A2

**Design Problem:**

Sleeping on airplanes can be a pain especially when riding in economy. This is the design problem I will base the IDEO methods on.

**Look – Fly on the wall:**

Using fly on the wall would be the most effective in order to find peoples most desired position, the habits they have, and zoning out problem body parts. You would book flights of different durations and choosing potential users, who would be easy observed from the observer’s seat. This would be a great start that would introduce a lot of data that can be filtered out giving a better understanding of the problems at hand

**Ask – Camera Journal:**

Camera Journal is just an extension of fly on the wall because with all the general data gathered from Fly on the wall, adding the camera journal can really give the complete picture. Now instead of just watching the person fall asleep (on the plane) in a random position you can now ask the user to sleep in specific positions and have the participant record their experience as well as get feedback afterwards. Things on how well their sleep was, any sore body parts, or any other information that needs clarifying, all these things and more can be attained from this method.

**Learn – Anthropometric Analysis:**

Anthropometric Analysis can be conducted on the participants from the camera journal. Things such as height, weight, age, arm length, leg length and injuries/handicaps. Their measurements and the feedback we received, we can generalize some problems for people with similar body types and depending on how many people you measure there may be many variations of the same problem.

**Try – Quick And Dirty Prototype:**

There isn’t one solution that will fix everything, since humans are all different the best we can do is find the glaring common problem that most users experience while sleeping on a plane. As stated before through the Anthropometric Analysis there will be many subtle or major differences in the same problem so in order to find a design that would work best for everyone, as well as being convenient and not talking too much space in the user’s carry on quick and dirty prototypes are the best course of action so every single idea can be given a fair look, and the best of each idea can be taken and implemented in the other prototypes.