

Welcome to

U CrAC

2019





Program

08.15 - 10.00 Introduction to U-CrAC

10.00 - 10.15 Break

10.15 - 10.45 Team up in teams

10.45 - 13.15 Get to know each other

Prepare questions for your case-partner

Have lunch together

Arrange with the other groups how to sit

13.15 - 15.30 Joint meetings with case-partners

U CrAc We are



Experience design

Interactive digital media

Entrepreneurial Engineering



CLAUS ROSENSTAND



SØREN BOLVIG

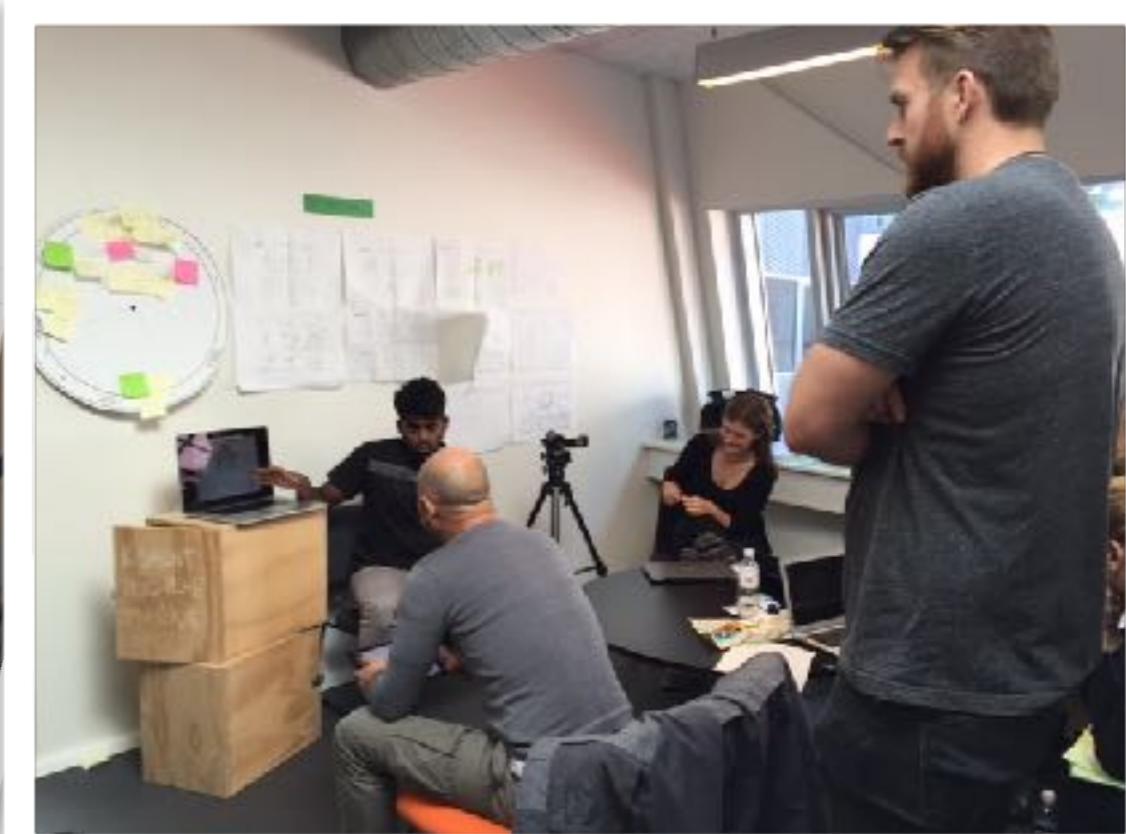
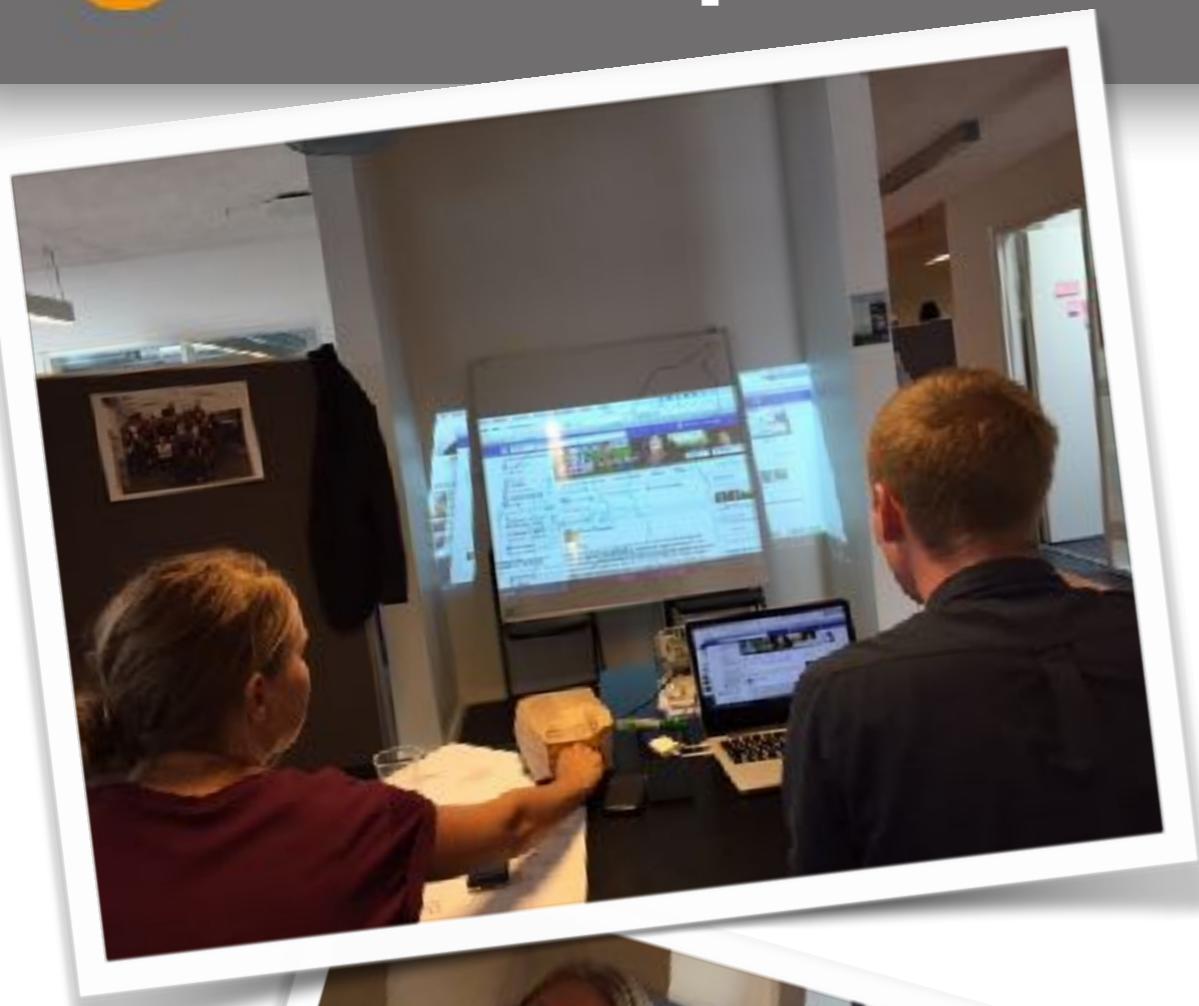


PETER VISTISEN



ANETE STRAND

U CrAc Sponsor



U CrAc U-CrAc'ers got SILVER



SKUFFEDE IVÆRKSÆTTERVINDERE

To AAU-studerende vandt deres kategori til VM, men den samlede førsteplads løb en gruppe studerende fra Stanford med. Umiddelbart var det en stor skuffelse for de to konkurrencemennesker, men fremtiden for deres produkt tegner rigtig lys



Stay updated on...

VAKS - kassen (VAKS) af Ina Borstrøm, Elisabeth... SDN | Community knowledge Kontakt Sputnik Jydeholmen (0.-G. klasse) | S... (6) User-Driven Creative Academy (U-CrAc) - F...

To help personalize content, tailor and measure ads, and provide a safer experience, we use cookies. By clicking or navigating the site, you agree to allow our collection of information on and off Facebook through cookies. Learn more, including about available controls: [Cookies Policy](#).

[Edit Profile](#) [Home](#) [People](#) [Messages](#) [Groups](#) [B](#) [Lock](#)

Søren Bolvig Poulsen [Edit Profile](#)

FAVORITES

- [News Feed](#)
- [Messages](#)
- [Events](#)
- [Saved](#)
- [Barn med hovepine 9000](#)
- [Sale Groups](#)

PAGES

- [User-Driven Creative Aca...](#)
- [Pages Feed](#) 20+
- [Like Pages](#)
- [Create Ad](#)
- [Create Page](#)

APPS

- [Live Video](#)
- [Games](#) 3
- [On This Day](#)
- [Candy Crush Saga](#) 2
- [Jobincek Typetest](#)
- [Games Feed](#) 20+

GROUPS

- [Svedtest](#)

User-Driven Creative Academy (U-CrAc)

Arts & Marketing • 3.4 ★

Teglgaardspelads 1
9000 Aalborg, Denmark

Liked Save Message Share

User-Driven Creative Academy (U-CrAc)
Official Page

Photos

See More

Reviews • 3.4 ★ out of 5 Write a Review

PEOPLE YOU MAY KNOW

- [Julie Nygaard](#) 1 mutual friend [Add Friend](#)
- [Lene Brun](#) 5 mutual friends [Add Friend](#)
- [Julie Aaen Kjelgaard](#) 12 mutual friends [Add Friend](#)
- [Ida Stougaard Andersen](#) 7 mutual friends [Add Friend](#)
- [Mathias Just Sørensen](#) 10 mutual friends [Add Friend](#)
- [Simon Taft](#) 2 mutual friends [Add Friend](#)
- [Richard Fischer Hansen](#) 2 mutual friends [Add Friend](#)

English (US) • Dansk • Polski • Español • Português (Brasil) +

Privacy • Terms • Advertising • About • Chat (24)



Look for inspiration here...

VAKS - kasser (VAKS) af Ina Borstrøm, Elisabeth... ucrac.dk Download Print

SDN | Community knowledge Kontakt Sputnik Jydehalmen (0.-6. klasse) | S... Koncepterne

Recommend 80 Like 569

FORSIDE KONCEPTERNE OM U-CRAC FORSKNING REKVIRENT KONTAKT **UCrAc**

Forside » Koncepterne

Koncepterne

Gennem U-CrAc workshoppens tre uges forløb arbejder de studerende med løbende visualisering og præsentation af deres designforslag til relevante entitets problemstillinger. Målet er løbende at skitse og udloade problemstillingens afgørelser og muligheder, hvorved de studerende løbende forbedrer og justerer deres designforslag.

Den færdige designlösung præsenteres via en såkaldt 'Video-sketch', der formidler det færdige designkoncept i video-format, således det er let at præsentere og dele med relevante og relevante organisation eller netværk.

På disse sider præsenteres et uddrag af tidligere årgangenes førende konceptforslag, der er ecenteres varierede i både udformning, formål, innovativ målestokning og præsentation.

De enkelte designforslag kan efter ønske sorteres efter årgang via menu'en til højre.

Castberggård II
The case is to somehow strengthen the communication and create guidelines for the employees. This has not been harded successfully because of the differen: employee groups...
[Læs mere](#)

Castberggaard I
Castberggård is an institution helping people with all kinds of hearing loss finding jobs. They need to bring their expertise and knowledge to the job centers of Denmark, but don't know how. Introducing: The Suitcase...
[Læs mere](#)

Hjørring Classic - Familie
Hjørring Classic er et projekt, som søger at skebe liv i byricten. Konceptet bestod i år af to koncepter med klassisk musik. Der er desuden brygget en ol. Hjørring Classic, i forbindelse med arrangementerne. Koncer...
[Læs mere](#)

Koncepter

- » Alle koncepter
- » Koncepter 2008
- » Koncepter 2009
- » Koncepter 2010
- » Koncepter 2011
- » Koncepter 2012
- » Koncepter 2013
- » Koncepter 2014
- » Koncepter 2015

Følg med på Facebook

User-Driven Creat... 599 likes
NovATION

Like Page

Be the first of your friends to like this



U CrAc User Centred design

“While a new idea is a thought about something new or unique, and making that idea real is an invention, *innovation is an invention that has a socioeconomic effect; innovation changes the way people live.*”

(Chayutsahakij & Poggenpohl, 2002)



“Key to innovative design is an understanding of the user.”

(Chayutsahakij & Poggenpohl, 2002)



“...social innovations spring from social needs, rather than from technology, and are related to new ways of social interaction, behaviour and function... social innovations may have an even higher impact than scientific or technological innovation.”

(Darsø, 2001)

“... to really succeed, these products must be
reconciled to the needs and values of the individuals,
societies, and cultures to which they are being target.”

(Buxton 2007)



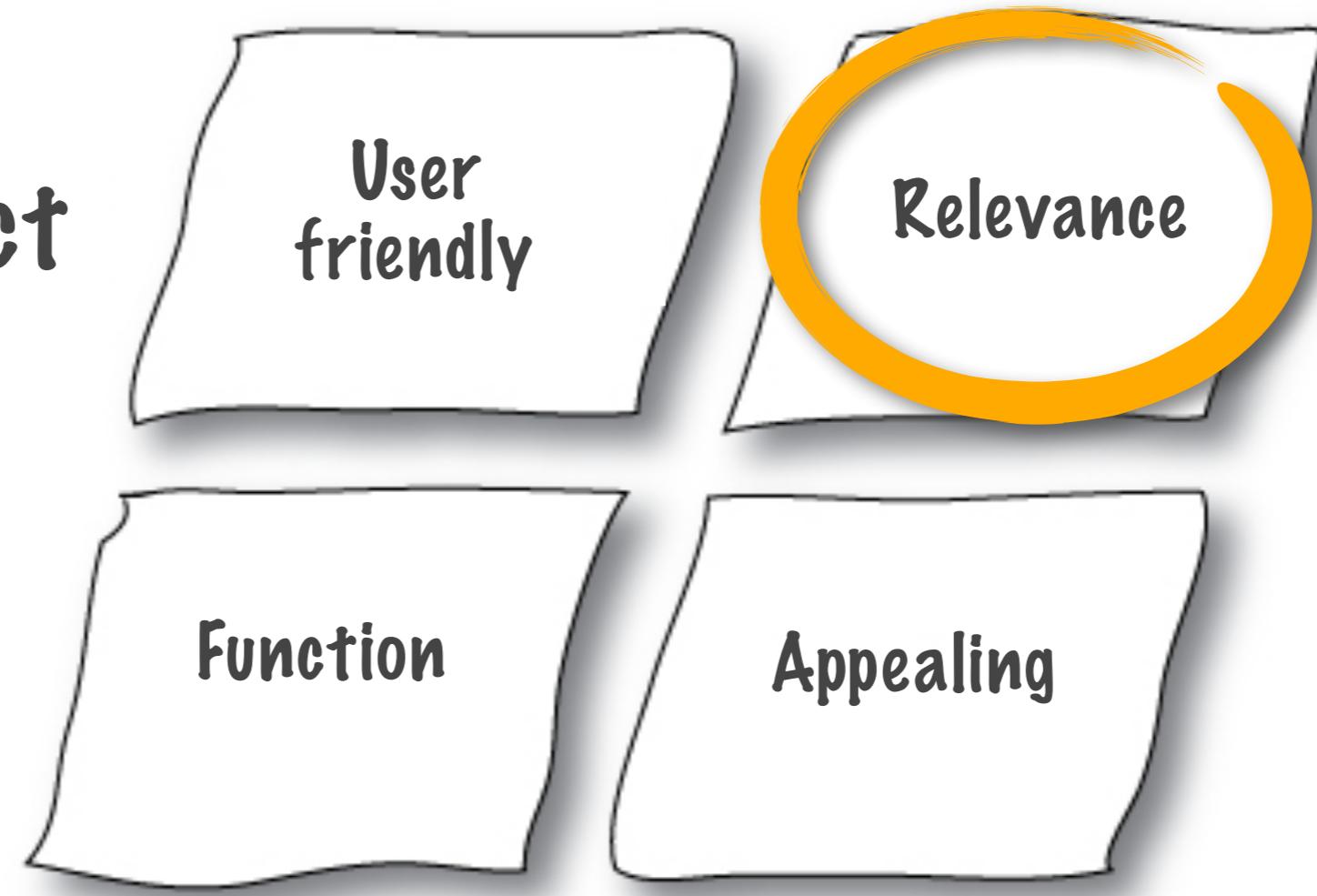
Methodologies within **social science** have proved useful and applicable for designers - especially ethnography, sociology, and psychology. **Design based on field research** tends to **foster better solutions to design problems** and it reduces the risk of the product failing on the market.

(Arnold Wasserman, 2004)

“Much work of the designer is less concerned with finding a solution to a specific problem ***than with defining collectively what is the relevant problem and how to see it.***”

(Lanzara, 1983)

Serious impact



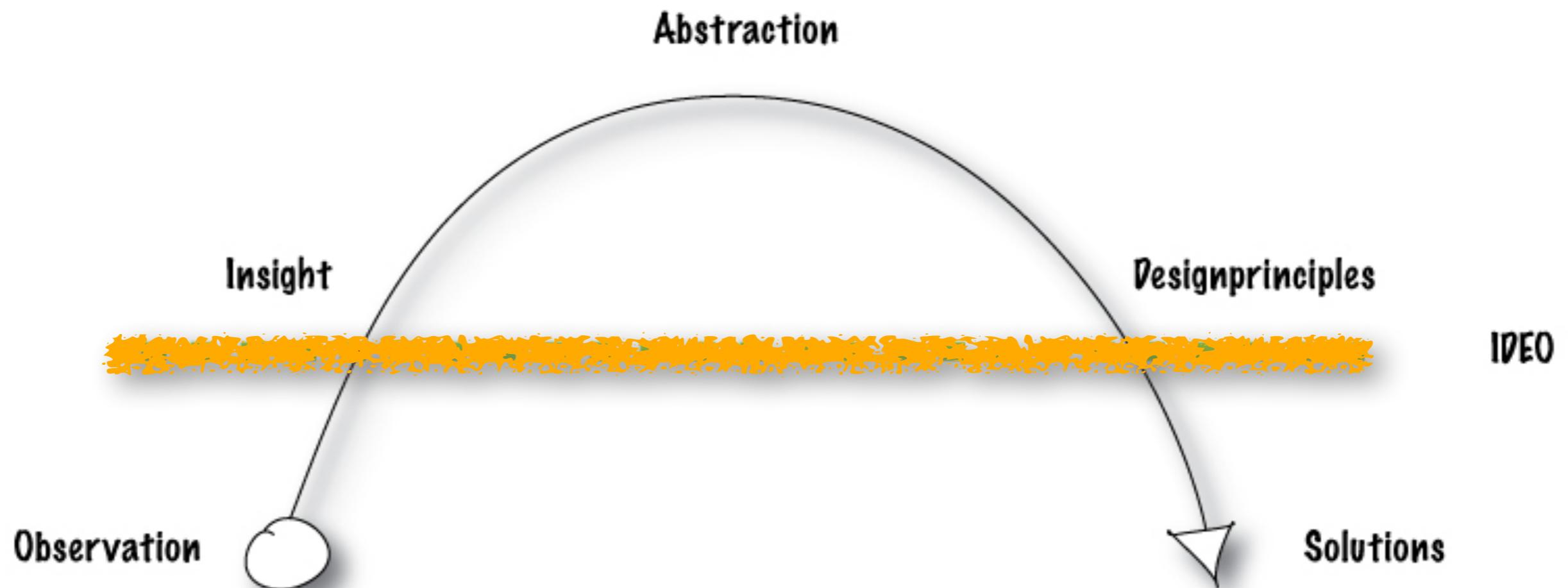
Minor impact

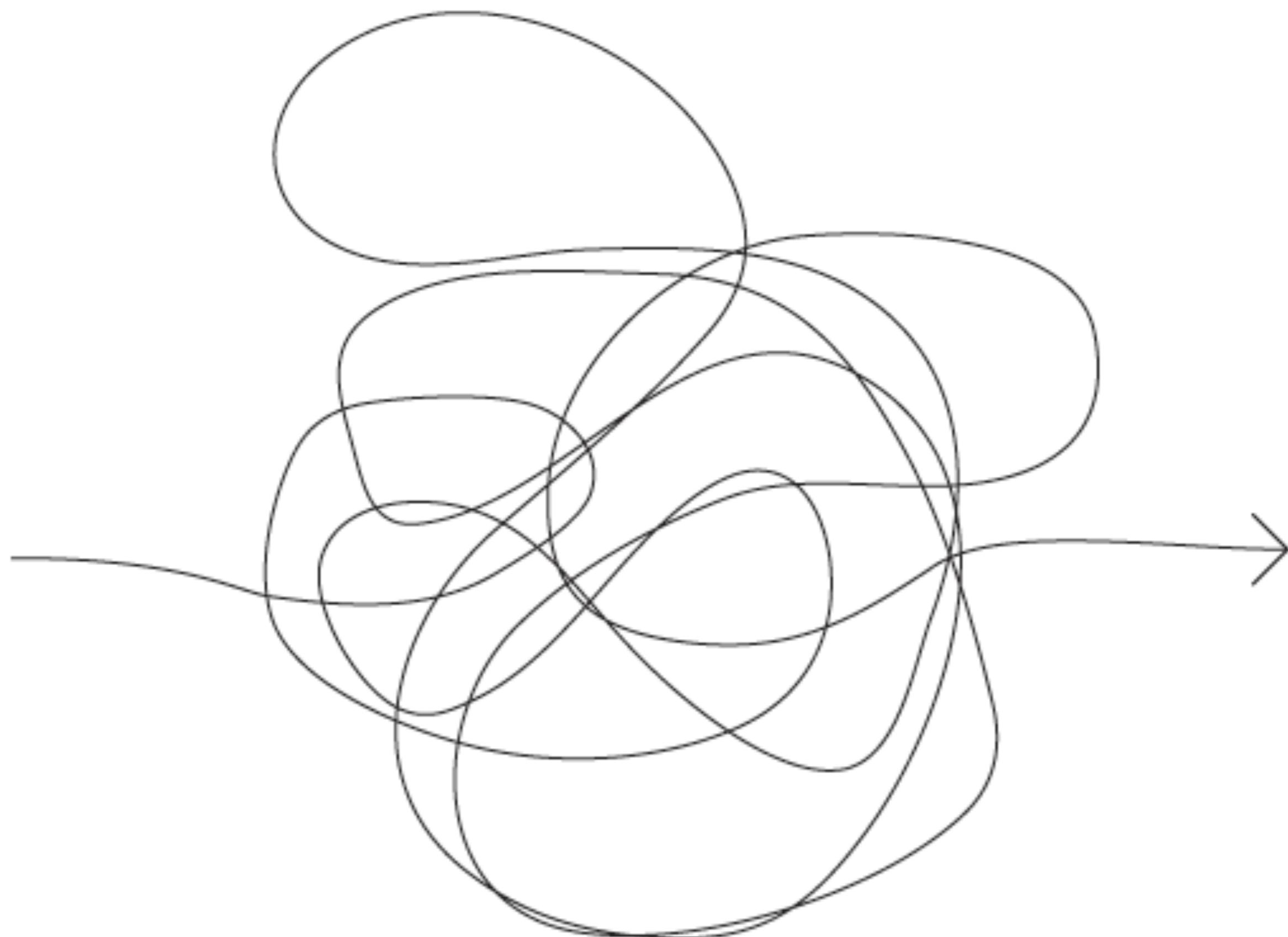
Human
factors

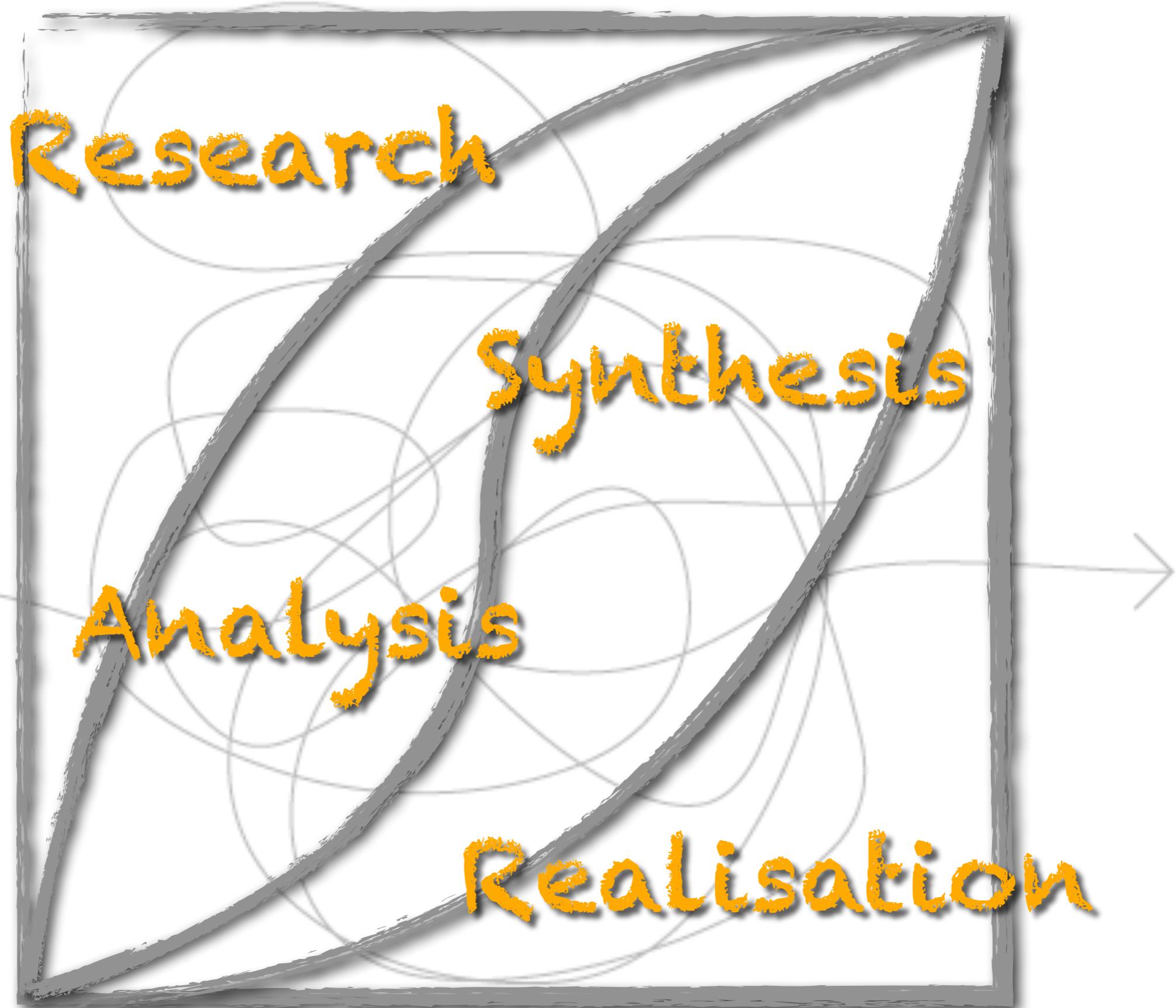
Human
actors

RED Associates, 2006

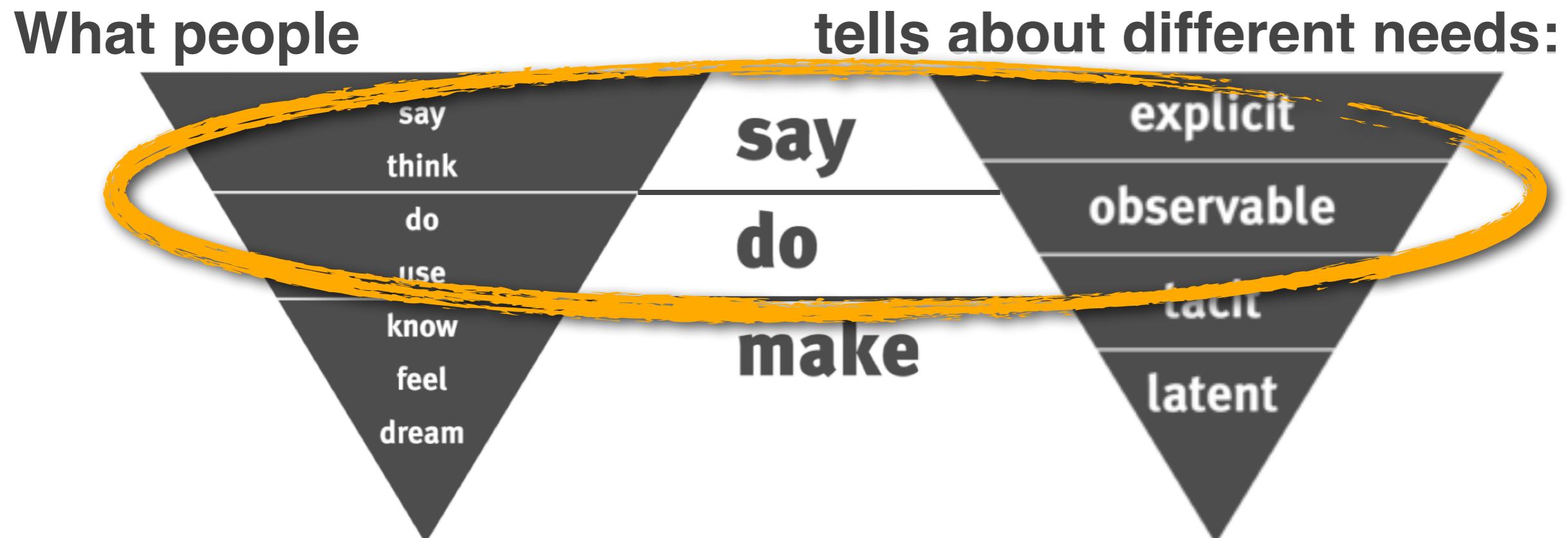
U CrAc How to create VALUE?



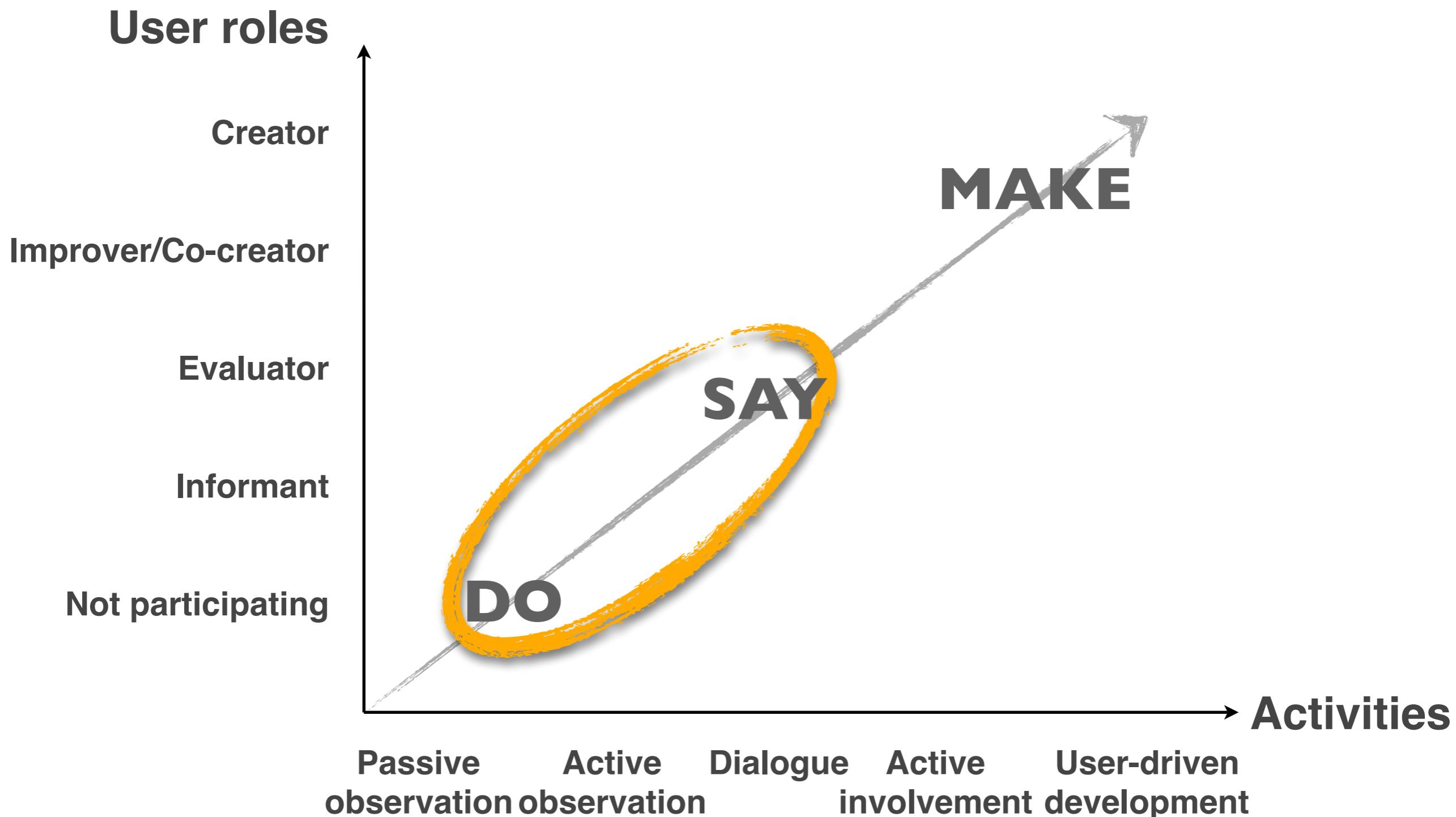




What people tells about different needs:



User-driven innovation





UCrAc DOGMAS

People and communication
above processes and tools







Change course according new insights
above following the plan





Apply your body *above* analyzing



U CrAc Videosketches above planned storyboards





UCrAc Progression

1. Observation

4. Realization

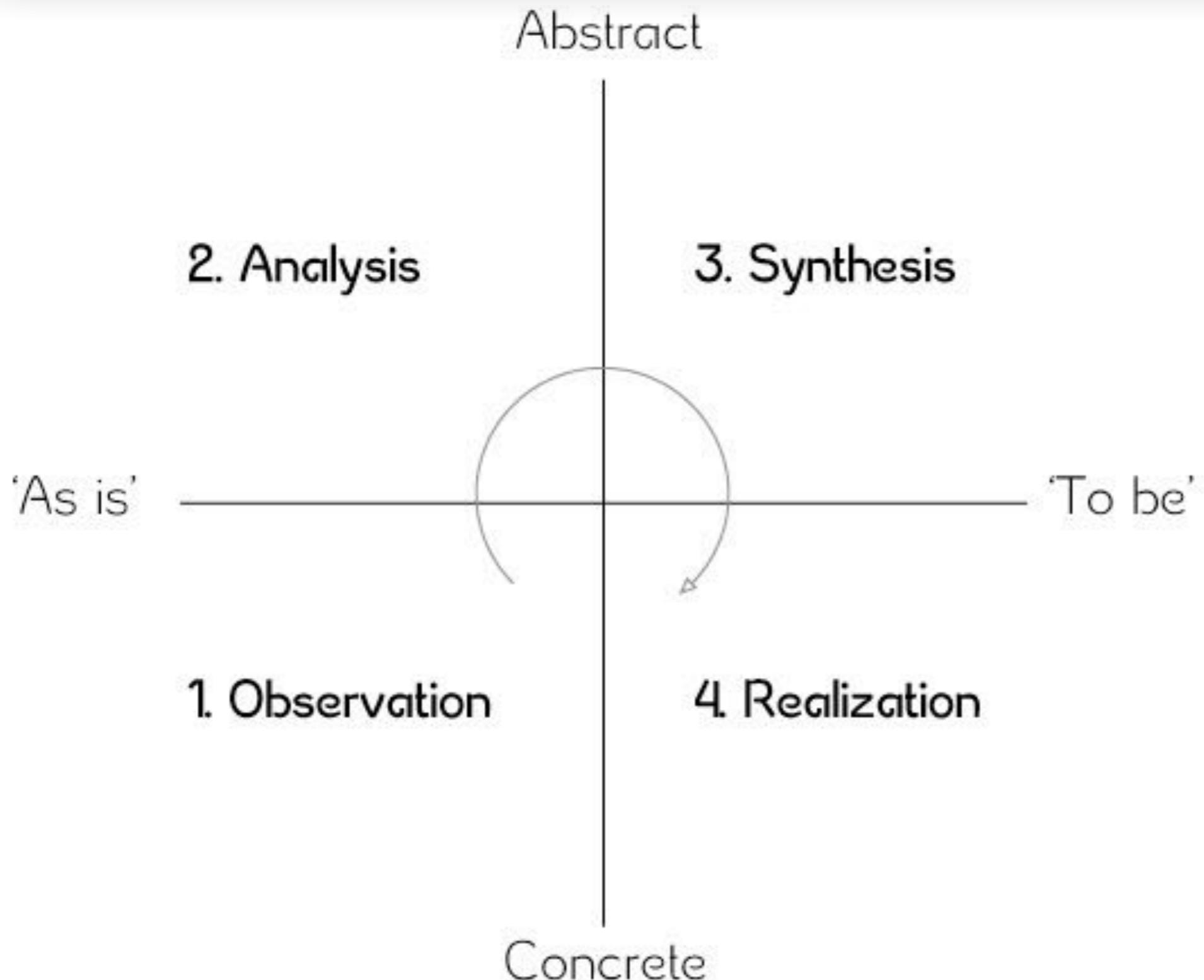
Concrete

Abstract

2. Analysis

3. Synthesis

Progression



Progression



Progression



'As is'

Week

1. Observation

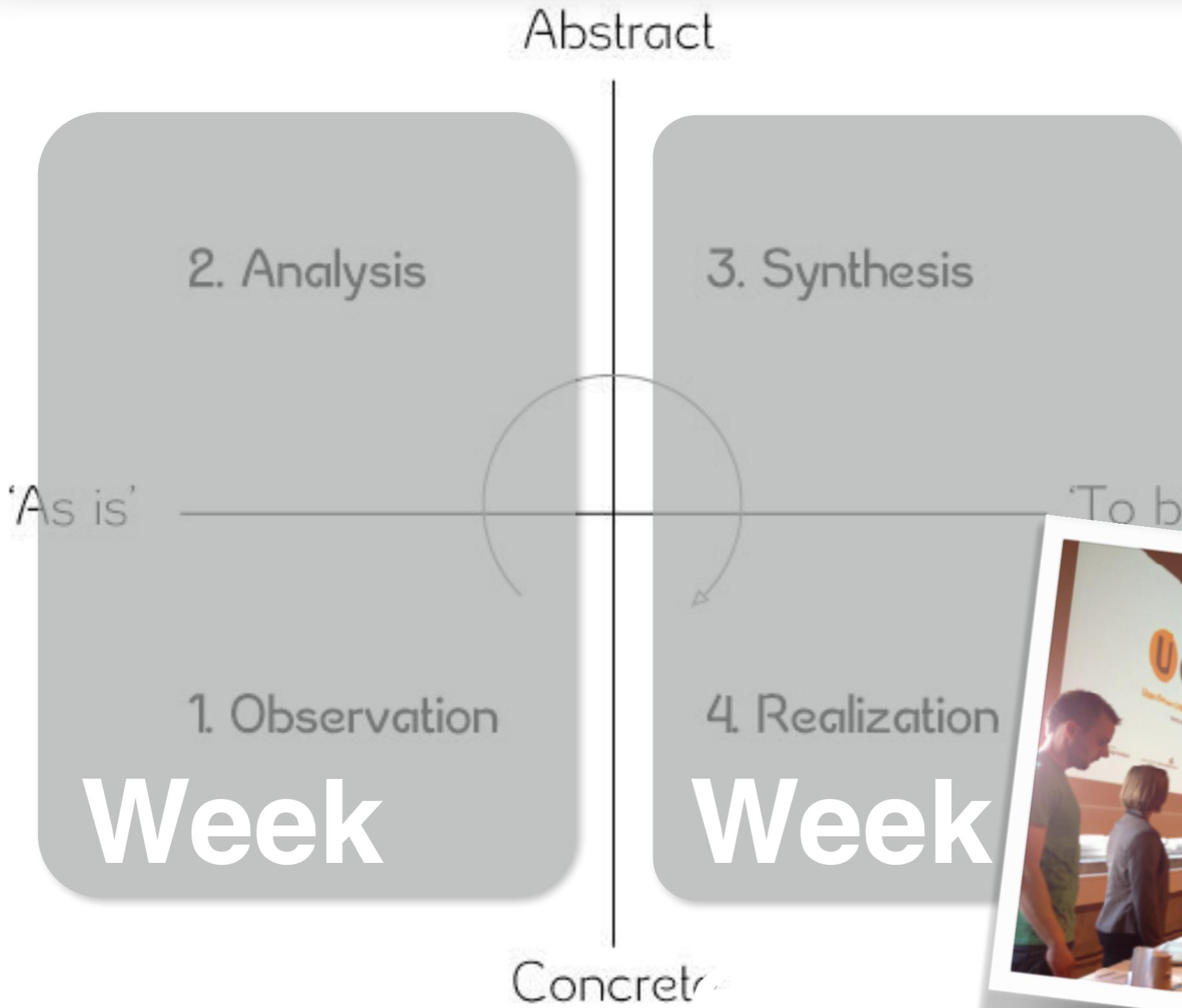
4. Realization

Concrete

'To be'

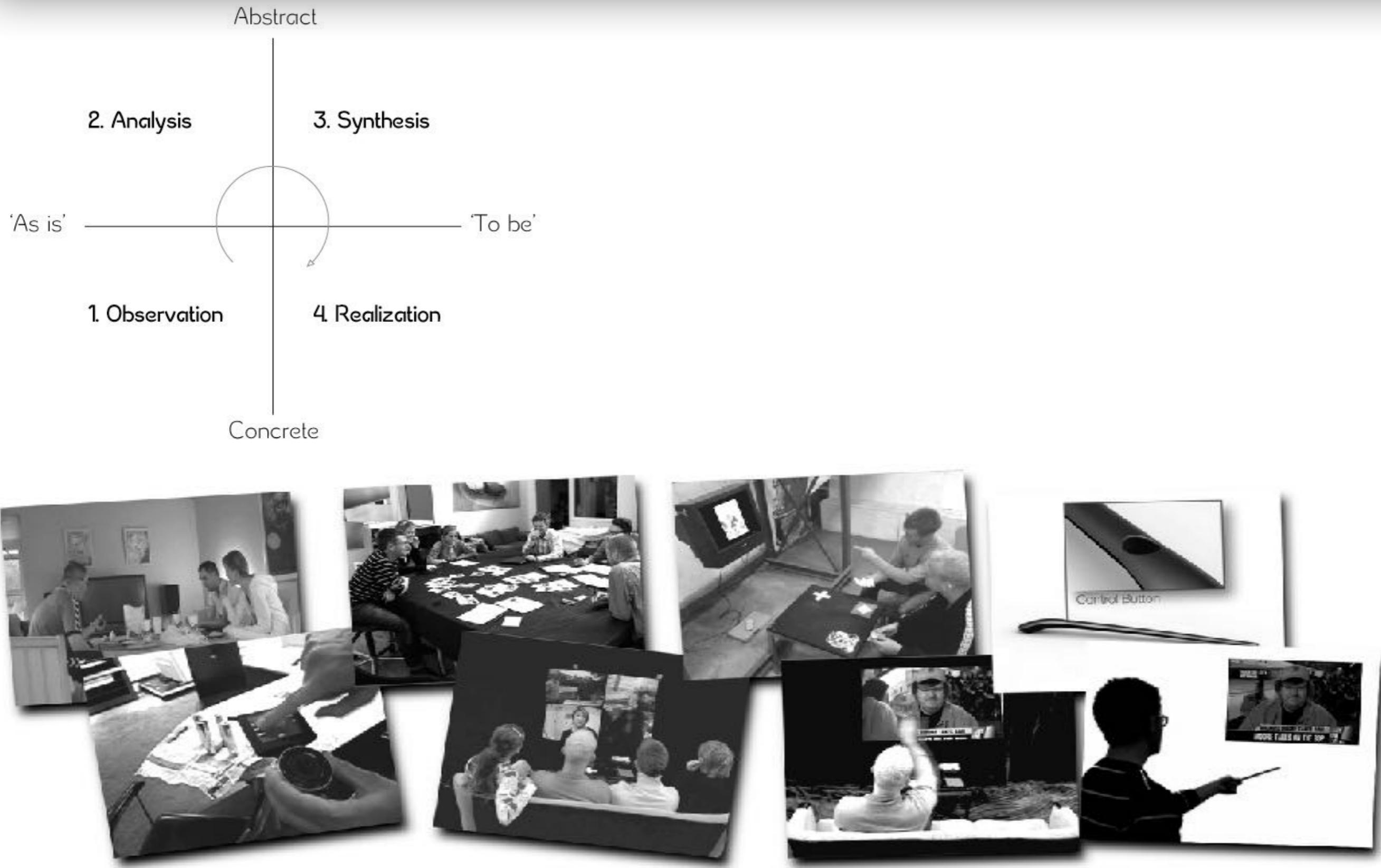


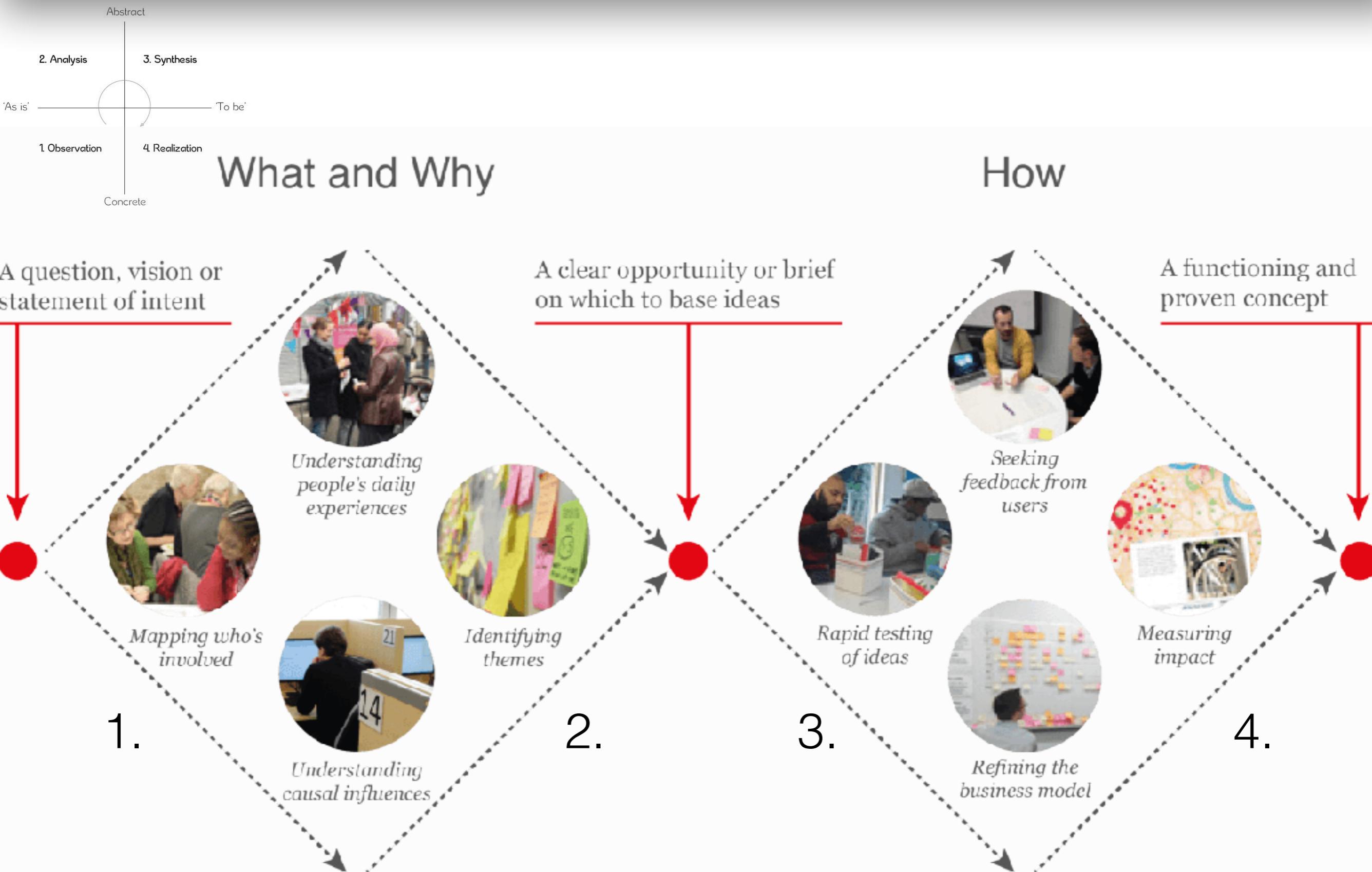
Progression



Conference

Progression





low fidelity



User-Driven Creative Academy 2017

www.ucrac.dk

AAU INNOVATION

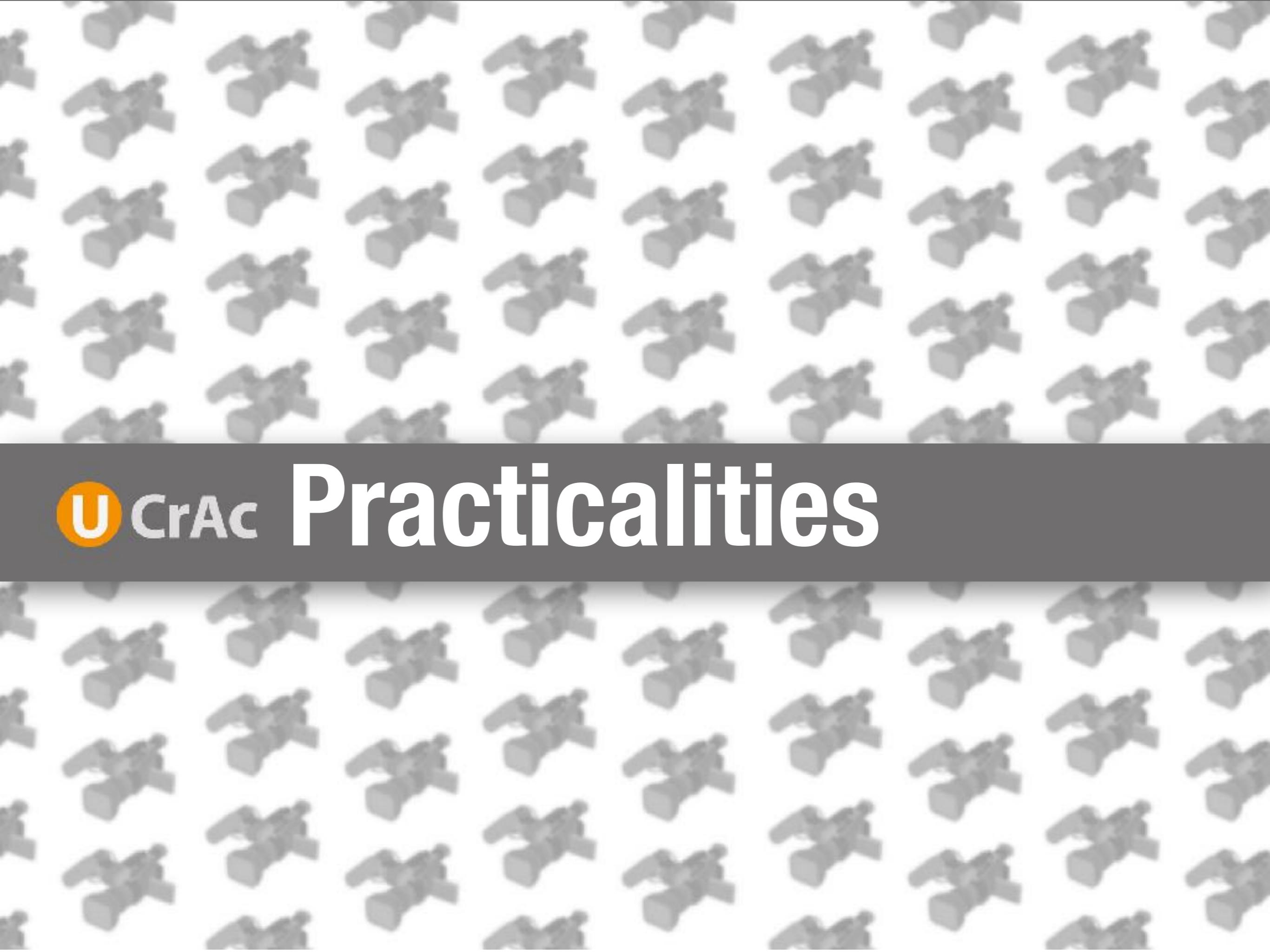


medium fidelity



high fidelity

LUDINNOWORKSHOP**2008**
Bang & Olufsen



U CrAc Practicalities



Three locations

Starts at 10.15



Week 38

Monday	Tuesday	Wednesday	Thursday	Friday
16/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) <i>Claus Andreas Foss Rønstrand, Peter Vistisen, Søren Eolvig Poulsen</i> Time: 08:15 - 16:15 Location: Nordkraft 6. etage (DGI lokale) lok 6.2 + 6.3 Note: K2: Intro til U-CrAc - Case Partner Meeting	17/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 08:15 - 12:00 Location: Nordkraft 6. etage (DGI lokale) lok 6.2 + 6.3 Note: K2: Ethnography [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 12:30 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Field Work	18/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 08:15 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Field Work	19/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) <i>Anette Mikkel Carville Strand</i> Time: 08:15 - 12:00 Location: 4.217 + 4.219 Rendsburggade 14 Note: K4: Innovation track [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 12:30 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note:	20/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) <i>Claus Andreas Foss Rønstrand, Peter Vistisen</i> Time: 08:15 - 12:00 Location: 4.217 + 4.219 Rendsburggade 14 Note: K5: Concept Form [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 12:30 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note:

Week 39

Monday	Tuesday	Wednesday	Thursday	Friday
23/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 08:15 - 14:15 Location: StartUpWorks lokale Nytorv 18 Note: Preparation of Case Meeting [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 14:30 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Case Partner meeting	24/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) <i>Peter Vistisen</i> Time: 08:15 - 12:00 Location: 4.217 + 4.219 Rendsburggade 14 Note: K6: Sketching with animation and video [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 12:30 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Group work with animation and video	25/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 08:15 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Group work with animation and video	26/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 08:15 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Group work with animation and video	27/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 08:15 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: Group work with animation and video

Week 40

Monday	Tuesday	Wednesday	Thursday	Friday
30/09/2019 [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) <i>Anette Mikkel Carville Strand, Claus Andreas Foss Rønstrand, Peter Vistisen, Søren Eolvig Poulsen</i> Time: 08:15 - 12:00 Location: 4.217 + 4.219 Rendsburggade 14 Note: K7: Afslutningskonference [E19][SM] Agil konceptudvikling i et designforskningsperspektiv (KDM_KA_Interaktive digitale medier_AAL) Time: 12:30 - 16:15 Location: StartUpWorks lokale Nytorv 18 Note: K7: Afslutningskonference	01/10/2019	02/10/2019	03/10/2019	04/10/2019

Lectures

Nordkraft

6.th. floor

Room 6.2 & 6.2

Create

2.th. floor

Room 4.217 & 4.219

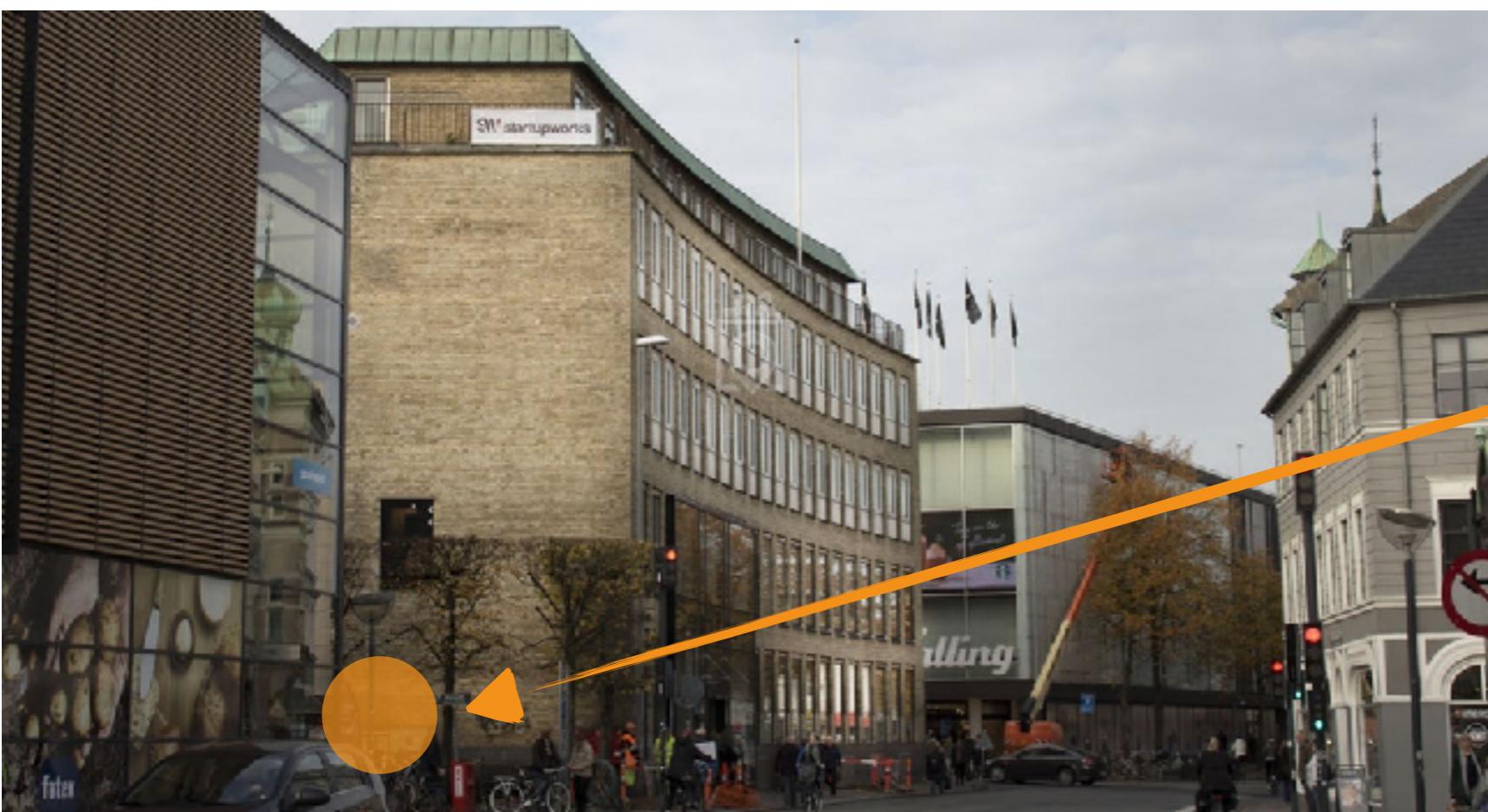


Workshop space

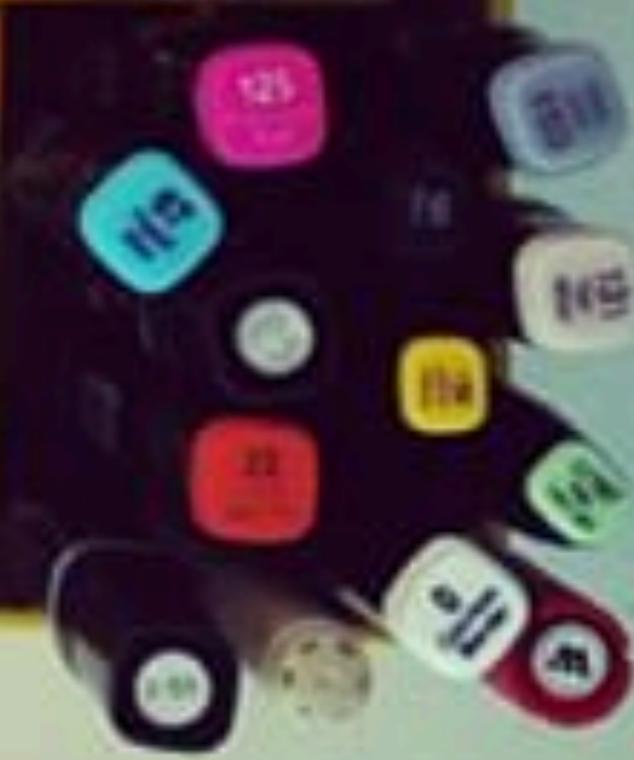
StartUpWorks

Nytorg 18

2.th. floor



PROGRESSO





<http://www.adobe.com/dk/downloads.html>

The screenshot shows the Adobe Downloads page on a Mac OS X browser. The top navigation bar includes links for Innovation, Motion Sports Båd + E..., Favoritter, Handsker, O'Neill, str..., Peter Vistisen - Publik..., Download en gratis pr..., and Adobe Creative Cloud. The main content area features a large banner for Creative Cloud with a colorful abstract background and a 'Start gratis' button. Below the banner, text encourages users to choose from available applications or get a free trial of Creative Cloud. A sidebar on the right lists download links for Adobe Reader DC, Flash Player, AIR, and Shockwave Player. The central part of the page displays icons and descriptions for various Adobe products, including Creative Cloud, Photoshop CC, After Effects CC, Audition CC, Acrobat Pro DC, Illustrator CC, Dreamweaver CC, Flash Professional CC, InDesign CC, Photoshop Lightroom CC, and Photoshop Elements. The icon for Premiere Pro CC is circled in orange. To the right of the product cards are promotional banners for Adobe Creative Cloud Photography plan and Adobe Labs.

adobe.com

Innovation Motion Sports Båd + E... Favoritter Handsker, O'Neill, str... Peter Vistisen - Publik... Download en gratis pr... Adobe Creative Cloud

Adobe-downloads

Prøveversioner af produkter Produktopdateringer Andre downloades

Creative Cloud
Alt det, du skal bruge for at skabe det hele.
Start gratis

Vælg en af nedenslænde applikationer for at downloade en gratis prøveversion. Eller bliv skrevet op til et eksempel af en gratis prøveversion af Creative Cloud for at få gratis adgang til alle disse applikationer, mobile apps, web-lagring og meget mere.

Indholder gratis prøveversioner

Creative Cloud Alle de værktøjer, du skal bruge til at skabe, nemmejd og holde dig synkroniseret.	Photoshop CC Billedredigering, 2D-kompositioner.	After Effects CC Filmstil visuelle effekter og bevægelseseffekter.
Audition CC Lyddindsplining, mikning og restaurering.	Acrobat Pro DC Skab rediger og signér PDF-dokumenter og formulærer.	Illustrator CC Vektorgrafik og illustration.
Dreamweaver CC Websites, app-design og udvikling.	Flash Professional CC Interaktive oplevelser, spildesign og indspilning til mobile enheder.	Premiere Pro CC Videoproduktion og redigering.
InDesign CC Sidedesign, layout og udgivelse.	Photoshop Lightroom CC Digital billedbehandling og redigering.	Photoshop Elements Alle dine fotos. Altid spændende. Med dig overalt.

Download

- Adobe Reader DC
- Adobe Flash Player
- Adobe AIR
- Adobe Shockwave Player

SPAR 40 % PÅ ADOBE STOCK, NÅR DU FØJER DEN TIL DIT CREATIVE CLOUD-MEDLEMSKAB
[Køb nu >](#)

TAKE IT. / MAKE IT.

Adobe Creative Cloud Photography plan
Kun DKK 77,50 om måneden inkl. moms. Gælder indtil den 28. aug.
[Bliv medlem nu >](#)

Kun 15 dage med 40 % rabat på Creative Cloud for CS-kunder
[Bliv medlem nu >](#)

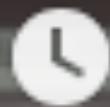
Adobe Labs

Mobile Labs giver dig mulighed for at opleve og evaluere nye og



Premiere Pro CC

Videoredigering intro Peter Vistisen



1:17:20 / 1:24:23



YouTube



UCrAc Workshop stuff



Transportation



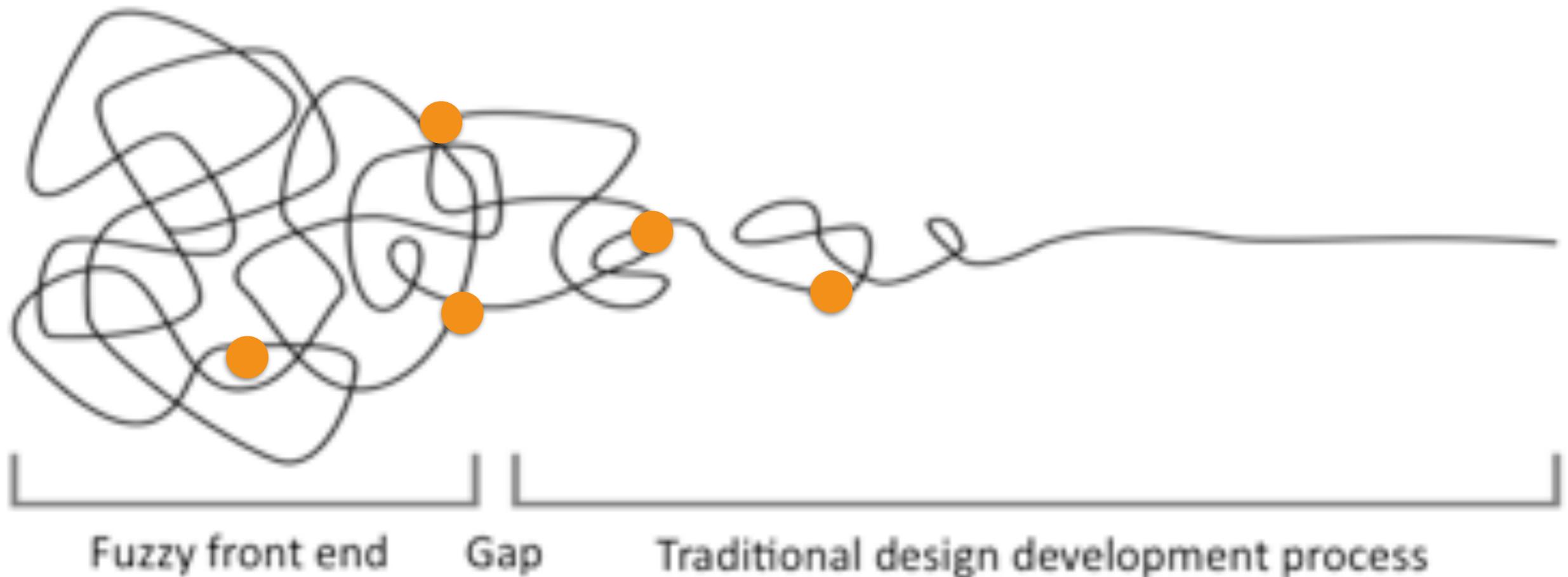


UCrAc Cases & partners

UCrAc Cases



UCrAc Cases



UCrAc Cases

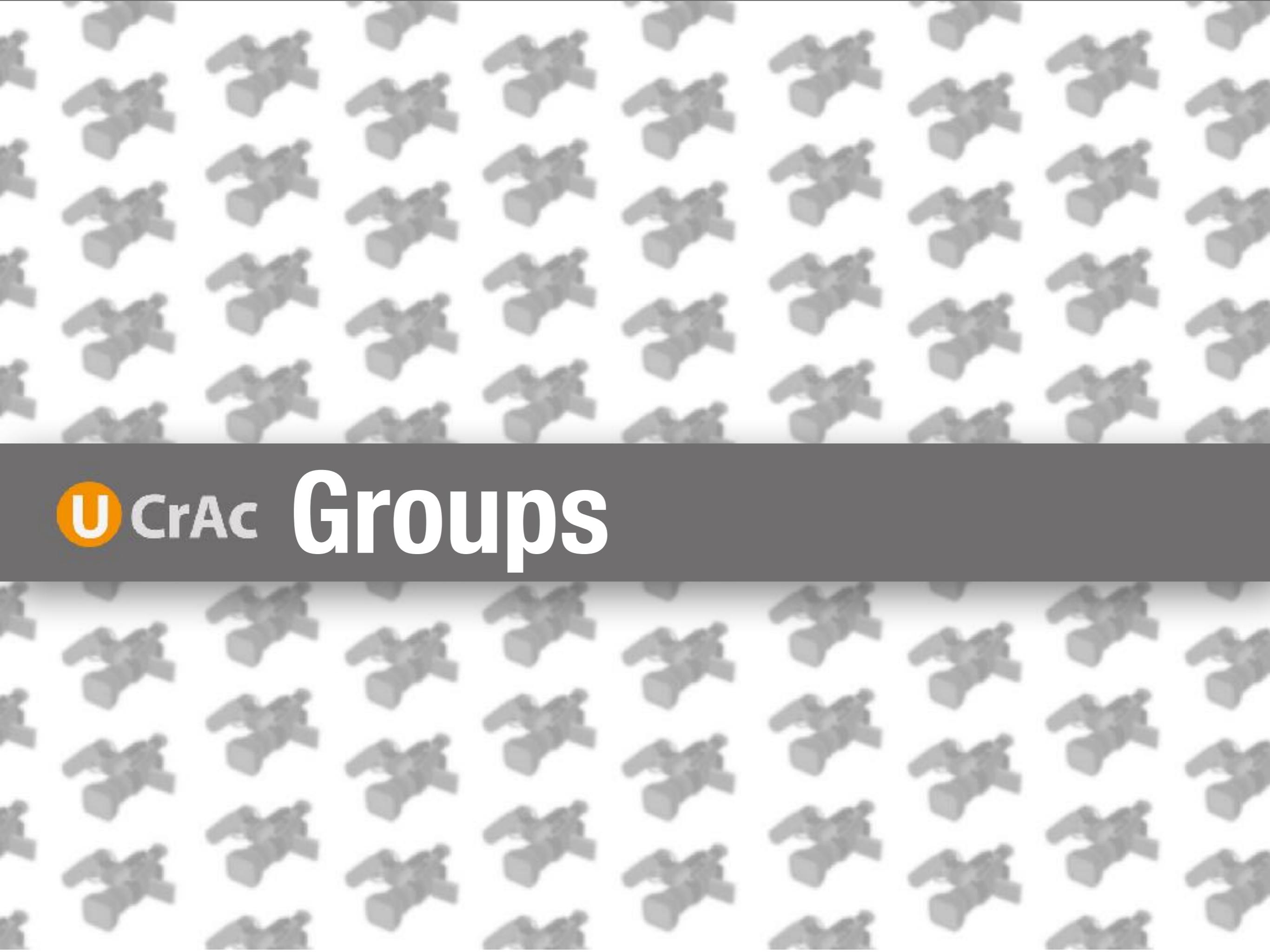




Case partners

Case-partner	Case
Combine	<i>GeoGuide – scaling and product development</i>
Aalborg Kommune	<i>Creating a Place</i>
TrackUnit	<i>Stack overflow for service technicians</i>
Bunker43	<i>Ane Maries House</i>
FrontSale.one	<i>Sale on Instagram</i>

CASE-INTRODUCTION	FELTARBEJDE	FELTARBEJDE	IDÉ FORHANDLING	PRÆSENTATION
Mandag d.16.9 Kl. 13.00 - 15.30	Tirsdag 17.9. Kl. 12.00 - 16.00 (vejledende)	Onsdag 19.9. Kl 9.00-16.00 (vejledende)	Mandag 23.9. Kl. 13.00 - 16.00	Mandag 30.9. Kl. 9.00 - 12.30
Formål: At overdrage casen til de studerende og besvare spørgsmål.	Formål: At de studerende får adgang til og kan undersøge casen i praksis.	Formål: At de studerende får adgang til og kan undersøge casen i praksis.	Formål: I fællesskab at beslutte fremtidig retning for projekt.	Formål: Studerende præsenterer koncepterne og diskuterer dem jer.



U CrAc Groups

Combine			Entreprenurial Engeneering
<i>Team 1</i>			Interactive Digitale Media
Alireza	Amini		Experience design
Andreas Engell Refstrup	Sørensen		
Agnete Egebjerg	Georgsen		
Julia	Jørgensen		
Aashwin	Shrivastava		
Ana-Maria Sabinova	Pashova		
<i>Team 2</i>			
Mikkel Strange	Pedersen		
Ugnius	Malukas		
Emilie Blangstrup	Dahl		
Marcus Baruch	Bertelsen		
Andres Holguin	Niño		
Anne Bjerre	Hammer		
<i>Team 3</i>			
Catja Græsborg	Agnstoft		
Christian Søgaard	Dahl		
Henriette Lykke	Sørensen		
Aron	Fekete		
Benedikt	Zaleha		

Aalborg Municipality		Entreprenurial Engeneering
<i>Team 4</i>	Daniel Vilholm Rousing	Nielsen
	Signe Borulf	Pedersen
	Magda Honorata	Hertzberg
	Peter Nørgård	Tange
	Daniel Santiago Tardio	Vargas
	Dayana Slavcheva	Kovacheva
<i>Team 5</i>	Emilie Platz	Herskind
	Maja Korup	Frederiksen
	Mija Zora Marija	Draganic
	Morten Lykke Nielsen	Jørgensen
	Elsa Anabelle	Jarrige
	Jannik	Strohbeck
<i>Team 6</i>	Emily Juul Lind	Pedersen
	Frederikke Rønde	Andreasen
	Nicklas Boie	Sørensen
	Jonas	Zinkevičius
	Julian	Selders
	Alind	Roperia

Track Unit			
<i>Team 7</i>	Helene Busk	Madsen	Entrepreneurial Engeneering
	Ismail	Akcin	Interactive Digitale Media
	Peter Schou	Kjær	Experience design
	Sally Chantal Betzer	Markussen	
	Karima	Zelmade	
	Leyli	Iranpour	
<i>Team 8</i>	Jonas	Greve	
	Johanna Engebjerg	Englev	
	Heidi Haugland	Jensen	
	Sine Kold	Zefting	
	Luise	Degen	
	Mads	Christensen	
<i>Team 9</i>	Jakob	Nørholm	
	Kamilla	Pasupathy	
	Sanne Brouw	Hyldahl	
	Omar Samer	Alafandi	
	Peter	Schlieker	

FrontSale.one

Team 10

Lasse Goul	Jensen
Line	Froulund
Virginie Daisy	Stockel
Andreea-Bianca	Buza
Peter	Njenga Githii
Pietro	Soli

Entreprenurial Engeneering
Interactive Digitale Media
Experience design

Team 11

Louise	Nørding
Lucas Peter Elstrøm	Bunk
Sara Mundal	Olesen
Sarah Emma	Jensen
Rasmus	Nielsen
Sam Oliver	Holyoak

Team 12

Anna Matilde	Nobel
Maja Korup	Frederiksen
Niels Svane	Grevlund
Syed Wajahat	Hasan
Thế Vĩnh Thịnh	Ninh
Tobias Thørnelund	Rasmussen

Bunker 43 (Danish teams)*Team 13*

Regitze Venning	Andersen
Emilie Hyldgaard	von Bülow
Stine Abrahamsen	Nørnberg
Anja Wittendorff	Schack
Mathias Hedegaard	Thomsen
Marcus Baruch	Bertelsen

Entreprenurial Engeneering
Interactive Digitale Media
Experience design

Team 14

Elin Lilly Mølgaard	Mathiasen
Martha Szlachetka	Bomholt
Julie Juhl	Pedersen
Marc Ulrik	Andersen
Michael Dahl	Pasciak

Happy U-CrAc'ing!



Storyboard

LIE!