

Product Poetry: Designing Inter-Experience

Wednesday 6:30 p.m. to 9:00 p.m.

Faculty Team: Gary Natsume (gary@eccoid.com) and Peng Zhao (peng@eccoid.com)

Final Project

Using methods of direct and indirect communication between object and user, students will deliver a new layer of meaning or value to a specific consumer product of their choice.

Requirements:

1. Select a common consumer product as an object as your assignment.
Common consumer product definition: A mass-produced product which is available for mass-consumption.
2. Add enhancing technology to increase product value and meaning through direct communication to consumers.
3. Design mobile application to deliver value and meaning indirectly to consumer (or consumers) in remote location.

Class 1: Project Orientation, Research Stage 1 (September 7)

Activities:

- Faculty and student Introduction
- Class objective and guideline (Timeframe and process)
- Form around 4 teams

Assignment: Internal Emotional Investigation

Each team will be asked to choose a consumable product as their object of interest. They must identify their personal relationship with the chosen product to tell story from their memory, experience and cultural background. It is important to describe a significant emotional value of the product. Use product example, photos and videos to describe the story. The materials must be organized in

PowerPoint Presentation. The PowerPoint presentation and other supporting material must be uploaded to the class blog site before the class.

Class 2: Research Stage 2 (September 14)

Activities:

- Student Presentation about their chosen consumable product
- Ethnographic User Study Methodology (Aaron Penn – Guest speaker)
- User study and concept validation case study
- Select experts to interview
- Define product background to study through secondary research

Assignment: Product Audit and Analysis

Each team will work as a group to investigate the chosen product's background through secondary research. The objective is to analyze surrounding condition of the product and deepen the understanding of the product landscape - product history , structure and assembly, brand comparison, technology trends, etc. (Above topics are examples. The topic of the investigation will differ depends on the chosen product type.)

Class 3: Research Stage 3 (September 21)

Activities:

- Team presentation about Product landscape analysis and trends
- Ethnographic study progress update
- User research presentation format examples and guideline

Assignment: Product Expert Interview and User Observation

Each team will identify and interview 4 ~ 5 product experts who have a strong and unique relationship with the product the team has chosen. The definition of the “expert” is open for each team's unique definition. It could be a heavy user of the product, someone who has a business with the product type, collector, or specialist in its product category. Video document the conversation and observe his/her interaction with the product. Presentation should include photos, videos

and documentation of the interview, and summary of the key takeaways from the experts.

Class 4: Research Presentation (September 28)

Each team will present compiled and streamlined presentation from the all three assignments, including internal emotional investigation, product audit and analysis, product expert interview and user observation.

Assignment: Storyboarding and Draft Scenario

- The first step of story making - scenario drafting and thumbnail sketches

Class 5: Design Exploration 1 - Storyboarding and Draft Scenario (October 5)

Activities:

- Team's draft scenario presentation
- Quick movie storytelling (Silas Warren – Guest speaker)

Assignment: Movie Making Preparation

Class 6: Design Exploration 2 (October 12)

Activities:

- Scenario refinement and movie preparation review

Assignment: Scenario Movie Production

Class 7: Design Exploration 3 (October 19)

Activities:

- Scenario movie progress review

Assignment: Scenario Movie Refinement

Class 8: Midterm Presentation (October 26)

Expect guest critics.

Assignment:

- Define prototyping scope and technology to be required

Class 9: Design Refinement 1 – Flash on Android (November 2)

Topics:

- Environment setup for developing Adobe AIR on Android
- Flash prototyping workflow
- Library Import, Tweening, Sound & Video, Multitouch

Assignment: Prototype building

Class 10: Design Refinement 2 - Flash with PHP (November 9)

Topics:

- PHP and MySQL database basics
- Learns how to communicate between Flash and PHP, reading and writing files on server, MySQL database access

Assignment: Prototype building

Class 11: Design Refinement 3 – Flash with Arduino (November 16)

Topics:

- PHP and MySQL database basics
- Learns how to communicate between Flash and Arduino, to bridge between digital world and physical world

Assignment: Prototype building

Class 12: Design Refinement 4 – Prototype Refinement (November 23)

Activities:

- Review prototyping progress with each team. Q&A.

Assignment: Final Presentation Preparation

Class 13: Final Presentation 1 (November 30)

Expect guest critics.

Class 14: Final Presentation 2 (December 7)

Expect guest critics.