



University of
Zurich^{UZH}

ETH zürich



Zurich-Basel Plant Science Center

Innovation seminar: Value Based Design

Lecturers: Dr. Verena Lütschg, About Tomorrow Consulting

Date: December 1, 2021

Time: 14:00 to 18:00

Location: ETH Student Project House SPH - ML/FHK Building -
Clausiusstrasse 16, 8006 Zürich

Course Description:

New technologies and growing awareness in society of corporate social, ethical and ecological responsibility call for smarter product design based on strong and convincing values. We will begin this workshop by developing your personal value compass. We will discuss how personal and/or corporate values impact and drive the design process. We will then learn how the ecosystem you are operating in, the stakeholders involved and the context shape the value definition and prioritization and how based on this prioritization you can derive specific ethical requirements for your product. At the end of the workshop we will have a brief look at potential ethical risk zones how these risks can be mitigated upfront using value-based design.

Learning objectives:

You will develop a deeper understanding of ethical implications and values in research and design and familiarize yourself with the value-based design process. You will learn how value-based reflection can provide guidance for business decisions