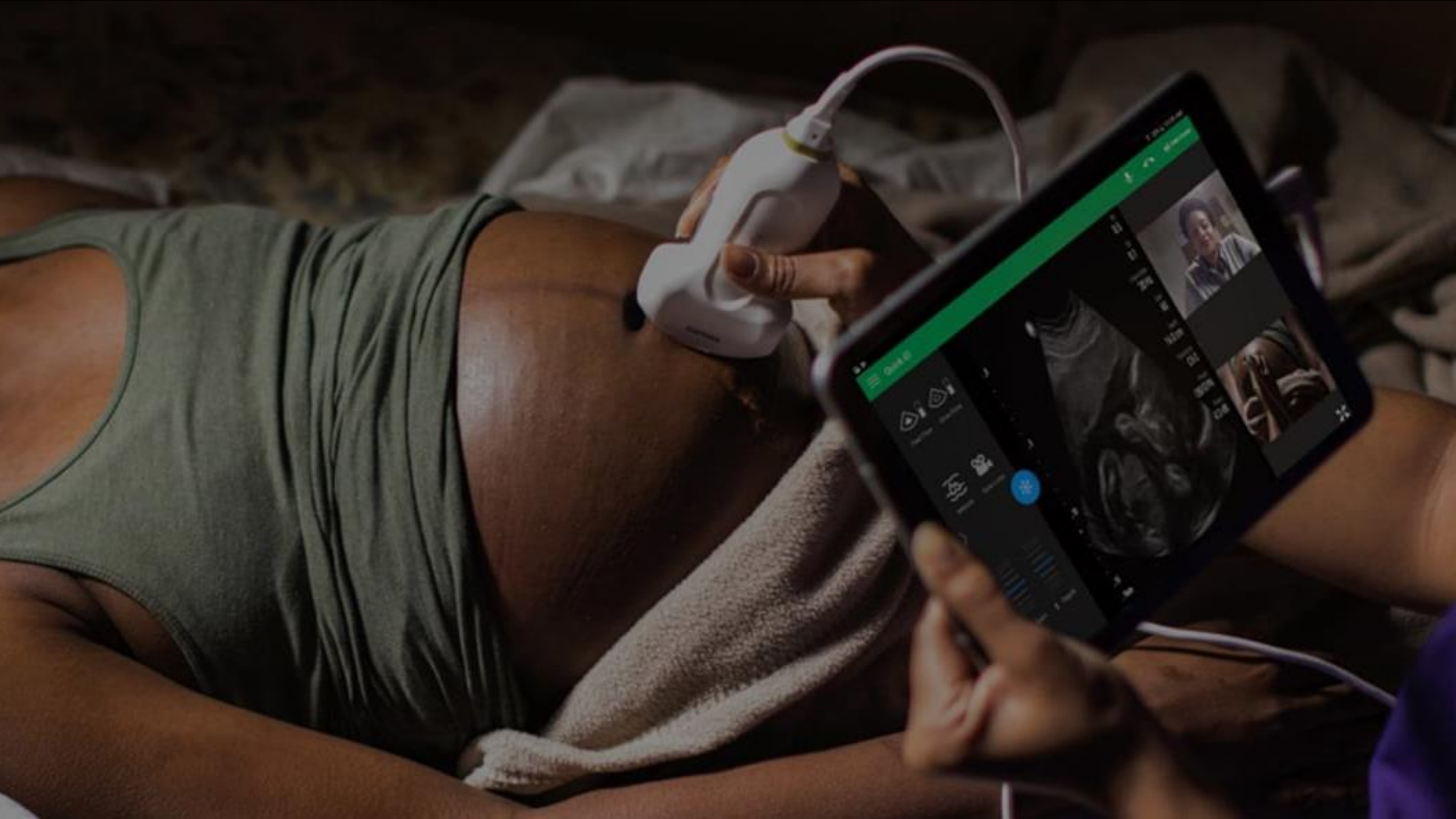


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But what if the next
health facility
is out of reach?





Don't design the object,
but the influence it has.

limits of planning





MAPPING USER JOURNEYS'

thinkpublic

NESTA

STEP	1	2	3	4	5	6	7
<p>time →</p> <p>OUT</p> <p>List the outline of your idea at each step of your users' journey.</p> <p>eg: user comes to first aid course</p>	<p>National Brand identity</p> <p>promotional literature to website media</p> <p>meeting people on website</p> <p>service providers</p>	<p>Forms</p> <p>translation particular needs I.O.</p> <p>Disability</p>	<p>info for counter-signatories</p>	<p>L.A. service providers/staff</p> <p>integration Agency/Inter-agency children's service</p>	<p>technology product costs</p> <p>retailer participation + travel</p>	<p>information for service providers</p>	<p>meets other people face to face</p> <p>work + health issues</p> <p>with other city home for</p>
<p>DRAW YOUR USER'S JOURNEY</p> <p>Using one of your persona cards, illustrate how that user would experience your idea at each step of the journey.</p>	<p>poster</p> <p>Ad. leaflet Form website</p> <p>discounts</p> <p>Service info, why info for them</p>	<p>Form: how's children's details</p> <p>Grandparent details (exp, address, how long for)</p>	<p>G.P. transfer social value religious esp local history</p> <p>+ counter-signatory (L/S)</p>	<p>Letter form to L.A. + C/S.</p>	<p>issue a card + service info offers info</p>	<p>Discounts in shops + free travel</p>	<p>raises children to children's centre</p>
<p>IMPACT</p> <p>List the impact of your idea at each step of your users' journey.</p> <p>eg: Improved physical health</p>	<p>their contribution counts</p> <p>it's for them?</p> <p>reward for childcare</p>	<p>I.O. needs eg. learning needs</p> <p>referrals to other services</p>	<p>Awareness raised amongst service providers</p>	<p>L.A. finds out more info on info. children +</p> <p>Wiship care/other needs reach families not yet reached</p>	<p>Tangible product wider community awareness</p>	<p>financially better off</p> <p>more dropping in local area</p>	<p>using services not used before</p> <p>reduce isolation</p>

- 1 JOLLY ROGER WHARF
- 2 CAP'N FLINT'S PERCH
- 3 BUCCANEERS' COVE
- 4 NORTH INLET
- 5 LOOKOUT POINT
- 6 BLACK DOG BRIDGE
- 7 DOUBLOON LAGOON
- 8 MUTINEER FALLS
- 9 DEAD MAN'S ISLAND
- 10 SKELETON ISLAND
- 11 SKELETON LAIR
- 12 BUCCANEERS' ROOST
- 13 BLACK DOG SWAMP



- 14 LAGOON
- 18 RUM POINT
- 19 TOUCAN CAGE
- 20 THE MIZZENMAST
- 21 MATES AND MAIDENS
—Ye olde reste rooms.



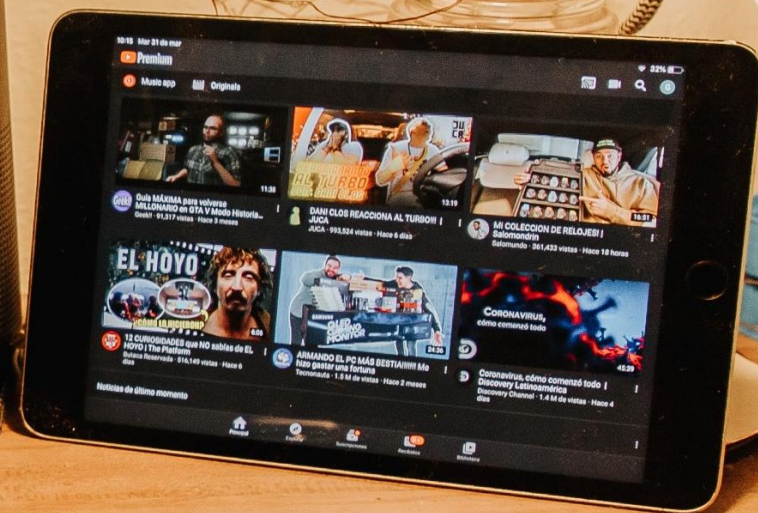
TREASURE ISLAND

If Buccaneers and buried Gold,
And all the old romance, retold
Exactly in the ancient way,
Can please, as me they pleased of old
The wiser youngsters of to-day...
So be it!

—Robert Louis Stevenson

the unplannable





200 hospitals have been at full capacity, and 1/3 of all US hospitals are almost out of ICU space

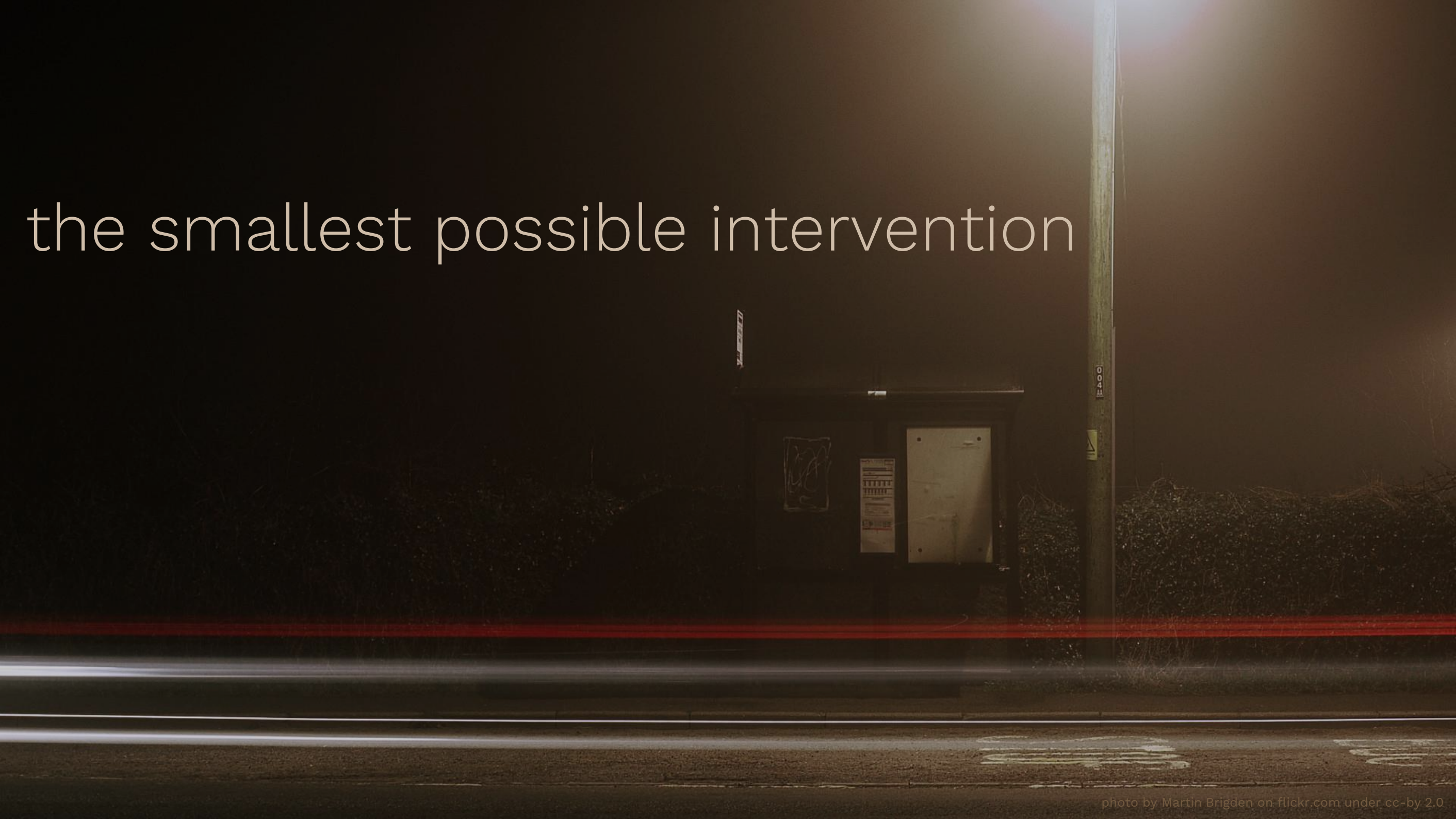


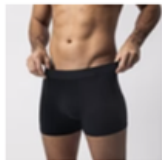
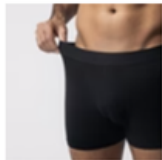
By [Holly Yan](#), Christina Maxouris and Deidre McPhillips, CNN

Updated 9:28 PM EST, Thu December 10, 2020



the smallest possible intervention





Details



Info



FAQ



Logo-free boxer shorts made from organic cotton

that are so comfortable you won't feel them when you're wearing them

only €7.50/piece

€44.99 VAT included.

★★★★☆ (298)

incl. FREE shipping from €30 & free returns

Color



Size:



[Not sure what size?](#)

M

L

XL

2XL

3XL

4XL

Crowd

6 pieces >

● In stock - with you in 3-5 working days

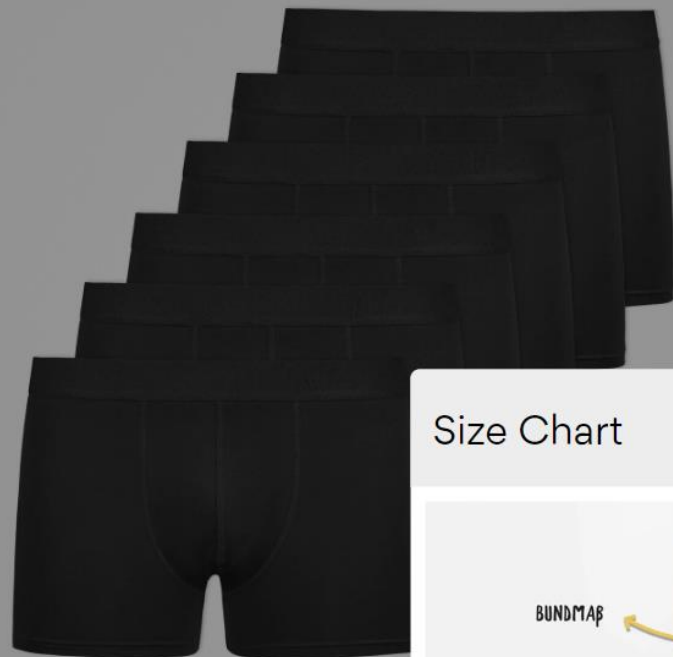
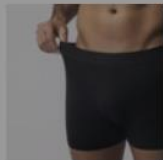
Add to Cart



Bought more than 8,631 times in the last 2 months



Free shipping from €30



Size Chart



Unsure what size you need? Simply measure your waist and hips and choose the right size.

Size	S	M	L	XL	XXL	3XL	4XL
size	46	48	50	52	54	56	58
laundry size	4	5	6	7	8th	9	10
hip circumference (cm)	94	98	102	106	110	114	118
Bottom dimension (cm)	75-80	79-85	85-90	88-92	90-98	97-105	104-110

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Color



Size:



[Not sure what size?](#)

Turns out smaller

M

L

XL

2XL

3XL

4XL

Crowd

6 pieces >

● In stock - with you in 3-5 working days

Add to Cart



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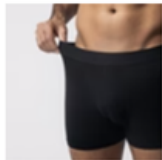


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Details

Info

FAQ



IT'S A LIE!

Details



Info



FAQ



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The background image shows a building entrance with a blue door. Above the door is a dark sign with the word 'Weinwein' in a light-colored font. The scene is heavily shadowed by dark, leafy vines that hang down from the top and sides of the frame. The overall tone is dark and moody.

a short story

about a wine bar, the person
running it and the internet

Keinwein



Keinwein

“I’m not in the business of
selling drinks to everybody.
I want to know the person, that
wants a table at my place.
And I want, that my patrons
know me and my bar.
How can you achieve that, with
online-booking a table or
reading a stranger’s opinion?”

Reinwein *Weintrinken mit klugen Köpfen*

Willkommen

Wein & Essen

Adresse & Öffnungszeiten

„Die kleine Weinstube im Vringsveedel mit Weinen entlang des Rheins vom Bodensee bis Bonn.“



street view

only mirroring this info

Öffnungszeiten

Montag bis Samstag ab 18 Uhr, Ende unvorhersehbar.
Sonntag Ruhetag.

Vom 1. Juni bis 30. August öffnen wir ab 19 Uhr.

Adresse

Corneliusstraße 1 | 50678 Köln
(Hinter der Severinskirche)

[Karte & Anreise](#)

Inhaber: Jörg Wirbelauer

[Impressum](#)

QUESTIONS OR COMMENTS?

Get in touch later:

on Mastodon: **mastodon.world/@lutzschmitt**

or on LinkedIn: **linkedin.com/in/lutzschmitt**

or via E-Mail: **post@lutzschmitt.com**



WORLD IA DAY
LOCAL CONNECTIONS. GLOBAL IMPACT.