Designing with the City as Database

Design Informatics, Edinburgh

@chrisspeed
Push to pull markets
Push to pull markets
Push to pull markets
The Value Chain

Creating  Producing  Selling  Delivering  Supporting

A “push” model of how value is created

Push to pull markets: Value chains
Push to pull markets: Value constellations

Value Constellation, not Value Chain

- **Customer**
- **Firm**

- Players (e.g. other customers, suppliers, competitors, regulators, media etc.)
- Value cocreation (i.e. integration of resources)

Stefan Michel
Financial, Spatial & Cognitive Ledgers
City as ledger
Blockchain as ledger of transactions
Cognitive Ledger
Two Days, One Night

Directed by
Luc Dardenne
Jean-Pierre Dardenne

Produced by
Luc Dardenne
Jean-Pierre Dardenne
Denis Freyd

Written by
Luc Dardenne
Jean-Pierre Dardenne

Starring
Marion Cotillard
Fabrizio Rongione

Cinematography
Alain Marcoen

Edited by
Marie-Hélène Dozo
Value Constellation, not Value Chain

- Customer
- Firm

Players (e.g. other customers, suppliers, competitors, regulators, media etc.)

Value cocreation (i.e. integration of resources)

Complicity
Framework for designing around data
Design from data: when systems are designed by people, where they are inspired by measurable features of humans, computers, things, and their contexts.
Design from Data: Haggling with a Wizard of Oz
Design from Data: Haggling with a Wizard of Oz
Design from Data: Haggling with a Wizard of Oz
Design *from* Data: Haggling with a Wizard of Oz
Design with data: when systems are designed by people, where they take into account the flows of data through systems, and the need to make data manifest, reduce its obfuscation and improve trust.
Design with Data: Domestic markets
Design *with* Data: Domestic markets
Design *with* Data: Domestic markets
Design with Data: Domestic markets
Design with Data: Domestic markets
Design *with* Data: Domestic markets
Design with Data: Domestic markets
Design with Data: Domestic markets
Design with Data: Domestic markets
Design with Data: Domestic markets
Design *with* Data: Domestic markets
Design with Data: Domestic markets
Design *with* Data: Domestic markets
Doors were closed

Design *with* Data: Domestic markets
Design with Data: Domestic markets
Design with Data: Domestic markets
Design with Data: Domestic markets
Design by data: when systems are designed by other systems, largely autonomously, where new products and services can be synthesised via the data-intensive analysis of existing combinations of humans, computers, things, and contexts.
“By 2017, a significant disruptive digital business will be launched that was conceived by a computer algorithm.”

Tactics and horizontals
Design by Data
Casestudies: Tourism

Ulwell Cottage camp site - 84% of trips by car
Potential for 50%+ switch to walk, bus, shared car
CO2 saving of >1 tonne per week

Design by Data: Sixth Sense Transport
THE SMITH FAMILY ARE ON THEIR WAY TO THE BEACH.

PHEW! THIS IS A LONGER WALK THAN I EXPECTED!

THEN...

MUM! DAD! I'M TIRED AND FED UP!

MEANWHILE ALAN AND MARY ARE HEADED BACK TO CAMP AFTER AN AFTERNOON OUT.

Design by Data: Sixth Sense Transport
DISASTER AT THE CAMPSITE!

WE FORGOT THE BEER!

OH NO! STEVE! WE WON'T MAKE IT TO THE SHOPS!

WE CAN TRY THIS NEW APP I GOT FOR MY PHONE.

JUST TYPE IN THE ASSISTANCE WE NEED....

THE APP SENDS THE MESSAGE OUT TO PEOPLE FROM THE CAMPSITE WHO ARE NEAR THE SHOPS.

HOPEFULLY SOMEONE CAN HELP....

BOB CHECKS HIS MESSAGE.

COOL! STEVE AND HIS FAMILY ARE AT THE CAMPSITE, AND THEY NEED

Need beer at camp

Design by Data: Sixth Sense Transport
tours for the hall...

By: mel b

Started: Wednesday August 28, 11:34 AM

Ends: Friday August 30, 11:43 AM

Pick the tennis ball

Accept
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
Design by Data: CoGet
“By 2017, a significant disruptive digital business will be launched that was conceived by a computer algorithm.”

Design by Data: ThingTank
Design by Data: ThingTank
Design by Data: ThingTank
854 people invented Pivot Power

http://www.quirky.com

Design by Data: ThingTank
What would 20,000 Things design?

Design by Data: ThingTank
Design by Data: ThingTank
"I think I am a fork..."
"... but I'm becoming a screwdriver."

Design by Data: ThingTank
Design by Data: ThingTank
Design by Data: ThingTank
Design by Data: ThingTank
Living with data: Tactics and horizontals
Living with data: Tactics and horizontals
**Design from data:** when systems are designed by people, where they are inspired by measurable features of humans, computers, things, and their contexts.

**Design with data:** when systems are designed by people, where they take into account the flows of data through systems, and the need to make data manifest, reduce its obfuscation and improve trust.

**Design by data:** when systems are designed by other systems, largely autonomously, where new products and services can be synthesised via the data-intensive analysis of existing combinations of humans, computers, things, and contexts.
What is the value constellation for GIS data?
Designing with the City as Database

Design Informatics, Edinburgh

@chrisspeed