EMERGING TOPICS IN MECHANICAL ENGINEERING

Adoption of new technologies: design strategies to help users embrace new technologies for a better future

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New technologies unlock new possibilities and enable us to do previously unimaginable things. Yet, most technology-driven innovations fail. They either offer too little added value, e.g., they are novel technological capabilities that are looking for a problem to solve, or they trigger resistance amongst potential users or society at large. Resistance can be fueled by, for example, safety or privacy concerns or practical worries like product incompatibility or getting quickly outdated.

In this course, you will learn 37 Tech Design Strategies to strengthen a product's benefits and minimize possible resistance. In other words, you will learn how to innovate with technology adoption in mind. The Tech Design Strategies will be explained through numerous real-life cutting-edge innovations that use new technologies like AI, Blockchain, AR/VR, etc.

In this course, we will also explore what responsible innovation means when applying new technologies. This is especially important as we expect next-generation AI, quantum computing, genomics, VR, blockchain, and the rest of tomorrow's technologies to impact society in profound ways, unmatched by any past progress. As an engineer, you bear a major role in developing and applying these new technologies and thus in shaping the world around us.

Professor Deborah Nas from the Delft University of Technology will teach this course. She is a part-time Professor of Strategic design for technology-based innovation and has over 25 years of hands-on experience in innovation within large companies. Besides, she is currently setting up a 'Living Lab Quantum & Society", focusing on responsible innovation with quantum technologies, is a supervisory board member at Hardt Hyperloop and advises many startups.

INTRODUCTORY SEMINAR
JANUARY 19TH, 2022 at 6 p.m.
Live on Microsoft Teams

For more information on the Tech Design Strategies, have a look at https://www.designthingsthatmakesense.com

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