

Law Issues and Public Awareness Related to Space Exploration (11)

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## HUMAN CENTERED DESIGN: A STRATEGIC PLANNING TOOL FOR ENGAGING STAKEHOLDERS FOR GLOBAL LUNAR EXPLORATION

### Abstract

This presentation will discuss the application of the Human-Centred Design (HCD) as a strategic planning tool for international lunar exploration, as means of engaging with and involving a diverse collection of stakeholders. HCD is a creative approach to problem solving and product development which is based around establishing a deep understanding of the needs and expectations of the of a product's users. This reported activity is ongoing and has been performed since mid-2015 through Stanford University's Hasso Plattner Institute of Design (the d.school) and the European Space Agency. It has involved performing need-finding interviews with a wide range of stakeholders, workshops and shared experiences to bring together leaders from inside and outside of the space sector, prototype partnerships and define strategies that can advance lunar development in the near and mid-term.

The result of this effort has been the establishment of a fledgling multinational and multidisciplinary community which is passionate about lunar exploration and is taking active steps to make lunar exploration a reality. This community includes active participation by: Agencies (ESA HQ and NASA centers); Governments (United Arab Emirates) International organizations (UNOOSA, WEF and SWF); The commercial and private space sector (Planet Labs, Deep Space Industries, Made in Space, Airbus, Virgin Galactic and the Google Lunar XPrize); Venture Capitalists (DFJ and Innovation Endeavors), Non-space (IDEO and Google senior staff) Non-Space academia (Stanford University, Cornell and MIT Media Lab).

We will describe the status and work of this community and propose a way forward to enable a global lunar exploration programme which is driven by the needs, enthusiasm and investment of stakeholders around the world.