Where we are in the process:

- Brainstorm and explore to find a reasonable "usage case."
- Invent or find a User and think about what she needs (requirements, wishes).
- Make a Critical Function or Critical Experience prototype.
- CFP/CEP Baazar to share ideas with others & practice "elevator pitch."

- Today: 5 minute mini-presentation on what you have learned and what the next steps would be
ricordiamo…

Stanford-IDEO
early design process

(re)Define the Problem

Design never ends

Needfinding and Benchmarking
Understand the users, design space

Prototype
Build

Test
Learn

Bodystorming
Ideate
1. Brainstorming

- **Generate** ideas in a group.
  - Everyone should participate!

- **Sketch** as much as possible.
  - Images suggest abstract concepts.
  - It does not matter if rough!

- **Don’t reject** anything initially.

- **Build** on ideas of others.
  - (“And...” not “But...”)

Then:

- Organize (sort and arrange)
- Select
- Refine...
2. Identifying potential users

meet Kevin (Aaron)

https://www-robotics.jpl.nasa.gov/people/Aaron_Parness/

what does Aaron want or need?

Design short course 2013
2. Need-finding:
What do potential users actually do?
What do they want or need?

From Deep Dive video of IDEO

From Gruppo1 video
3. Tools for exploring relationships between the **functions** of a design and the **needs** of users

“Brako2.vue” from Gruppo7
4. prototype storming
4. prototype storming
5. Experience Prototyping

Make something that allows you, and potential users, to get an idea of what the experience of using the design could be like.

From Deep Dive video of IDEO

Ehi, scusa... Dov’è lo yogurt?
5. Experience Prototyping (CEP)

Make something that allows you, and potential users, to get an idea of what the *experience of using the design* could be like.
6. Critical Function Prototyping (CFP)

A very rough, quick prototype that explores a **functional idea**. The goal is to learn something and gain some intuition.
Some CFP observations

Like the gecko, the directional adhesives work best “suspended” with the load forces applied virtually from the center of the pad.

This is not surprising, given that they were designed originally for climbing robots.
Some CFP observations

However, if the main interest is not in adhesion, but in anisotropic friction, and if precise alignment between the two faces is possible, then the “suspension” is not necessary.

Video:
http://bdml.stanford.edu/uploads/Main/CFPCEPBazaar/IMG_1331.mp4
CFP/CEP Bazaar

goals:

• Get ideas from others.
• Practice how to explain your idea concisely ("elevator pitch").
• Divertiti!
Poi...

Stanford-IDEO
like design process ...

in reality

Define the problem

Design never ends

Need finding and benchmarking

Understand the users, design space

Test

Learn

Prototype

Build

Bodystorming

Ideate