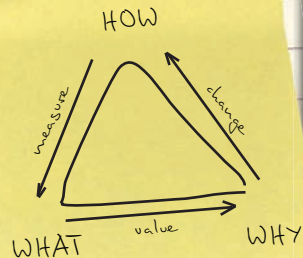


ABOUT MUZUS

Organizations notice that their products and services can be designed, and, their envisioned users should be leading in this process. Currently, many do not implement this optimally. We believe that by understanding facts from underlying motivations, more powerful and future solutions can be created.

BY GENERATING INSIGHT IN AND **EMPATHY** FOR
USERS IN A **SPARKLING** AND INNOVATIVE WAY,
MUZUS DESIGNS **VALUABLE** PRODUCTS AND
SERVICES IN COCREATION WITH HER CLIENTS.

BY UNDERSTANDING PEOPLE'S **MOTIVATIONS**,
FACTS COME TO LIFE AND SOLUTIONS
BECOME **MEANINGFUL**.



insight in the daily
life of people



stories about
motivations

ABOUT THE SEMINAR

During the seminar we give an introduction to the method, theory and background, which we demonstrate by presenting a recent service design case for an energy supplier. The client will be present and present the case from the business point of view. We conclude the day with an interactive part in which you can experience the way of working yourself.

Keywords: **Design Thinking**, **Contextmapping**,
Cocreation, **Service Design**



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