

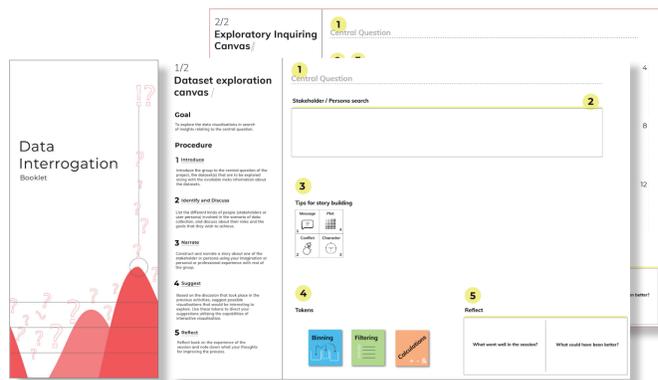
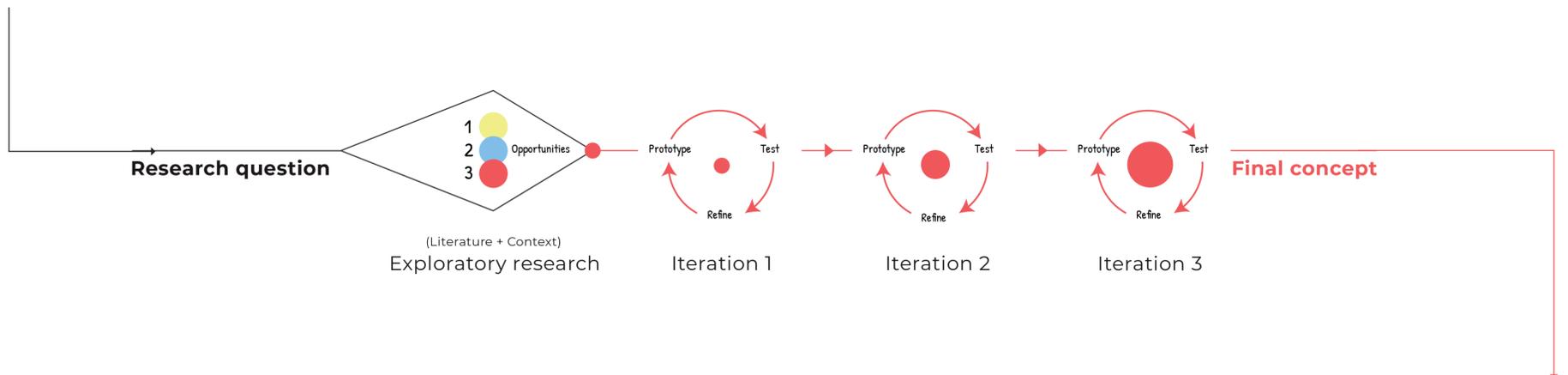
Design with data:

# Practising exploratory inquiring on data visualisation

A new generation of smart vehicles enabled by complex interconnectivity generates an astounding amount of data about their users every second. This data contains valuable insights that could help learn more about how users use their vehicles to identify problems and opportunities for innovation. This project entails researching how explorative inquiring can be used to generate insights that can inform and inspire the early design process.

## RESEARCH QUESTION

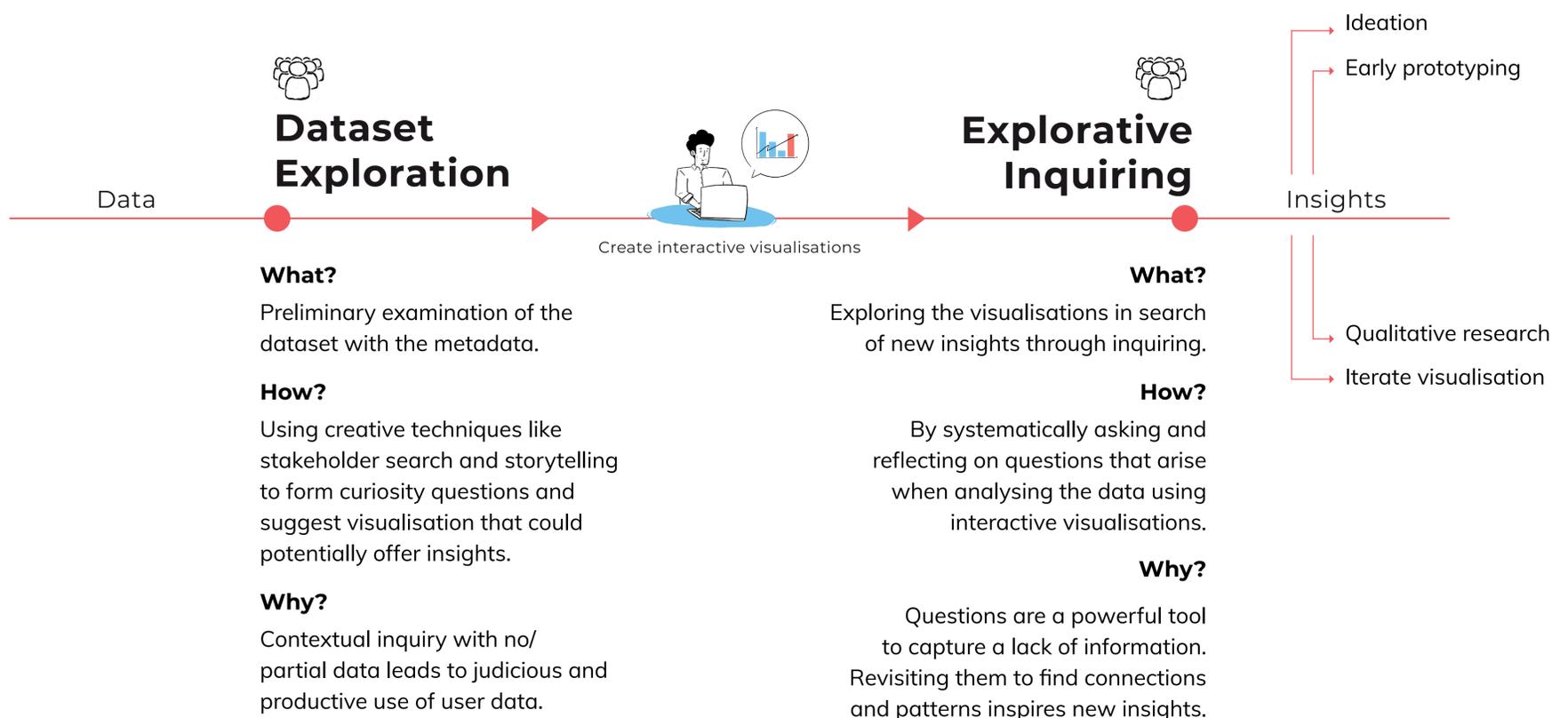
How can exploratory inquiring on data visualisation be operationalised in the Ford design team to support their creative design process?



Deliverables: Booklet and canvasses

## SOLUTION

The final concept is a design method- Data Interrogation, comprised of two creative sessions- Dataset Exploration and Exploratory inquiring. It is delivered as a toolkit consisting of an informative booklet and two canvasses that support executing the creative sessions.



Vignesh Balakrishnan  
Design with data: Practising exploratory inquiring  
on data visualisation  
21<sup>st</sup> December, 2022  
Strategic Product Design

**Committee** Milene Gonçalves  
Senthil Chandrasegaran  
Nicole Eikelenberg  
**Company** Ford

