Please try to attend Natural Frequencies performance
Campanile for 100th anniversary of the UC Berkeley’s Sather Tower.
Three performances at 630, 7 and 7 30.

Opinion.berkeley.edu/m-cafe-3 => please enter your assessment once a week. Give feedback so that adjustments can be made

For next week:
• readings:
  o Ch. 1 & 2 of Ulrich’s textbook
  o First three principles of Universal principles of Design
• Download software off bCourses, support not available until Animesh is back.
• Design a new candy (come up with name and draw sketch) and upload to bCourses before class.

Need to have a notebook that you will fill with notes from the class and observations about interesting designs you find outside class.

If haven’t made Placard up until now Make for next time… Want Colors, Personality and Legibility especially if sitting in the back. Should be easy to hold up.

Make many mistakes. The more mistakes you make the better the design will become.

Reviewing HW 1:- Give directions using only text
  ● if you bend rules tell us what you are doing
  ● state assumptions
  ● landmarks are a good idea because generally people dont know how long the distance is
  ● different route options are good

Personas (character):
Developed by Alan Cooper in 1995

• Are important because People are different
• Choosing the right persona is a big part of design process
• 3 primary personas and typically 4 secondary personas
These personas are not real people, but they are based on types of people.

You can think through the perspective of the persona.

When designing you want to keep in mind personas. You can give him a name, industry etc. It should have a back story.

Most common persona is yourself, don’t design only for yourself!

List all the personas into one page so that you can compare and contrast between them.

Examples include differentiating users (for mobile phones) into Casual User, Business User, and Power User.

Human-centered design implies that there is not only 1 type of user.

BRAINSTORMING:

Alex F. Osborn

- Inventor of brainstorming
- Rules: (Taken from IDO)
  - Defer judgement - let go of your presumptions, let your mind travel outside the box
  - Go for volume - Generate more ideas
  - One conversation at a time - -- hear every idea
  - Be visual - Slows down the process sometimes
  - Headline - Go back and look at key ideas
  - Build on the ideas of others
  - Stay on topic
  - Encourage wild ideas

Brainstorming Ideas from Class (Re-design our classroom)

- Model GSPP classrooms
- Chairs that alert you when you are falling asleep (Buzzer, change of temperature)
- White Boards everywhere in replace of walls-- for more innovation and creativity in classroom
- Larger/Digital Clock
- Moving classroom (Revolving)
- Cushioned Seats
- Seats that have chargers integrated within the desks
- Tablets integrated within the desks
- Elevated seating–to take into factor taller people
- Glass Boards (Like in Google) instead of whiteboards

Brainstorming Ideas for new nametag

- backpack with hologram projector
- stylish brooch-like jewelery item
- contact fashion designers to have matching colors
- have a bracelet that records who you shake hands with
• be able to request meetings wirelessly
• have “gates” that recognize entry in every event

Prof. Goldberg’s Pecha-Kucha from World Economic Forum:
http://j.mp/davos-5-mins-cloud-robotics-multiplicity
  • 5 minute talk
  • 20 slides that autoadvance

Observations about brainstorming session:
  • Don’t want to have to wait for your turn.
  • However larger group forces you to think for more unique ideas as people will say the ones you were thinking

Team Design Project this term:
  • Educational toy for 5-7 year old kids.
  • NEEDS to be educational in some aspect
  • Can be in any context and can teach anything
  • Keep in mind feasibility and practicality
  • You don’t have to make it, but think about how you would prototype it; doesn’t have to be fully functional, videos and demos encouraged

The design process is a multiple optimization process for every persona