

# End User Creativity as driver for innovation in ergonomics

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## ABSTRACT

The paper would like to elaborate the ergonomic approach to the new user's behavior and application of creativity in relation to the creation of new products. The actual possibilities of internet interface, described with web 2.0, allows the user to interact actively in order to create the personalized aspect of new products (UGC platforms), contribute to services like Wikipedia and participate on information platform like blogs. The capacity of define exactly the user's requirements for new products, which allows this new technology of confrontation and collection of information is enormous and still not used at its maximum possibilities from the producers' side. This "end-users" behavior is the recent and virtual effect of a much more basic behavior of creating and changing the proper product. In fact all of us continuously modify things which are used every day, either for the reason that the product is at the end of its life and instead of throwing it away we change function and continue to use it, either the product is not perfectly fitting to our requirements and we "adjust" it, or we have a "problem" and solve it with the application by modifying products which originally are used for a different scope. This behavior is described by "non intentional design".

The research aims to outline common principles of this creativity of adjustment of existing products for a new or better use by the end-user. Creativity in itself is an intentional act of producing something new, however, in the case of non intentional design this creativity has not the aim of a new esthetics but a better interaction of user and product. In this case, like in the very basic relation between "making and using" by the same person, the end-user becomes again the *homo faber* of its environment. With ability and simple intelligence mechanical applications of creative principles make the required relation between user and product's interface. During the process of development of an "human-oriented" product, different steps of testing and verifying between product and end-user allows to define the correct application of human factors to the planning process. The result is the right dimension, usability and perception related to the user's capacity of interaction, therefore the exact application of ergonomic principles. However, products may change "life" in order to satisfy more. If there could be worked out common rules how existing products are treated in their near future in order to be redefined and to continue exist in our everyday live, the designer's work would be one step closer to the effective requirements of the users.

The result of the research is to understand the possibility of integration of this "end user creativity" in the process of development. As the criteria of new indication to the possible form and function of the product comes directly from the end-user, this part is very strong related to ergonomic principles. Designers who are able to design well functioning products, and are also able to ask "how will be used the product in an alternative way" will practice innovation regarding human interaction, pay attention to recycling and reuse and contribute to the household economy of everybody.

*Everyday Ergonomics, Creativity, Non-Intentional-Design*

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