

## RegionArts EoE #3 - Understanding user's needs

Dear RegionArts Partners,

Welcome to the 3rd Exchange of Experience of 'Enhancing SME growth by the integration of Artists in ICT projects' project in Porto from Wednesday 2pm, March 13th to Friday 12am, March 15th . The 3rd EoE focus on understanding user's needs: understanding the specificities of the final beneficiaries.

The main location will be:

**Porto Global Hub - Porto Design Factory**

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## RegionArts EoE #3 Agenda

Time	Day 1: 13/03/2019	Location
14.00-14.45	<b>Welcome @Porto Design Factory</b> - Paulo Ferraz <b>House Visit</b> - Ana Fonseca	Porto Design Factory (PDF)
14.45-15.30	<b>Introduction of RegionArts Project &amp; EoE#3</b> - Understanding user's needs - Ana Fonseca	PDF
16.00-17.00	<b>Study visit to Fraunhofer AICOS</b>  Living Lab COLABORAR with Ana Correia de Barros  Understanding user's needs (tools and methods) case studies: CogniPlay; Smart Companion; Active@Home.	Fraunhofer AICOS  R. Alfredo Allen, 455/461 4200-135 Porto  (300m from PDF)
18.00	Optional -Visit to CRU Cowork & Miguel Bombarda - Porto Art District	Rua do Rosário 211/ Rua Miguel Bombarda, Porto

Time	Day 2: 14/03/2019	Location
09.30-17.00	<b>Moderation</b> – Ana Fonseca & João Afonso	
09.30-11.00	<b>Learning Workshop</b> Understanding user's needs: Human-centered design approach – Empathy With Tânia Santos	PDF
11.00-11.15	<b>Coffee Break</b>	PDF
11.15-12.30	<b>Learning Workshop</b> - Immersion With Horácio Tomé Marques	PDF
12.30-13.45	<b>Lunch</b>	PDF
14.15-15.30	<b>*Visit to Casa da Música</b> Case studies: Digitópia; Casa Aberta 2019 - immersive concerts.	Casa da Música Av. Da Boavista 604-610, 4149-071 PORTO
16.00-16.45	<b>*Visit to Fundação Serralves</b> Case studies: Prémio Nacional Indústrias Criativas; INOVDESIGN	Fundação Serralves Rua D. João de Castro, 210 4150-417 Porto Portugal
17.00-18.00	<b>*Cultural activity</b>	Porto City center
19.00	<b>*Networking dinner</b>	Porto City center

Time	Day 3: 15/03/2019	Location
09.30-12.30	<b>Steering Committee Meeting / Stakeholders networking gathering</b> with João Afonso	PDF
12:30-13:30	<b>Lunch</b>	PDF
14.00	<b>Optional – Porto Global Hub Presentations</b>	PDF

\* transport provided by Porto Design Factory