

# User Experiences in a connected world

Looking at the product ecosystem & new technologies for integrative product development

## Objectives

(1) Products alone do not create commercial success. They live in an ecosystem: online, in-store, media, collateral, word-of-mouth, packaging, ownership experience are just a few of the ingredients.

As designers, you are expected to understand this larger and very complex "context system" – and you should have tools to navigate these waters.

(2) The boundaries between analog and digital are quickly disappearing, and we find IC's in most everyday objects.

Underlying, we live in times of ever changing possibilities – enabled by new technologies, thinking and interaction trends and materials. Used correctly, they should create a new level of ease of use. To drive and focus your design process, use one of the keywords listed under "context" to build your design around. Keep (1) in mind as you develop your solution.

## Approach

Identify an opportunity to explore, contextualize and research the relationship of the online and offline space (the digital and analog? the networked and non-networked?).

You will soon be graduating and this project is designed to propel you right into the middle of the current discussion that is going on in the design and business community. Use it to make it your masterpiece.

Your solution does not necessarily have to be a product in the traditional sense, it could also be a service.

## Schedule

Prior to workshop start: research (informal) and contextualization. Please email me 5+ links or PDFs by 02/13/10.

Week one - jump-start, video interview and ideation

Week two - discourse and discussion

Week three - development & storyboarding

Week four - finalization & storytelling

**Context-Aware, Interactive Objects**

**(2) Object Network**

**Ownership Experience**

**Brand and Media**

**(1) Product Ecosystem**

**Traditional Objects**

## Deliverables

Each student will define the project brief and deliverables by the first Wednesday of class and submit a one-paragraph description of it.

You can opt to go a traditional route of book & poster to tell your solution story, but other means of storytelling (video/ animation/ interactive experience) should also be considered.

Objective is to tell the story of your solution in an engaging and professional way, and should work with you present, as well as without you. A refined and professional execution is expected (graphics, typography, image quality, copy).

Develop a launch strategy.

## Option

You may opt to form a team of 2, where one person focused on the development of strategies for (1) and the other person focuses 100% on (2 and 3).

If you want to go this route, discuss with me early, along with a short statement that explains the "why" and your roles as you see it. You would also have to work in a way that you can clearly talk about authorship when you use your work in a portfolio.

## Context – Current Technology & Trends

RFID will enable the "web of objects"

Location Based Services

Augmented Reality

Simplicity/ Natural Interfaces

Social Media

"Design Thinking"

Design

Smart home

Sensors

**We will create our own series of mini-explorations for each of these topics to further our knowledge**