

tansleyshakeshaft is a tangible interaction design agency focused on design processes and evaluation for digital systems as they become more physical. tansleyshakeshaft is special because it sees craft as having an important part to play in the design of the future and seeks to work with existing production processes to find a space for craft and the user benefits it brings.

Based in Edinburgh, Scotland, the studio takes craft in a new direction and demonstrates how it makes a valuable contribution to other creative industries. tansleyshakeshaft draws on Sarah Kettley's experience of in contemporary jewellery and collaborates with experts in other areas such as textiles, working with electronics engineers to develop simple and affective digital products.

The ethos of the company taps into the growing demand for authenticity in products and services and is positioned to provide design process consultancy to other creative industries as they seek to do the same.

We employ user centered processes to take usability beyond the screen into the physical world, and with computing increasingly embedded in the everyday, are in a unique position to contribute to business' understanding of emerging markets and the design processes necessary to reach them. We have experience in applying a range of qualitative techniques from HCI, interaction design and product design as well as our own methods inspired by the discipline of contemporary craft.

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