

DISEINU BERRIKUNTZA ZENTROA (DBZ)

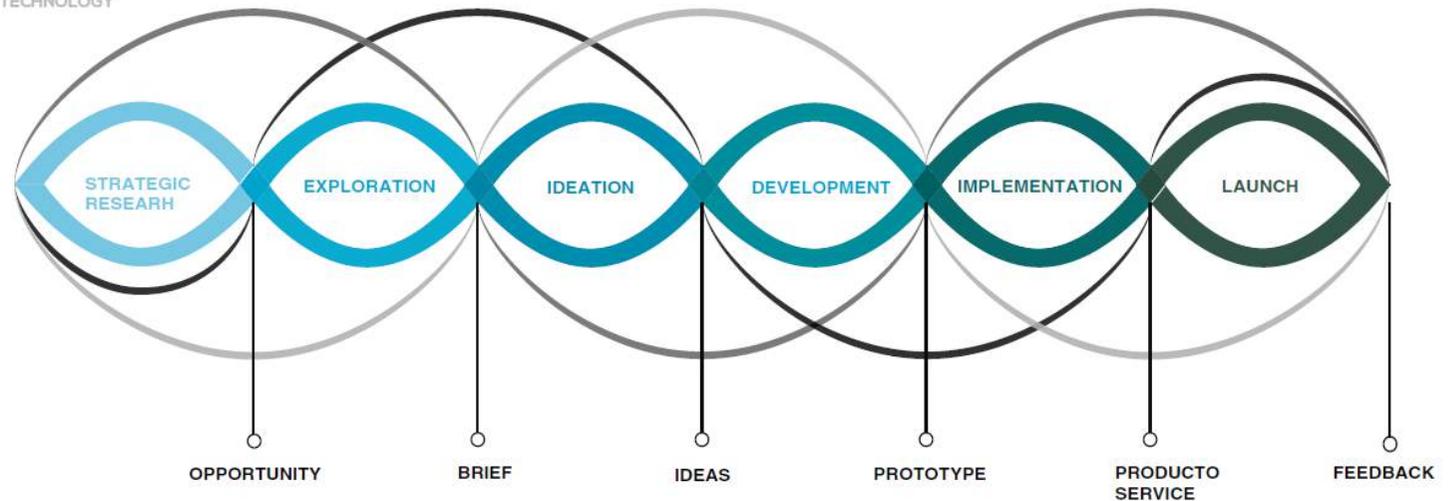
DESIGN INNOVATION CENTER



GOI ESKOLA
POLITEKNIKOA
FACULTY OF
ENGINEERING

Diseinu Berrikuntza Zentroa (DBZ) of Mondragon University is committed to **user centred design** as key to the development of innovative products and services that help businesses become more competitive.

PEOPLE
COMPANY
TECHNOLOGY



User-centred design is a methodology that aims to create systems of product / service that can get the highest satisfaction and best user experience for the consumer or customer. It is a methodological process of identifying necessities, objectives, expectations, motivations and abilities of people, and it is these elements that guide each stage of the design process.

Research Areas

DISEÑO CENTRADO EN PERSONAS

EXPERIENCE
DESIGN

SERVICE
DESIGN

INTERACTION
DESIGN

ECO
DESIGN

UNIVERSAL
DESIGN

Factories

Health
and
Wellbeing

Training
and
Education

Sustainable
LifeStyle

"Experience Design" With regard to design experiences, main aspects focus on the design moments and experiences that create emotional links with the service or product.

"Service design" is the application of the principles, methods, processes and design tools to design services.

"Interaction Design" covers aspects such as usability concepts, perception and intuitiveness. Having the equipment "Eye Tracking" and "Face Reading" for their analysis.

"Design for All" aims to prioritize the inclusion of the widest possible range of users in the design. This implies the need to identify and understand human capabilities and diversity.

"Eco Design" focuses on designing and developing eco-efficient products and services, thus helping to reduce the environmental impact and generate changes in the habits of people.

Eric Ries

"Design is more than just how that something looks, more than how something functions. Design has evolved to even consider how you feel when you use, or are about to use something."



2015
2016

3 PhD
students

4 PhD

1
European
project

8 Private
funded
transference
projects

1
engineer

470 000 €
budget

3 JCR
publications

1 patent

FACILITIES

Interaction Lab: Eye tracking and Face reader.

Image Lab: 3D scanner, 3D printing , scenarios .

Prototype workshop: to create all kind of prototypes.

Co-creation and creativity room: This space is used for co-creation and creativity sessions with companies and students.

PROJECTS

1 _ SIM ACP (Gaitek, Basque Government)

The overall objective of this project is the design and development of a Serious Game for its implementation to a Person Centered Care Model in gerontology centers.

2 _ INBEDI I y INBEDI II (Gipuzkoa territorio que aprende)

The project focuses on designing a methodology to integrate User Driven Innovation in companies. It has also developed a toolkit and designed learning workshops to empower this methodology in industrial environments.

3 _ YESict (Erasmus + Strategic Alliance)

YESict (Young Entrepreneurial Skills by ICT) aims to promote entrepreneurial skills in children between ages 10-15 through personr-centered design methodologies and tools.

4 _ HMI Human machine interacción in machine tools (Danobat Group , Fagor arrasate)

Design and development of numerical control machines for improved usability and inductance of operators.

5 _ MOTIVA-PRO (Gipuzkoa territorio que aprende)

Development of a structured guide that allows companies to learn to detect and materialise the opportunities for innovation from the perspective of motivation or rationale.

6 _ ERMUATIC.(Ermua city council)

Application of ICT for senior user/patients to the health service of Ermua.



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