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Mobility Vision Integration Process

Art Center College of Design

The Mobility Vision Integration Process (mVIP) is a research project from the Advanced Mobility Research and Graduate Industrial Design Programs at the Art Center College of Design in Pasadena, CA. The project addresses methods that expert designers develop to support and grow the future of sustainable mobility. Methods take into account uncontrollable, unpredictable incongruent issues and seek to illuminate hidden opportunities.

Vision Integration

The mVIP card deck is an example of application of research into vision integration. "The vision integration process uses iterative cycles of rapid visualization with expert feedback for developing complex, future scenarios and innovation for that future."

Vision Integration is a formalization of a routine process used in industrial design and entertainment industries with a goal to make that process repeatable and deployable for teams in strategic planning, forecasting and large scale social systems; that is, a process where skilled artists and designers valued as innovation accelerators.

Process

The project was initially developed as a set of 109 cards in 11 categories that quickly generate future scenarios for a transportation system or mobility solution in 2040. The cards are no long available, but the Web-based version is. The cards take into account personal values as well as the needs and values of the customer, the transportation enterprise, the larger community

People, singly or in teams, play concurrently. Eleven cards set the process parameters. Seven of these cards establish general future conditions and four of these cards set the design framework within which the designer and customer work.

Initially, seven cards are given to a player or a group. Each card represents a trend category: energy, economy, society, ecology, technology, policy, and wildcard. These "future context" cards stimulate thought and discussion about trends and issues and what a future based on conditions set forth by these cards would look and feel like, i.e., the social, technological, economic, ecological and political trends affecting the project's success. In short, these seven cards encompass trends and issues; the set describes a future in which to place the design context.

The design context is then established using four cards. enterprise, axiom, customer, and constraint. These cards simulate a set of conditions; they take into consideration the designer's personal values and the needs and values of the customer, the enterprise, the community. For example, an enterprise (a manufacturer) has an axiom (mission statement) targeted to a specific customer (Millennials) and the design project is subject to constraints (budget).

Two workshop guides are available: standard play and types of play.