

December 8, 2006

Hello

This pack is the first piece of research we are doing as part of Designing for Services in Science and Technology-based Enterprises.

In it you will find some prompts to use as a way of thinking about how services are designed and how the designing of services is understood.

They are:

- a disposable camera, with some suggestions of photos you might take (please write the number of the camera exposure against the photo details on the back of the camera);
- an imaginary invoice for your services to the project;
- some stickers for you to label and stick on the outside of the box; and
- a napkin for clearing up mess.

For those of you who are interested, the pack is an instance of a design research method called 'cultural probes' (Gaver, W.W., Dunne, A., & Pacenti, E. (1999). Cultural Probes. *Interactions* vi (1), 21–29).

Please bring the used pack to Oxford for our first event on Monday 18<sup>th</sup> December. If you aren't able to make this event and/or someone is replacing you, please send it back to me in by January 15<sup>th</sup>, when we'll be collating the material to use at the January 29<sup>th</sup> event.

Best wishes

Lucy Kimbell  
on behalf of project investigators



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