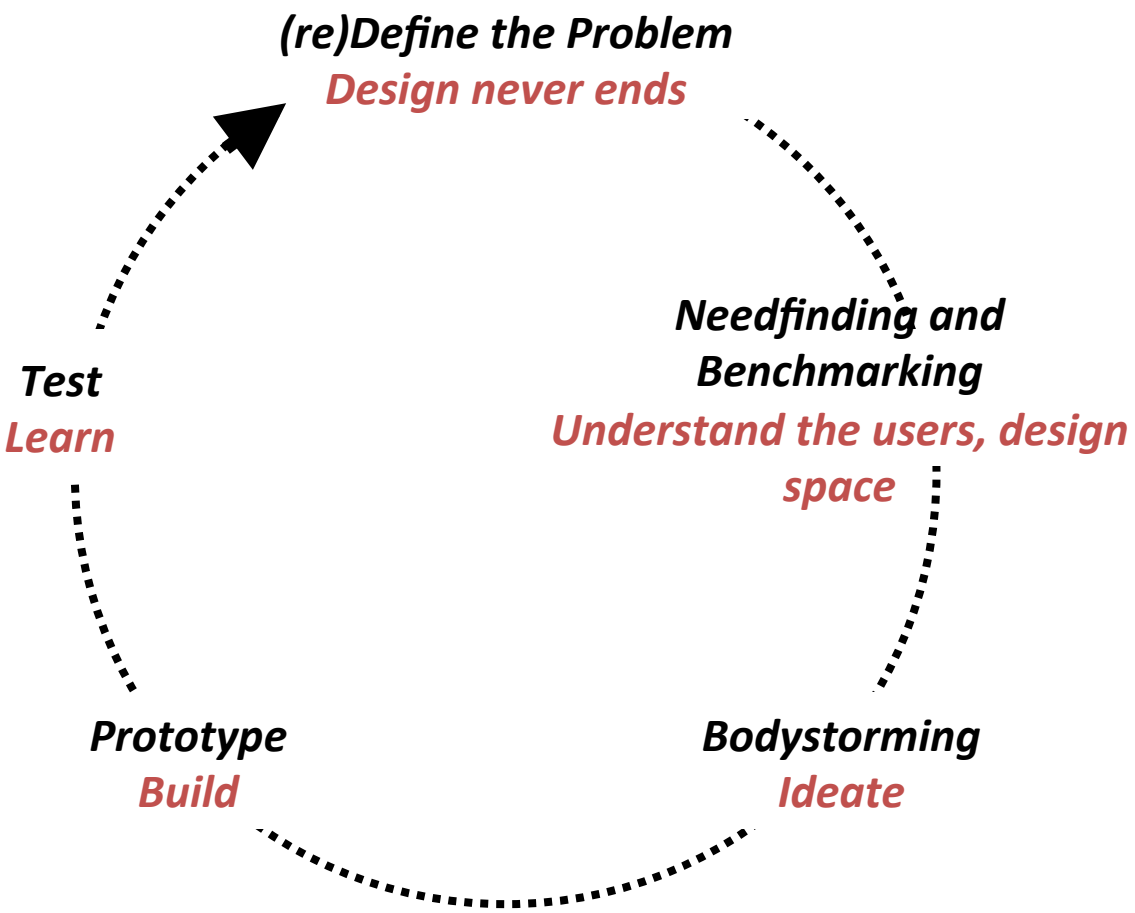
Where we are in the process:

- ✓ 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



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…

meet ~~Kevin~~ (Aaron)

2. Identifying potential users

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

what does Aaron want or need?

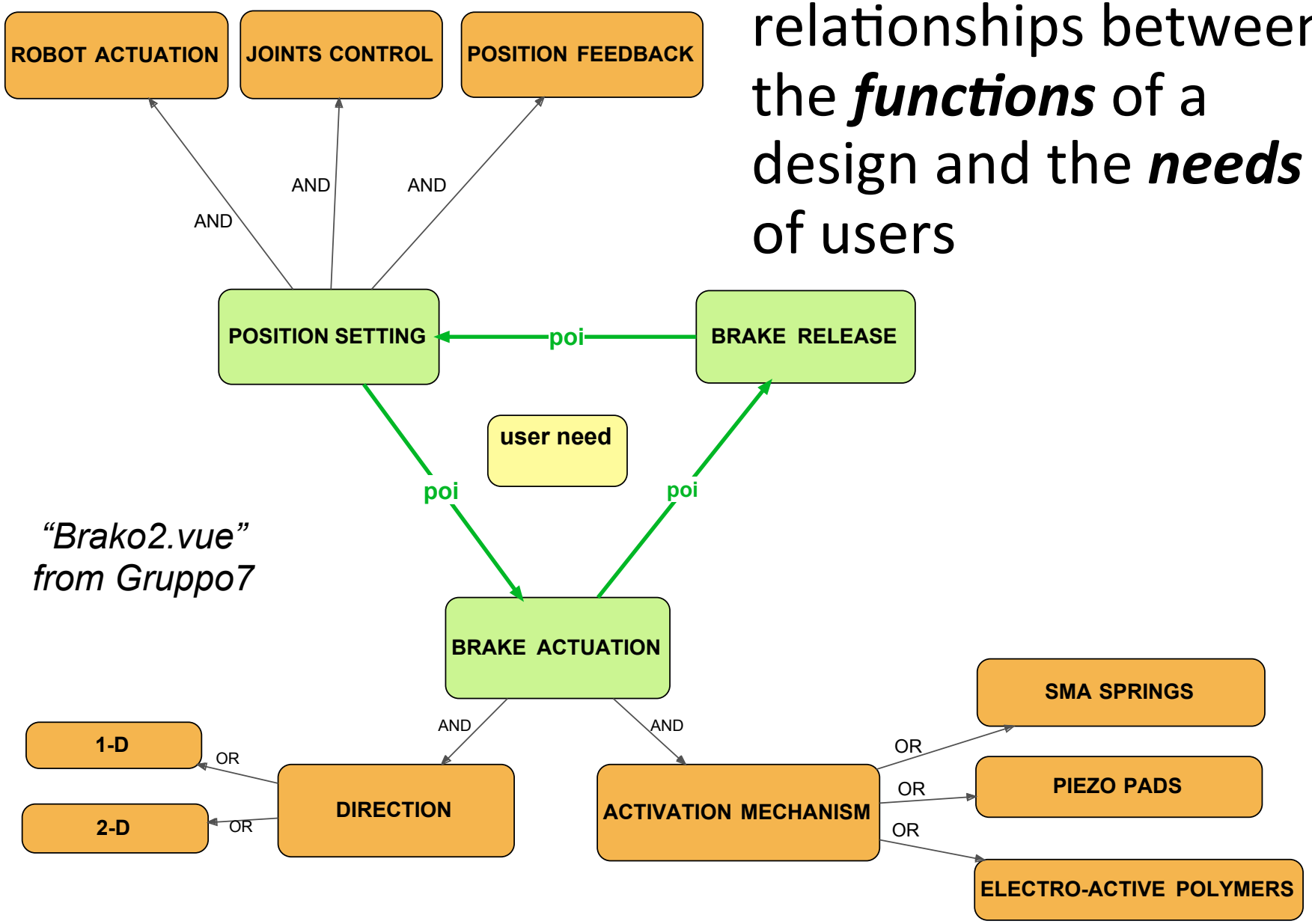
2. Need-finding:

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

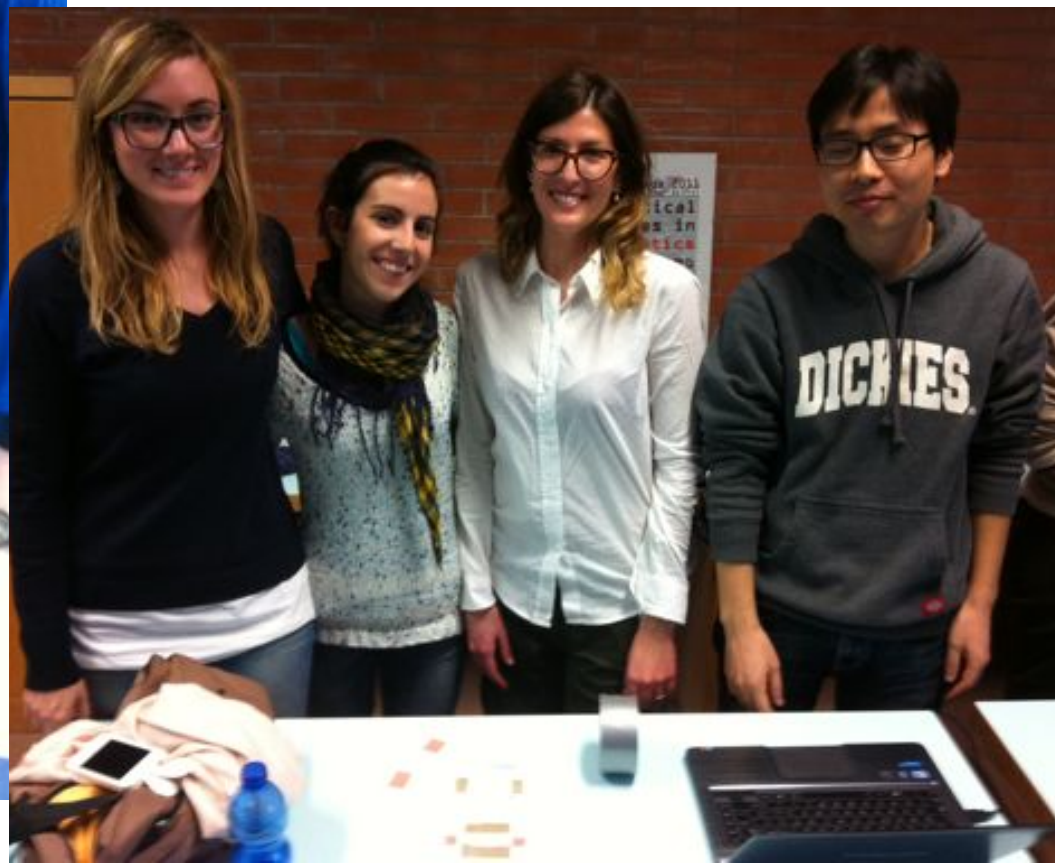
5. Experience Prototyping

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

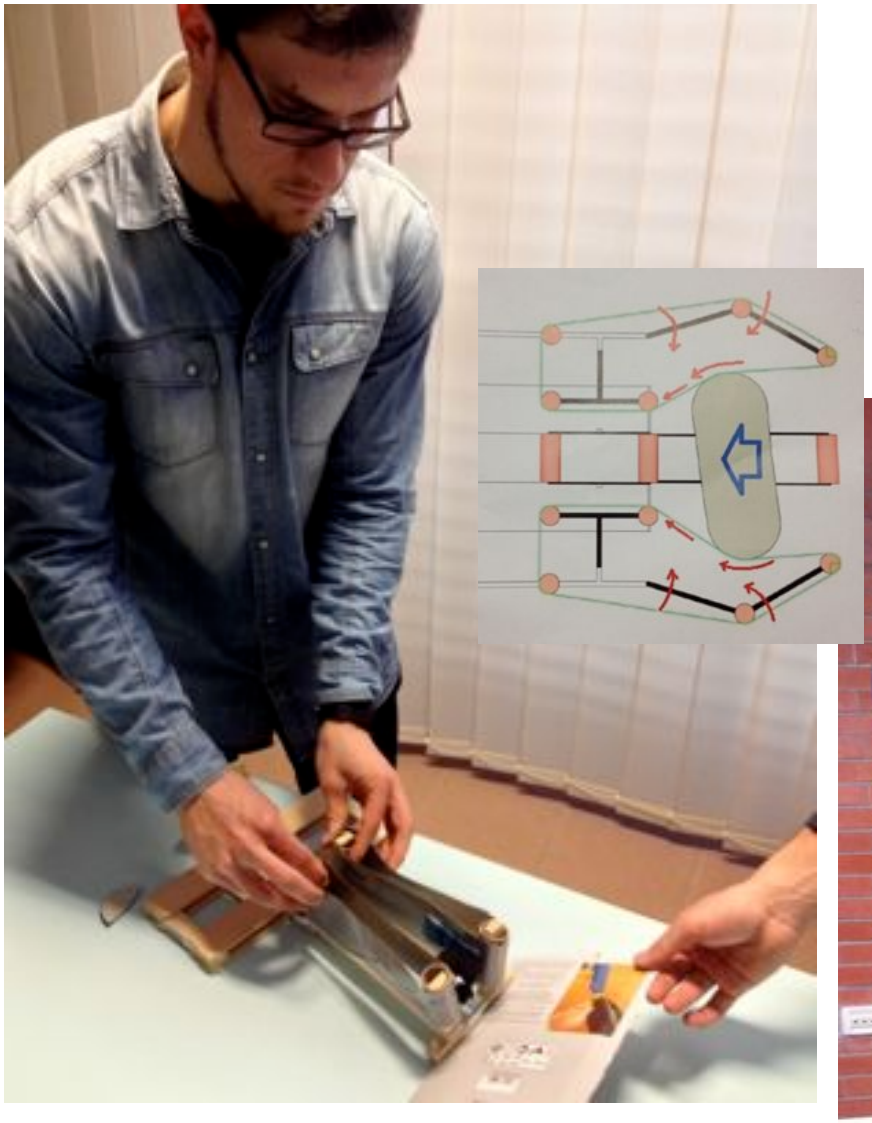
*From **Deep Dive** video of IDEO*

5. Experience Prototyping (CEP)

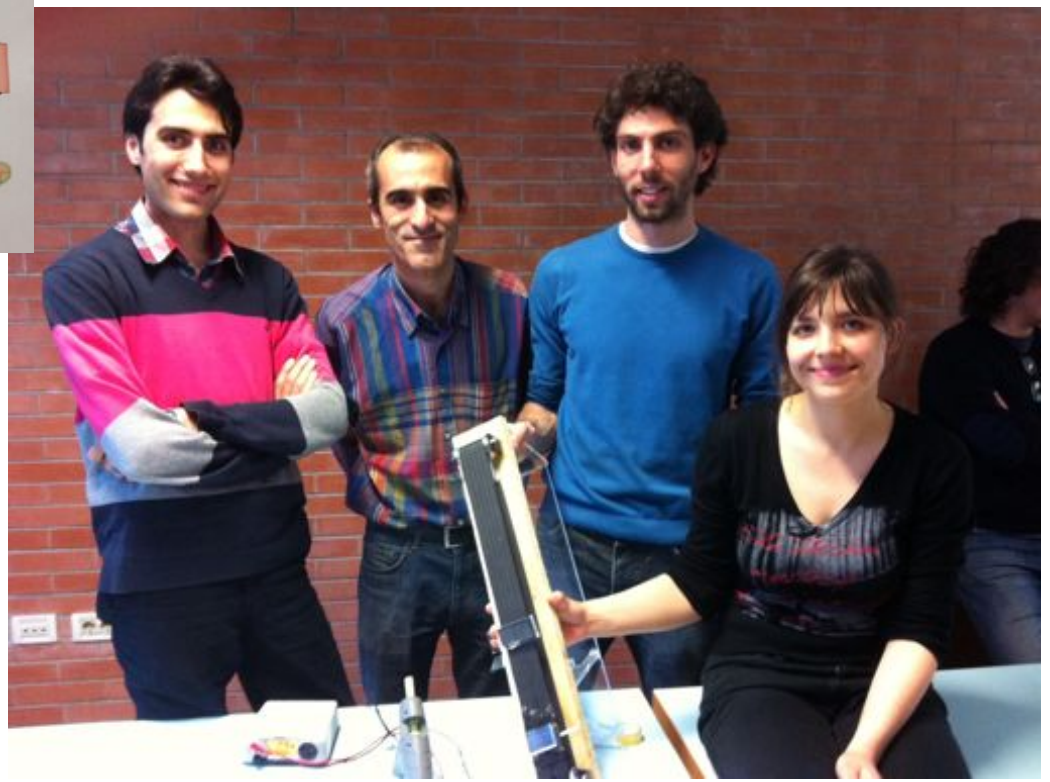
Make something that allows you,
and potential users,
to get an idea of what the
experience of using the design
could be like.



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.

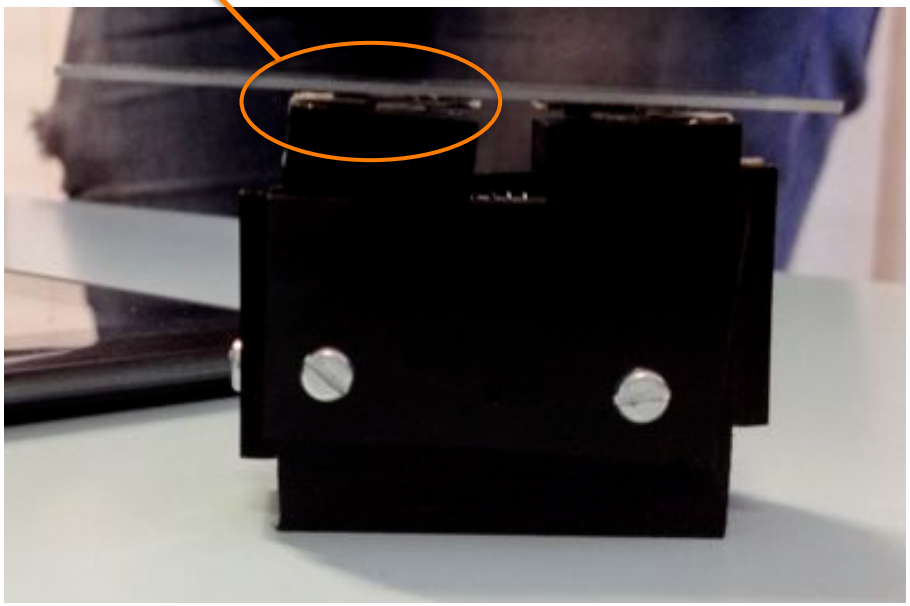


Some CFP observations

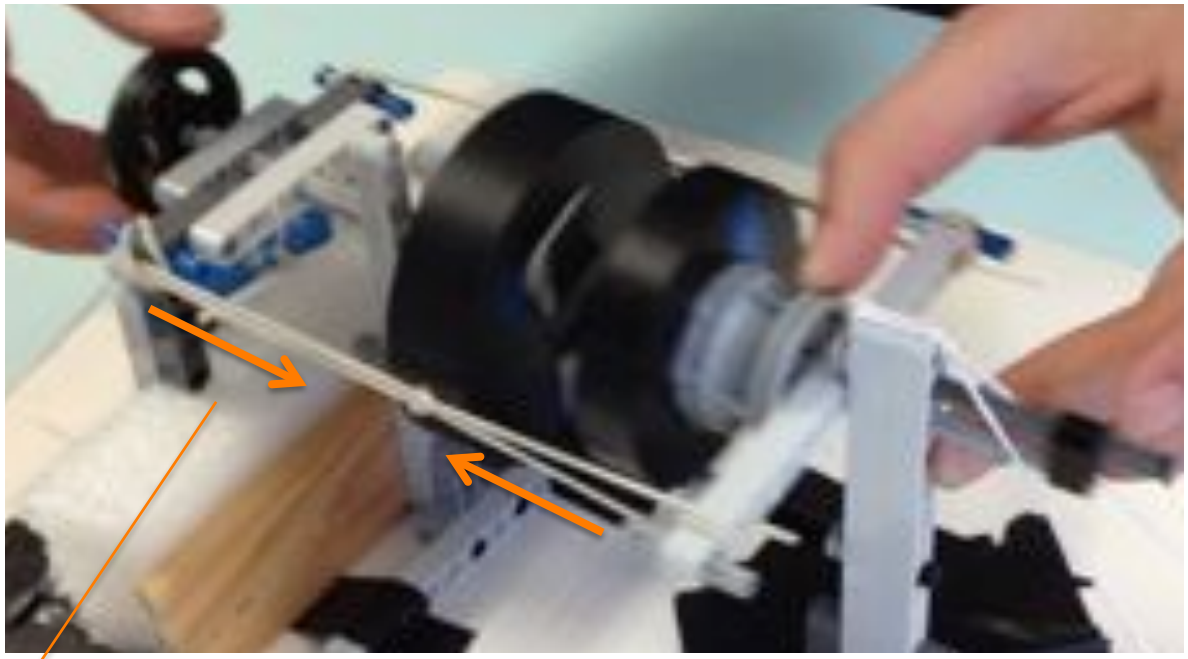
Like the gecko, the directional adhesives work best “suspended” with the load forces applied virtually from the *center of the pad*.

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

anche “sospeso” . . .



Some CFP observations



positive normal force
(applied by elastic bands)
helps to achieve pressure
over entire area

*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