Service design for autonomous driving

Valerio Cometti 1, Marco Generali 1, Giacomo Biraghi 2

1 V12 Design
2 Secolo Urbano
vcometti@v12design.com; mgenerali@v12design.com; bira@me.com

Abstract

The workshop focuses on the human aspects of organizations such as needs, values, motivations, beliefs or fears and introduces a framework for evaluating key factors that “humanize” the organization. Through the collaborative and interactive teamwork, audience will together with organizers to explore, discover and identify emerging key challenges to become a human-centered organization, and ideate design solutions to solve them.

KEYWORDS: autonomous driving, revolution, opportunities, mankind