

Course title: Future Home of Gen Z

Course instructors: Ede Szabó, Balázs Püspök

Course code: B-KH-201-DI-202202-11, M-KH-201-DI-202202-11, ER-KH-101-DI-202202-11

Course description:

The focus will be on Generation Z and the future of the home in the context of social change. After identifying needs and problems and processing several rounds of brainstorming, the students will have to present their concept.

During the design process, participants will be able to try out techniques applied at Philips' practical work.

Consumer Centric Design tools:

- trend report
- consumer research report
- real time Consumer Test

Students will be working in teams of 4-5 people.

Schedule: 31/01 - 03/02 _ monday-thursday, 9:00-17:00

Outcome:

Prerequisite for completing the course: English language skills are essential since the entire workshop and materials will be in English.

Course recommendation: no restrictions regarding courses (any program / any year)

Number of participants: max. 20

Intellectual Property regulations:

- All participants and visitors are required to sign an NDA.
- The background material presented at the workshop and the creative work produced at the workshop are the property of Philips Domestic Appliances B.V.
- The workshop must take place behind closed doors.
- Portfolios should not include the concrete concept.