

***Urbe Project:
An Experience Centered In Human Resources Training
For Urban Context Within The PPPGDesign/Univille
Considering Design Concepts And Use Relationships***

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1 Context

URBE is a Research Project entitled 'User relationship studies in Urban Context as Support for development of Design Product/Service in Joinville city'. Was established in 2013 with the aim of investigate the user behaviour and analyze it's activities (mobility, education, recreation, work and housing) in Joinville's urban context as a way to produce information to assist the improvement of urban living due to the design of products and services. It is also an action associated to the Design Master's Program sustained by the University of Joinville Region (PPGDesign / Univille).

2 Method

Considering that the project is active over the last four years, this paper intends to present (and discuss) the results related to URBE's research and its actions for knowledge transference for the community by observing user relationship with the urban context (including Business, public and Social enterprises) as a way to analyse the activities and refocusing its aims, procedures and future Activities. In this way have been used documents related to the project (as research project records, reports of URBE's activities, published papers, student research projects, and activity reports submitted annually to CAPES (the organization who rules master programs in Brazil) through Sucupira online platform. The structure of the paper approaches: (1) connections between URBE project and a pedagogical proposal to PPGDesign/Univille; (2) the link among URBE project and two of the disciplines that compose the Design Master's Program ('Design and User Relationship' and 'Design and Urban Context'; (3) part of the actions related to URBE research, and (4) refocus of structure and the settings of the project.

3 Results

Between 2013 and 2014 much of the actions linked to URBE project consisted in structuration of research proposals of PPGDesign fellows and graduation students; There was also great emphasis on establishing links with enterprises (considering the relevance - for professional master's degrees - of responding challenges related to social, public and private organizations; in this sense have been established partnerships with local enterprises (an architectural office, a food industry and an environmental education institute).

In 2014, was offered the table of content related to 'Design and relations of Use'; the necessary coordination of research, education and extension had a bold influence of projects linked to URBE. During this year most of them were related to concepts associated with user relationship. This was also the year in which partnership related to 'Instituto Caranguejo de educação Ambiental' was consolidated due to the link between the discipline Institute challenges.

In 2015, there was a greater concern to systematize routines (research, organization and publication) associated with URBE, the activities and the activities connected with LECID.

4 Conclusions

A retrospective look over the practice and research activities contributed to the remodeling of the own project. In 2016 URBE is being centered in design and user relationship; considering the themes associated to URBE during this four years its ramifications now will be related to issues like cities, people, social and local enterprises education, collaboration/participation, elderly people, contrast between prescribed use versus real-life use, behavior, user experience, and, fashion concepts associated with the body.

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