

**PROJECT 3: WRITE AN EXECUTIVE
SUMMARY**

A DESIGN PROCESS...

- We ran out of road in class this week. We'll have to complete the design process off-line.
- Get together with your groups and complete a design process for Monday.

DELIVERABLE

- Each group should produce **at least one executive summary from each member** to be posted in *one single group contribution* to [#classnotes](#) by Monday.
 - IE: I am in a working group with Hezekiah, Jezebel and Ahab. Hezekiah sends his executive summary to Ahab on Sunday night and Jezebel sends hers on Monday morning, so Ahab puts them into a single Slack message and posts them to [#classnotes](#) right before class starts ~10AM.
- **EXTRA CREDIT:** For each additional unique executive summary produced, each group earns +2 points for their individual members towards their final grade in this course.

WHAT SHOULD AN EXECUTIVE SUMMARY INCLUDE?

- **What is your goal or objective?**
 - In other words: what order are you trying to impose on the world?
- **Who is your target audience for this prototype?**
- **What is the problem that you're designing to solve?**
- **What is the solution?**
- **What is the elevator pitch (2-3 sentences)?**
- **What are the core features of this solution?**
 - *Or put another way, what are its unique selling points? How is it unlike anything else that has been tried?*

PROJECT 3: KEY QUESTIONS

- what is the problem you're trying to solve, and how would you categorize it?
 - e.g. food, health, accessibility, climate change, animals, politics, art, gaming
- what type of design solution did you come up with?
 - e.g. game controller, IoT product, wearable, art object, immersive installation
- what is the sensor/input, where is it, and how is it triggered?
 - (label this on your sketches/diagrams; describe what it measures and how)
- what is the actuator/output, where is it, what is the feedback?
 - (label this on your sketches/diagrams; describe what is affected and how)

A BASIC DESIGN METHODOLOGY

Empathise



Define



Ideate



Prototype



Test



• TODAY WE WILL:

1. Empathise
2. Define
3. Ideate

STEP ONE: EMPATHIZE

- You sat for seven minutes and twenty-two seconds thinking about a problem someone else defined, working towards a solution.
- You found two other people to work with.
- You sat together, and discussed the problems you selected.
- Over the course of ~5-10 minutes, you had a discussion which began with these concepts, working towards a problem you might like to solve, or a solution you might like to pursue.
 - THIS WILL WORK ESPECIALLY WELL IF ONE OR MORE OF YOU HAVE PERSONAL EXPERIENCE WITH THE PROBLEM BEING CONSIDERED
- You assigned someone to make a record of your conversation – it could be notes, but it could also be an **audio or video recording**.

STEP TWO: DEFINE

Settle on an idea, a problem, a solution... work individually towards defining a problem to solve.

- **What is the problem that you're designing to solve?**
- **What is your goal or objective?**
 - **In other words: what order are you trying to impose on the world?**
- **Who is your target audience for this prototype?**

Feel free to draw from the conversation that you just had!

STEP THREE: IDEATE

Write down at least nine possible ways to solve the problem.

They don't have to be good!

It's ok if some of them are comically bad or even cartoonishly evil – it's good to know what we're *not* trying to design, what we want to avoid, what potential pitfalls exist, and so on.

Aim for physical computing solutions – but don't make that a limitation. As a human-centered computing concept, physical computing can easily enter into any human concern later on!

STEP THREE: IDEATE

Share your solution with your group on Slack or some other group chat.

Choose another person's solution and refine, edit or revise it.

STEP THREE -> TWO: IDEATE -> DEFINE

Pick your favorite solution.

It could be yours! It could be a group members'! It could be an entirely new idea that's a mash-up of one or more ideas!

It doesn't have to be the 'best' – it could be the strangest, or the most interesting, or the most challenging.

Define the following:

What is the solution?

What is the elevator pitch (2-3 sentences)?

What are the core features of this solution – or put another way, what are its unique selling points? How is it unlike anything else that has been tried?

Share it with your group.

DELIVERABLE

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