

Pitching more-than-human perspectives in design

Summary

In this teaching activity, students will develop a short and insightful presentation, a so-called elevator pitch that underscores the importance of integrating more-than-human perspectives in design. The target audience could be fellow designers, design consultancies, clients, investors or other stakeholders interested in understanding the value of challenging the human-centred paradigm in technology design.

Learning outcomes

After the teaching activity students should be able to:

- Provide a short and insightful pitch explaining why more-than-human perspectives are important to address.
- Describe how more-than-human perspectives are integrated in their design processes and outcomes.
- Perform a pitch in front of an audience.

Outline/Content

- Introduction to more-than-human-centred design as a field in the making
- Guidelines for developing elevator pitches
- Pitching exercises

Key readings

Eriksson, Eva; Nilsson, Elisabet M.; Yoo, Daisy; and Bekker, Tilde (2024). More-than-Human Perspectives in Human-Computer Interaction Research: A Scoping Review. In *Proceedings of the 13th Nordic Conference on Human-Computer Interaction (NordiCHI '24)*. Association for Computing Machinery, New York, NY, USA, Article 72, 1–18. <https://doi.org/10.1145/3679318.3685408>

What is a pitch?

A pitch is a short presentation where designers showcase their ideas and concepts to potential clients, stakeholders, or investors.

The goal is to persuade the 'audience' of the value and importance of the design or a design approach/idea (in this case, *why* more-than-human perspectives are important to take in account).

The length of a pitch can vary depending on the context and audience.

An **elevator pitch** is typically 30 seconds – 1 ½ minute.

General guidelines for developing a pitch

Introduction (10 seconds):

Start with a hook to grab attention (*Connect to you case*)

Problem Statement (15 seconds):

Clearly state the problem or need that your audience can relate to. Can start with a question, or/and example of the current state

Solution (20 seconds):

Present your solution to the problem. (*Here, more-than-human perspectives*)

Benefits (20 seconds):

Highlight the benefits. (*Why more-than-human perspectives*)

Call to Action (10 seconds):

End with a strong call to action

Assignment

- Use your design project as case (or a case suggested by the teacher)
- Create an elevator pitch on why more-than-human perspectives are important to incorporate in design (connect to your case)
 - Problem – Solution – Argument
- Length: 30 seconds – 1 ½ minute
- Use oral presentation and/or visuals
- You only have ca 20 minutes at your disposal so your pitches will be *perfectly imperfect!*
- Meet back in the classroom to pitch in front of the class.

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