

Aiswarya P. Kolisetty

Budding Designer/Electrical & Computer Engineer/Photographer
Franklin W. Olin College of Engineering (2013)

www.aiswaryakolisetty.com

aiswarya.kolisetty@students.olin.edu

617.823.7803



Career

- | | |
|----------------------------------|------|
| 1. Tesla Model S Systems Testing | p. 3 |
| 2. Aura, a Concept Vehicle | p. 4 |
| 3. CQS GroepT Racing Team | p. 5 |
| 4. Identity of the Mind | p. 6 |

Design

- | | |
|--|-------|
| 1. Tesla Model S Touchscreen UI | p. 7 |
| 2. Revamping <i>WhatFitsMe.Com</i> | p. 8 |
| 3. <i>Travelling Companion</i> : A Concept App | p. 9 |
| 4. <i>BOWtie</i> , a course-planning tool | p. 10 |
| 5. Sustainable Weedwacking | p. 11 |
| 6. Changing Olin Coffee Behaviors | p. 12 |
| 7. Designing for Tattoos | p. 13 |

Engineering

- | | |
|---|-------|
| 1. <i>The LockCracker</i> | p. 14 |
| 2. <i>ProjectWizard</i> | p. 15 |
| 3. <i>Doug</i> , the Distance-Sensing Robot | p. 16 |



Model S Systems Testing

Palo Alto, California

Summer Internship, Olin Year 3

This summer was in Silicon Valley at **Tesla Motors**, the start-up luxury Electric Vehicle company that is disrupting the automotive scene. I had the opportunity to work on the recently-launched Tesla Model S.

I was one of 3 interns that interacted with the complete car on a daily basis at a system level. I did a variety of **user-behaviors and interaction testing** inside/outside the Model S.

These vehicle behavior tests took a lot of time and had to be repeated every time a new version of software was released for the car.

We could automate a huge section of these mechanical tests and it would save manpower and time.

Aim: To **automate manual regression tests** on the Model S. This would save the testing team 2+ hours per version of software.

Design: A fellow intern and I built a mechatronic system that:

1. **Actuates** the 17" touchscreen on the Model S,
2. **Simulates parts** of the car,
3. Runs the tests, compares it to the expected result, and reports pass/fail.

I worked on steps #2 & #3, which are on the **software side in C language**.

Overall, my internship was an amazing experience. I **went full-circle**: manually doing the mechanical tests and ending with a mechatronic system that can do the tests for me. I **worked on a meaningful project**, and enjoyed the fast-paced environment at Tesla.



Aura, a concept vehicle

Leuven, Belgium

Summer Internship, Olin Year 2

I spent my time in Leuven working with European nanotechnology research institute, imec.

Aim: To **design a concept car** from scratch, with a futuristic aesthetic and high-tech engineering design.

The vehicle **targets Europeans that commute** in the cities. It is to bridge the gap between the bicycle-commute that is commonplace and the unnecessary car commute that is inefficient. It is a push for renewable energy & sustainability.

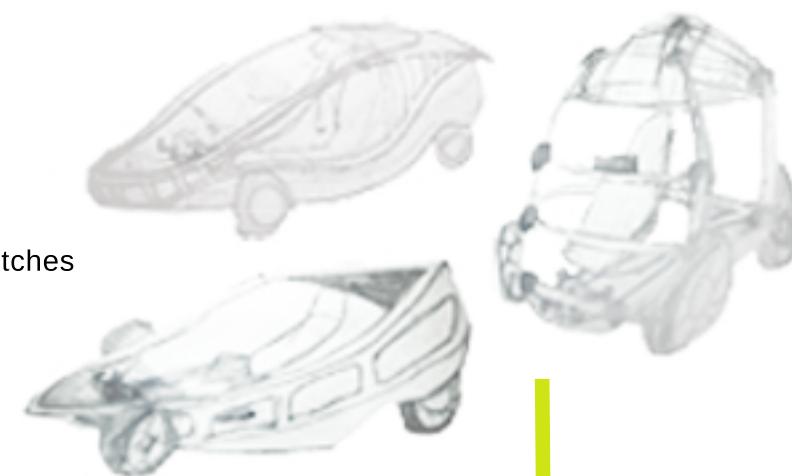
Design: **Aura** is a **3-wheeled pedal-powered electric vehicle** that aim to preserve the exhilaration of a bicycle ride while integrating the comfort of a car, as requested by our users. It allows the rider to pedal while using electric-motor assist when required. **Aura** is different because of its sustainable 'cradle to cradle' manufacturing cycle and nature-friendly transport.

Aura wants to be more than just a vehicle. It is an accessory, a partner in connectivity with the community via the smartphone or tablet. The high-tech integration allows for the modern-day user to embrace the power of the social network.

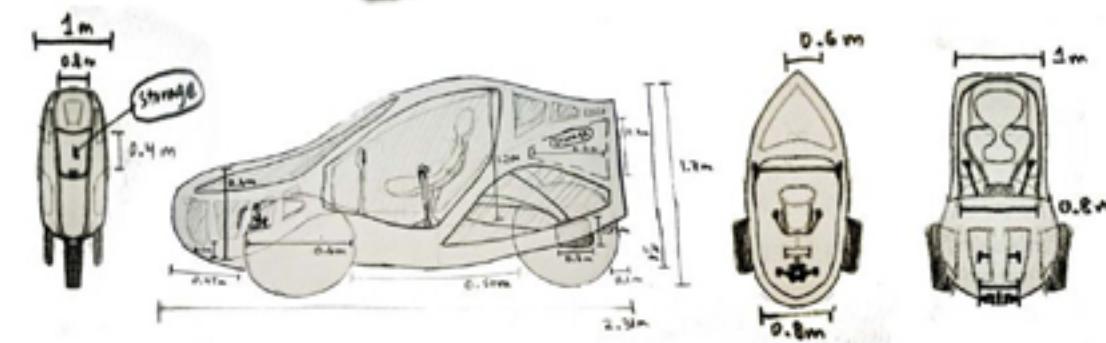
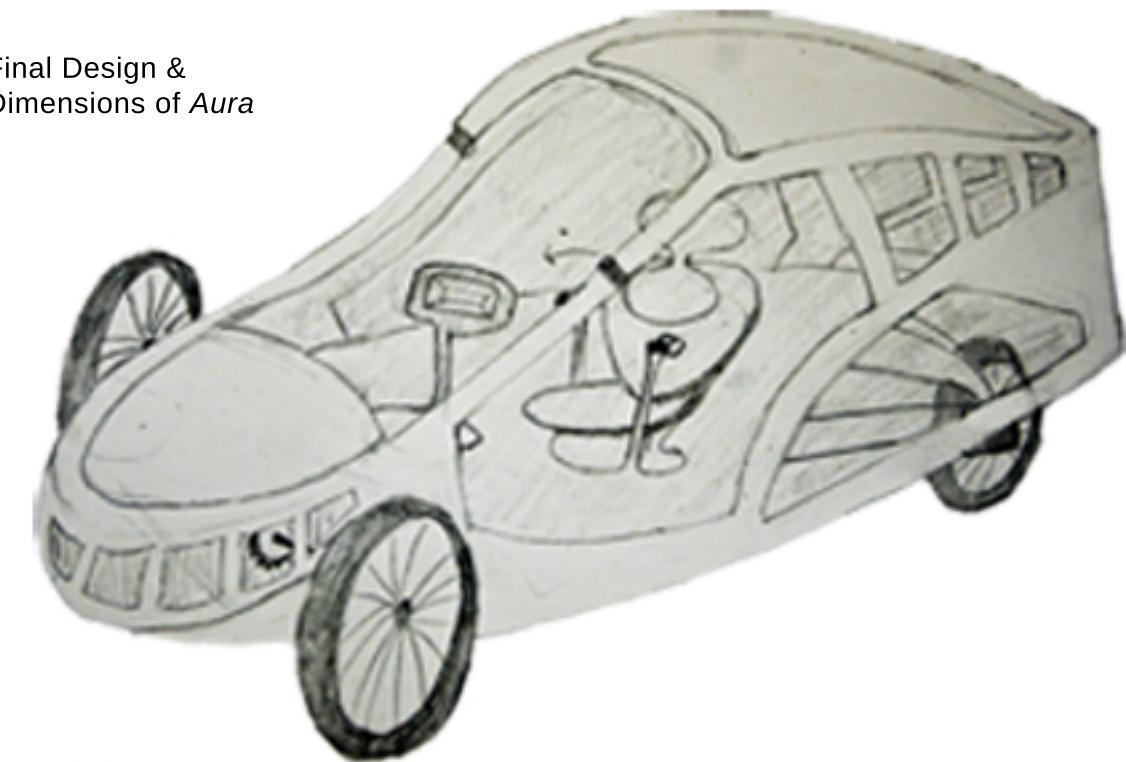
We **designed the engineering:** in-hub motor control, its mechanics, and integration with the pedal-power. We **laid out the controls system** that allows the vehicle to decide when to provide the electric-assist and also integrates the user's needs via the smartphone. And we **sketched the exteriors and interiors design** of the car [as shown].

[Engineering team started in Summer 2012.]

Initial Sketches



Final Design & Dimensions of Aura



CQS GroepT Racing Team



www.cqsgrouptracingteam.be

Leuven, Belgium

Summer Internship, Olin Year 2

Introduction: CQS Group T Racing Team consists of ~30 master students from Group T Leuven Engineering College. The team develops a hybrid and electric drivetrain: Pegasus (biethanol) and Odyssee (electric) cars participate in the 24h24' for 2CVs at Spa-Francorchamps (Belgian Grand Prix).

Aim: For 2.5 months, I worked in the Electronics department of Odyssee. My main job consisted of 2 tasks. The first was to **create and restore wireless communication** between Odyssee and the pitlane when the car is in a race. This enables the team to receive real-time data from the car and optimize their racing strategy.

Design: I worked with **Xbee modules** that can transmit data bytes **using the RS232 protocol** between the car and the pitlane.

Wireless data was read, saved, analyzed via **LabView, mySQL, and Java**. Incoming GPS data was analyzed through bit-shifting and we plotted GPS coordinates real-time on Google Maps. In July when Pegasus participated in a 2CV race at the Circuit de Bresse, we successfully tested the wireless communication and GPS sensor!

Aim: Re-design the data-analysis program and user-interface to be modular. Suppose the team wants to add new sensors to the car or make adjustments? How can they more easily do this instead of hard-coding sensors in?

Design: I developed the interface, architectural, and procedural design for the Java program.

The experience taught me about automobiles and electric motorization. It inspires me to continue in the automotive industry and help those 'going green'.



Electric vehicle, *Odyssee*



GPS Data Set-up



Xbee transmitter module

Identity of the Mind

Personality Psychology Research with Professor Jon Adler
June 2010 - June 2011, Olin Years 1 & 2

Over the past year, I have worked conducted research in Personality Psychology. Professor Jonathan Adler is a professor and researcher in narrative psychology at Olin College and he got me very interested in how people narrate their own lives and develop their identity in life.

Aim: To understand the way in which people diagnosed with Borderline Personality Disorder make sense of their lives. BPD is a third-rail mental disorder that does not have many therapy options or too many (a little from all other disorder treatments) that it is time-consuming and expensive.

Design: We watched, for the first time in recording, video interviews of these people telling their life stories. From that, we identified and coded key thematic characteristics of narrative identity to see how these subjects interpret their lives. Our findings are going to be published in the Journal of Personality Disorders in the coming months.

Other research included: studying peoples' reconstructions of experience in psychotherapy. We studied how their narratives change (for good or for bad) over the course of therapy and how this affects the outcome of their experience. And our most recent study has been about how mid-life adults make sense of their body as guided by the ageing process. How do these physical changes alter their personal identity and meaning-making?

My experience with psychology has given me great insight into how people think and make sense of the world around them. Over time, as I've become more interested in user-experience and UI/UX design, the bridge between personality psychology and engineering has come to me from this earlier research.

Our paper on Borderline Personality Disorder is currently **in press with the Journal of Personality Disorders**.





Model S Touchscreen UI

Palo Alto, California
Summer Internship, Olin Year 3

During my summer was at **Tesla Motors**, I had the opportunity to work on the recently-launched Model S.

I was one of 3 interns to interact with the complete car on a daily basis with user behaviors testing. During this daily vehicle interaction, I started watching fellow testers too, specifically with the User Interface (UI) touchscreen.

Aim: How did people interface with the 17" screen? What did they enjoy, fumble with, and get confused with?

Design: Over a few weeks I noticed some common problems and **paper prototyped some re-designs**. By following-up with usability tests on fellow engineers, I was able to judge their likes/dislikes/confusion with my user-interface design. Iterations followed.

Result: I presented my top 4 UI changes to the UI design manager. He kept some of my drawings and said "he'll think about my suggestions." I was very excited to have done given the design team some changes to think about. After all, the touchscreen is a paradigm-shifting gem in the automotive world and the team is very open to improvements.

Overall, user interface and experience is the field I want to work in. It is fascinating to watch people immerse/avoid technology in their lives. I want to make it a natural and satisfying experience for them.

Working with the huge 17" display on the Model S meant that I could spend some time on its usability. I'm happy I got to interact with the Tesla Design team and I've learned how to improve as a designer.

Thank you Tesla, you are revolutionary.



Wired Magazine: Model S Interiors
Steering Wheel & Touchscreen

Revamping WhatFitsMe.Com

Business Technical Consulting - Group Project
Spring 2012, UIllinois Year 3

The Business Technical Consulting class consults with start-up technical companies for the semester.

Ours was WhatFitsMe.com, a web-startup at UIllinois.

WhatFitsMe.com helps women shop more accurately for clothing online. It asks women to input the brands and sizes of clothes they own. Based on those, the site recommends sizes in other top brands.

Aim: The company's 3 major issues:

- a. Who was her **target consumer market** of women?
- b. Why is the **air-time on the website so short?**
- c. **How does she attact 'sticky' users** that stay loyal?

After some focus groups, and we answered:

- a. Target Market: professional women and moms
- b. Viewers leave because the website appearss web 2.0. standards.
- c. Don't force registration at the start; give the user some experience and they are more likely to 'stick.'

Design: In order to help move to these goals, we **re-designed the website UI**. It needed a **better logical flow and fun user experience**.

Result: Implementing just the redesigned landing page (shown at right):

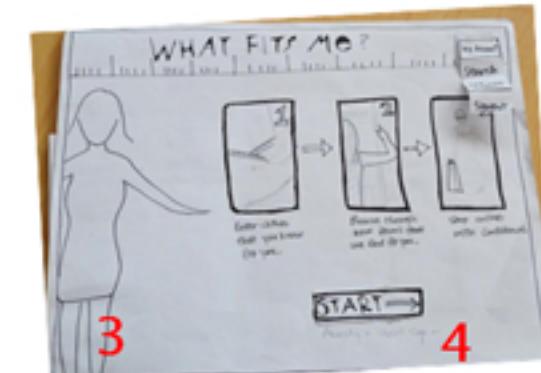
- 1. **More users per week**
- 2. **More time spent on the website on average**
- 3. New user **registration tripled**

We submitted the rest of our redesign to her and advised that she hire a UI developer to implement it.

Start Page



Before



After



AllState's Travelling Companion

Team Frozen H₂O - Winner of Case Competition

Sponsored by Acuity Group (Feb 21-22, 2012)

Aim: To design a concept smartphone application for insurance company AllState's teen drivers.

The app should be something that supports this teenage driver. The end goal is that it advocates safe driving practices for the teen behind the wheel.

Design: Travelling Companion is an app that is a real-life competition between teens on the road.

Teens compete against their friends with their daily driving. Social networking keeps the competitive edge going.

The Competition: responsible and safe driving habits & good efficiency with the car earn points. Texting or calling or speeding, etc. subtract points. As a teen reaches certain benchmark points, they get rewarded with discounts on AllState insurance or partner companies.

WHY? The teens we interviewed all complained about 2 challenges: the money they spend on their car and the distractions of texting/calling.

Thus, we decided to tackle these problems by introducing a game that is not just virtual. It takes place in reality - the driver is playing the game as he/she drives in real-life.

This makes teens really compete and as they try to make less mistakes on the road, and ironically, get less distracted by the very same smartphone.

And it is addicting. Over time, the teens want to keep the competition on as they drive and get discounts and challenge their friends. This positive-feedback effect produces responsible drivers in the long-run.



BOWtie, a course-planning tool

http://hfid.olin.edu/sa2012/s_engr3220-ajax/team.html

Human Factors Interface Design (HFID)

Fall 2011, Olin Year 3

Aim: HFID is a class in which we explore the design and development of user interfaces. We take into account the realities of human perception and behavior, the feasibility of computer interaction, and aim to build a usable interface.

Design: My team Ajax is working to **improve the tri-college cross-registration experience between Babson, Olin, and Wellesley colleges**. They have been trying to improve cross-campus interaction and we wanted to help.

The lesson we learned from our users is that the small details of planning & logistics to take a course at another school builds a large activation energy. We created BOWtie as a catalyst to reduce this activation energy by taking care of the smaller details and helping the student focus on the important things - the classes.

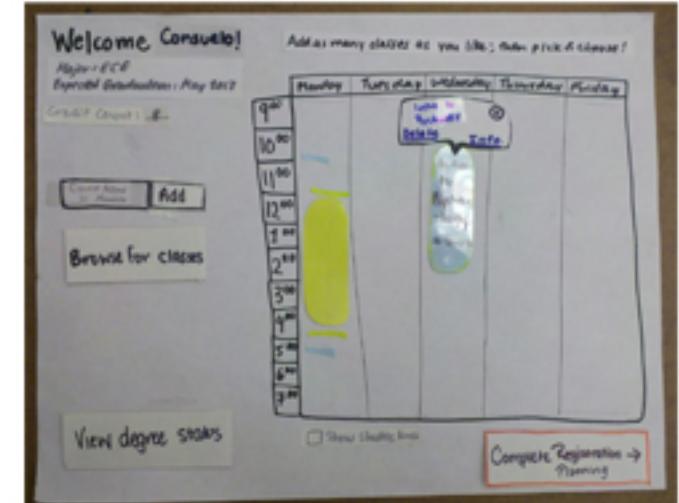
In the design process, **we conducted user interviews** to get student perspectives on cross-registration and then developed personas. Based on the needs and wants of personas, **we created a paper prototype** of our interface and got user feedback on the paper version. With this feedback we created an initial prototype. With **usability tests and heuristic evaluations**, we refined our prototype.

The final hi-fidelity prototype was done in **HTML5, CSS, JavaScript, and JQuery**.

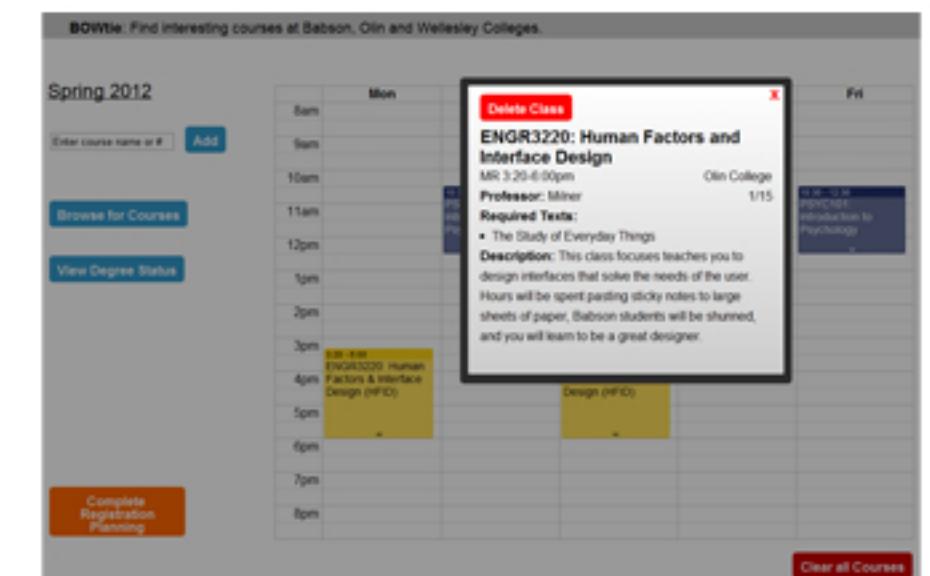
I was the user interaction and interface design lead for the team.



Developing persona:
'Diana the Driven'



Paper Prototype: the first iteration
of the Home page



The final version of the Home Page on BOWtie

Sustainable Weedwacking

Sustainable Design - Group Project

Fall 2011, Olin Year 3

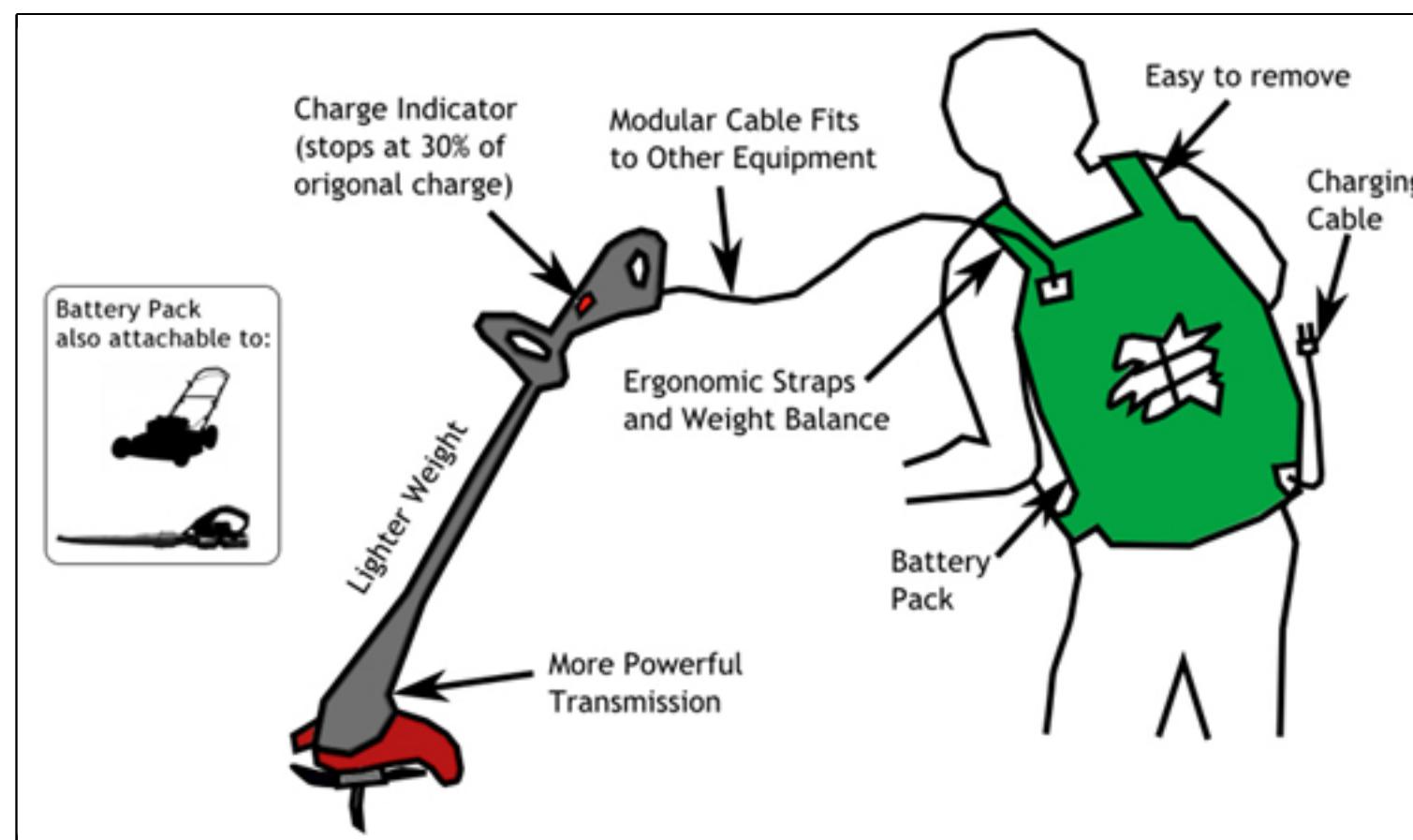
Sustainable Design teaches how to bring **sustainability into the product design lifecycle**. We learn to use green design principles, conduct life-cycle analysis on an existing product, and strategize ways to improve the production processes to be more sustainable.

Aim: My team studied the Weedwacker, a gas-powered gardening tool primarily used by landscaping companies.

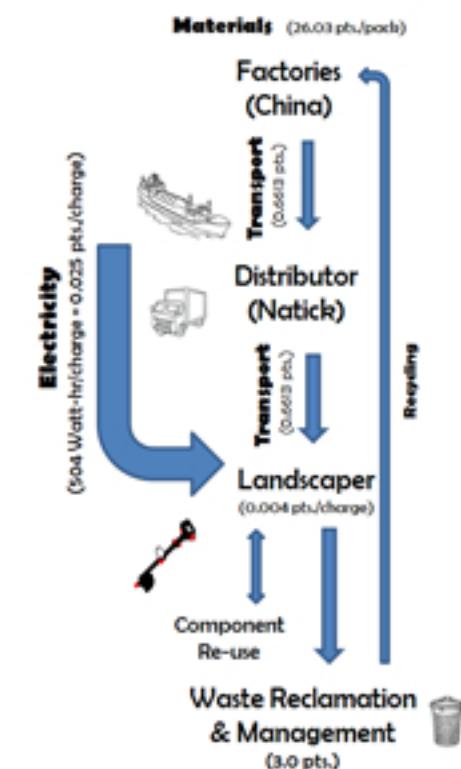
Design: To bring more sustainable practices to the weedwacking activity. We **studied users and developed personas of people who commonly use the Weedwacker**. We got their views on the positives/negatives on the product and how they use it. Then, we tore down the weedwacker and did a **Life Cycle Analysis** to see its effect on nature.

Finally, we brainstormed ways to make it a more sustainable product for our personas and came up with the **Universal Battery Pack, S2B2**. The S2B2 gives you a portable pack and removes the nuisance of a wire running-from-the-wall to an electric Weedwacker. And it is modular to attach to other lawn tools.

S2B2



System Map



Changing Olin Coffee Behaviors

Sustainable Design - Individual Project
Fall 2011, Olin Year 3

My individual project in Sustainable Design was to design around the coffee consumption behaviors of Olin students. An atrocious amount of 250 disposable coffee cups are used by the 330-student population every day.

Aim: I wanted to **reduce the unnecessary use of disposable coffee cups** at Olin. I replicated the ‘use-and-throw’ mentality of the cups but with the ceramic mugs in the Dining Hall.

Design: I started with some user research of coffee-consuming Olin students. It was clear that they preferred coffee cups: can be thrown away, convenient to carry to class, held more coffee than a mug, and had a cover to avoid spills.

I targeted the portability issue. To mimick the ‘use-and-throw’ of disposable cups, I positioned bins across campus where students can leave used ceramic mugs. For 5 days in December, I worked with the Dining Hall staff to remove the disposable cups completely (only available if asked for) and **campaigned via student ads for only the use of ceramic mugs**.

Results: The use of disposable cups reduced by 7 times in the 5 experiment days. Student feedback suggests that next steps are to prototype a cover for the mugs so they avoid spills. The Dining Hall hopes to keep up this initiative in the coming semester.



Designing for Tattoos

User Design with Boston's Tattoo Subculture

Spring Semester, Olin Year 2

User-Oriented Collaborative Design (UOCD), is the task studying a group of users - who are they, what do they want, what are their needs? As engineers, we are taught to build solutions to problems that people struggle with in daily life.

Aim: My team chose to study the 'body modification' subculture in Boston. Tattooing became legal in the 21st century in the city, and quickly tattoo parlors have risen in the past decade.

Design: We started by interviewing tattoo artists, tattoo users, people who have friends with tattoos, people who want tattoos, and those who want to get them removed. We talked to users to see their lifestyle and it helped us step into their shoes. We saw their dilemmas in the career, social, and family worlds. Quite honestly, they stood out with their body art.

We created personas and values maps, areas of opportunity, and brainstormed ideas. Then a few weeks later, we went back to our users and presented our ideas. While co-designing, we asked them to use our props and play along with our solutions. If they didn't click, it was time to go back to the drawing board.

My team concluded the 5-month design project with the 3D printed model of the product *EnhancInk* as shown in the bottom picture. It is a temporary tattoo pen that draws like a tattoo and allows them and their dear ones to give tattoos new meaning.

Why? Well, the sense of a tattoo's permanence is very strong among people of the subculture. They have committed to a piece of permanent design on their skin. This pen helps them embrace the permanence by adapting the tattoo(s) to new experiences and stages in life.



We watched the real user-experience, someone getting a tattoo!



Brainstormed Areas of Opportunity to develop solutions.



Created final 3D printed product

The LockCracker

Final Project for Principles of Engineering class

By Team JARJ

December 2010, Olin Year 2

Aim: The purpose of this multidisciplinary course was to build a mechatronic system of our choosing. Team JARJ decided on building a lock-cracking device. **The LockCracker was set to take a combination lock** with an unknown combination and unlock it and display the correct combination to the user via a **Python GUI interface**. This flexible electromechanical system should be modifiable to fit any turn-dial lock.

Solution: Team JARJ mechanically turned the dial on the lock and pulled on the latch with every combination that was tried. I worked on the electrical and software systems.

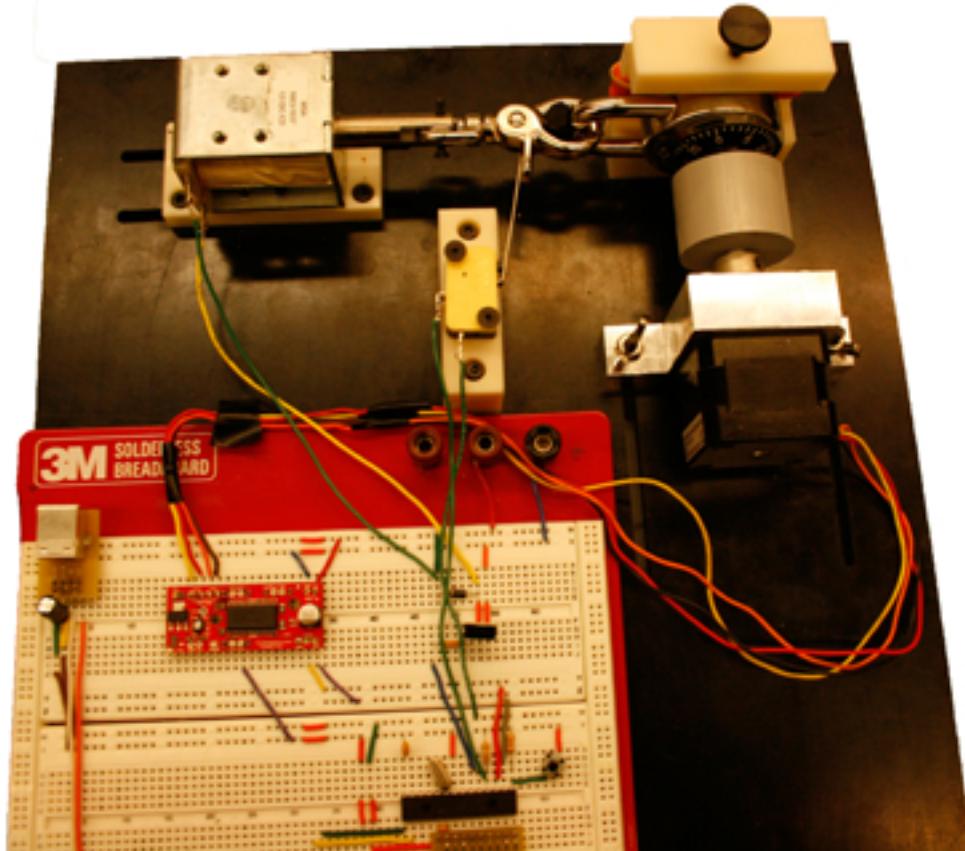
Design:

As follows for the electrical & software subsystems:

1. We used a stepper motor to turn the lock's dial.
2. A pull-in solenoid pulled the lock's latch every time a combination was tried.
3. A limit switch was triggered only when the latch was opened, telling the system to stop trying combinations and to display to the user.
4. We used a PIC microcontroller as the brains behind the controls.
5. We designed a modular Python back-end to fit to any type of lock dial.

Finally, the **user-interface was designed to minimize the time taken** by the LockCracker to solve the lock. The user is prompted to enter how many of the numbers they know of the combination and the LockCracker optimizes the procedure accordingly.

Today, the LockCracker has **received publicity** on Wired.com, Popsci.com, ASME Magazine, and more. Please watch the LockCracker in action at
<http://youtu.be/Bu7JPcSLYCI>



ProjectWizard

Final project for Software Design class

By: Team ProjectWizard

December 2010, Olin Year 2

Aim: Aid project-oriented teams in consolidating their work, organization, and thoughts.

Solution: ProjectWizard makes a **virtual workspace for every team with a collaborative text editor and a Gantt chart creator**. The ProjectWizard requires the team to supply a project name and accordingly gives them a text editor to generate ideas and a Gantt chart wizard to create their project schedule. A picture of the Class and Object diagrams of the system are shown to the right.

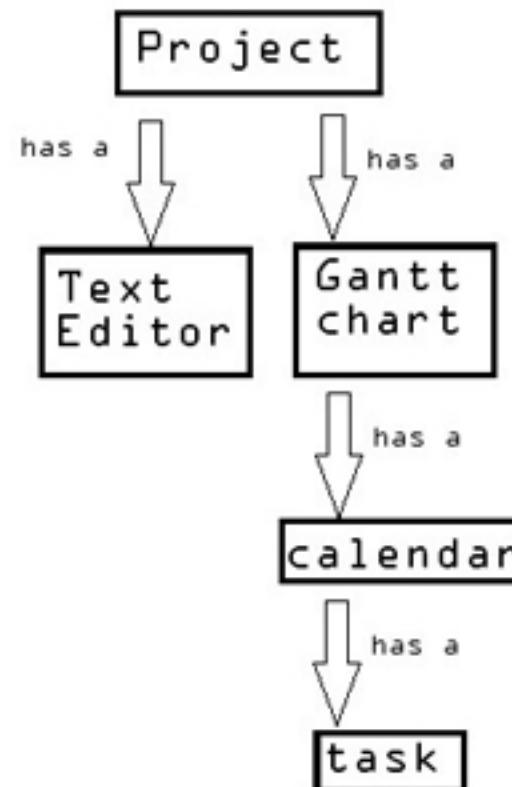
Design: ProjectWizard is hosted on a central server that merges the changes made by every project user.

To make changes, each user has a Python GUI that they use on their local machine to update the Project on the server. The Project and the individual client applications for each team member are linked together by a Python networking tool called **Pyro**. With Pyro, the team members can open their Project from any computer running ProjectWizard, and changes made to the Project get sent to the server.

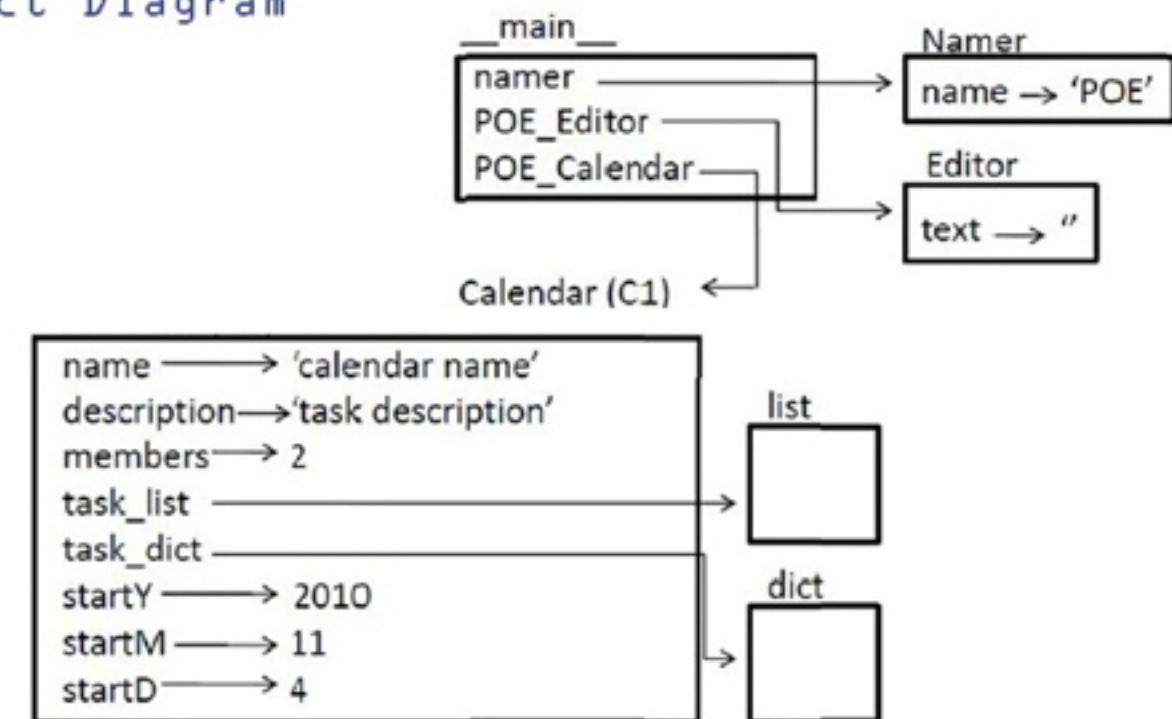
The **local client application and the remote server application communicate back and forth** to edit or view the objects living on the server as requested by the user.

My contribution: I worked on the **back-end and some of the front-end of the Gantt Chart creator**. The user is allowed to schedule tasks in a timeline, and these are graphically displayed on a GUI.

Class Diagram



Object Diagram



Distance-Sensing Doug

Final Project for Circuiteering Club

December 2009, Olin Year 1

In the Circuiteering club, I learned about microcontrollers, sensors, and basic engineering tools used to build an intelligent creature. I spent 1 month before the bi-annual Expo working on our very first robot.

Aim: a smart creature that can avoid obstacles and move away from them.

Solution: Using an infrared distance sensor mounted to the front of our robot, Doug, and a PIC microcontroller programmed in C-language to sense distances of a few centimeters away. When this distance came between Doug and any obstacle, Doug was commanded to stop, 'turn right by 90°' and accelerate away from the obstacle.

Design: An assembled mechanical 'machine'.

The distance sensor was mounted to the head of Doug and connected to an input of the PIC. The microcontroller made use of Pulse Width Modulation to control the DC motors in the wheels of Doug via the use of H-bridges in between. The PWM supplied a signal to the H-Bridge-and-motor circuit (via a D/A converter) so that speed and motor direction could be controlled.

