

## Things to consider

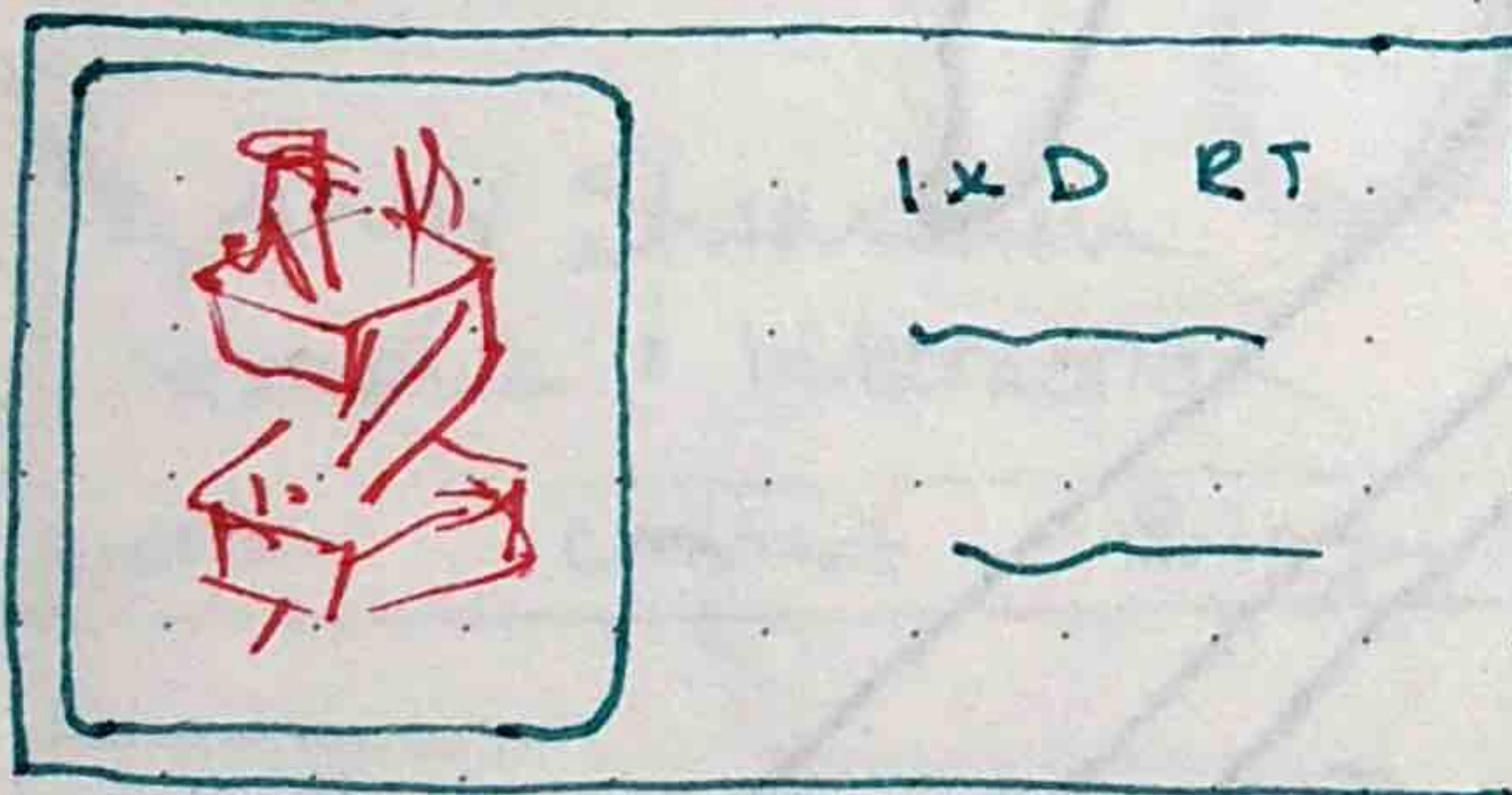
- Font
- Layout
- Color Schemes
- Consistent style
- Audience
- 

2

2

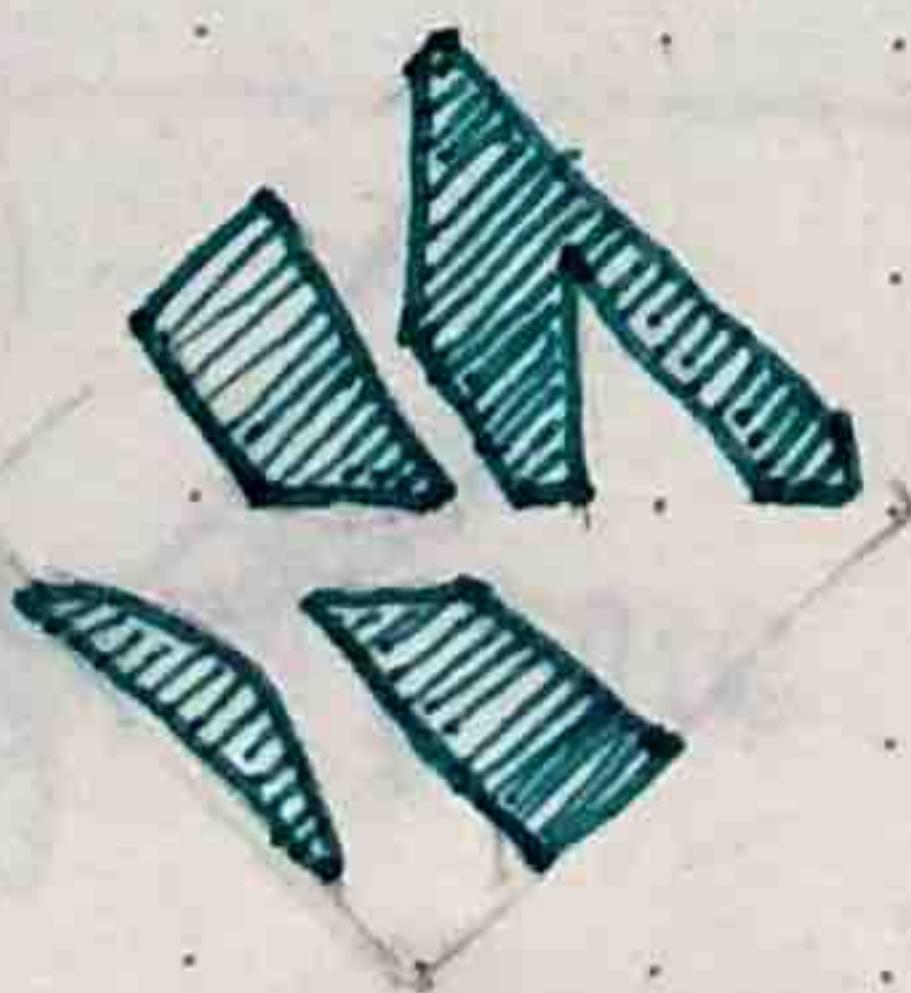
ANDY  
ANDY

Andy Shannon

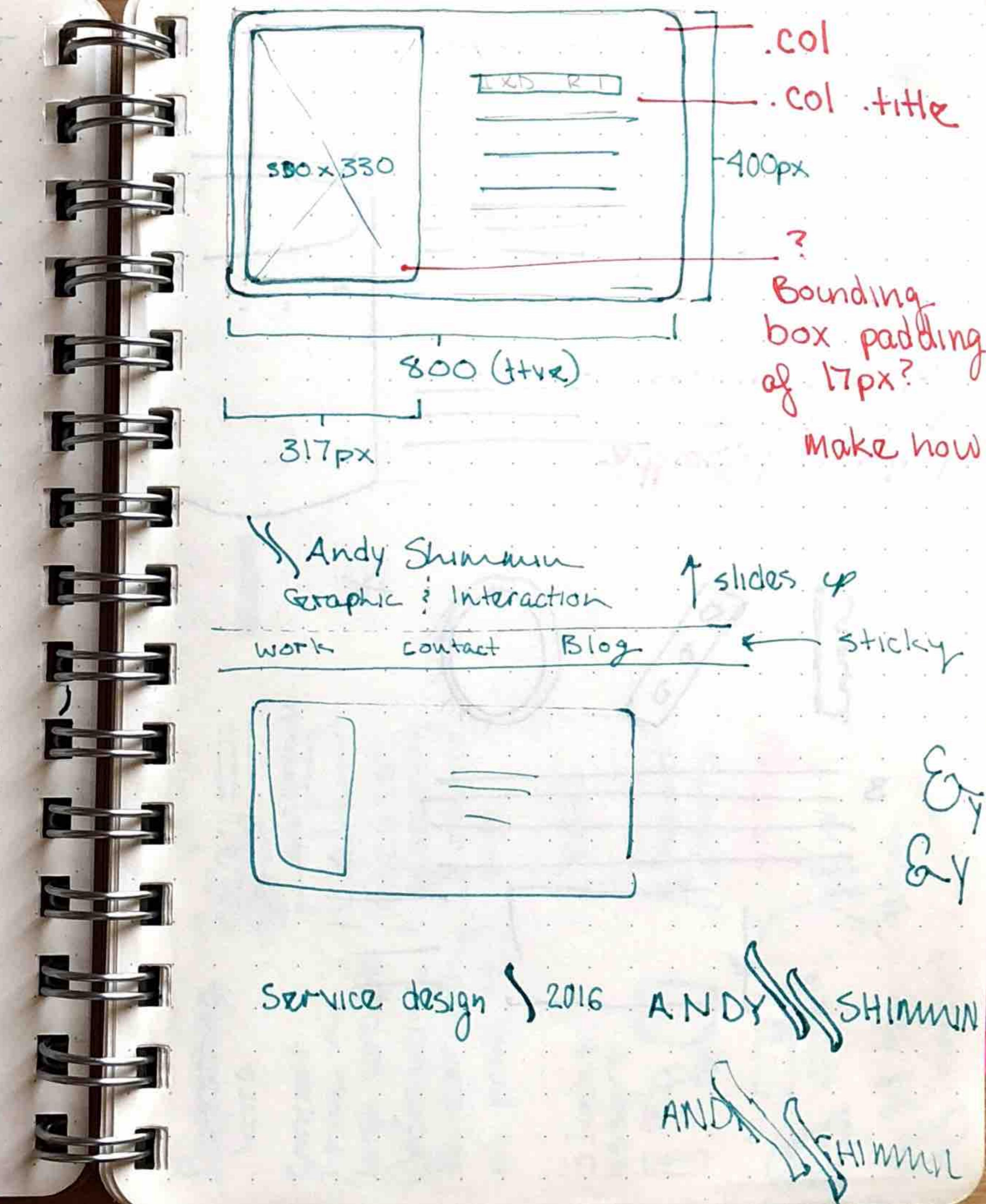
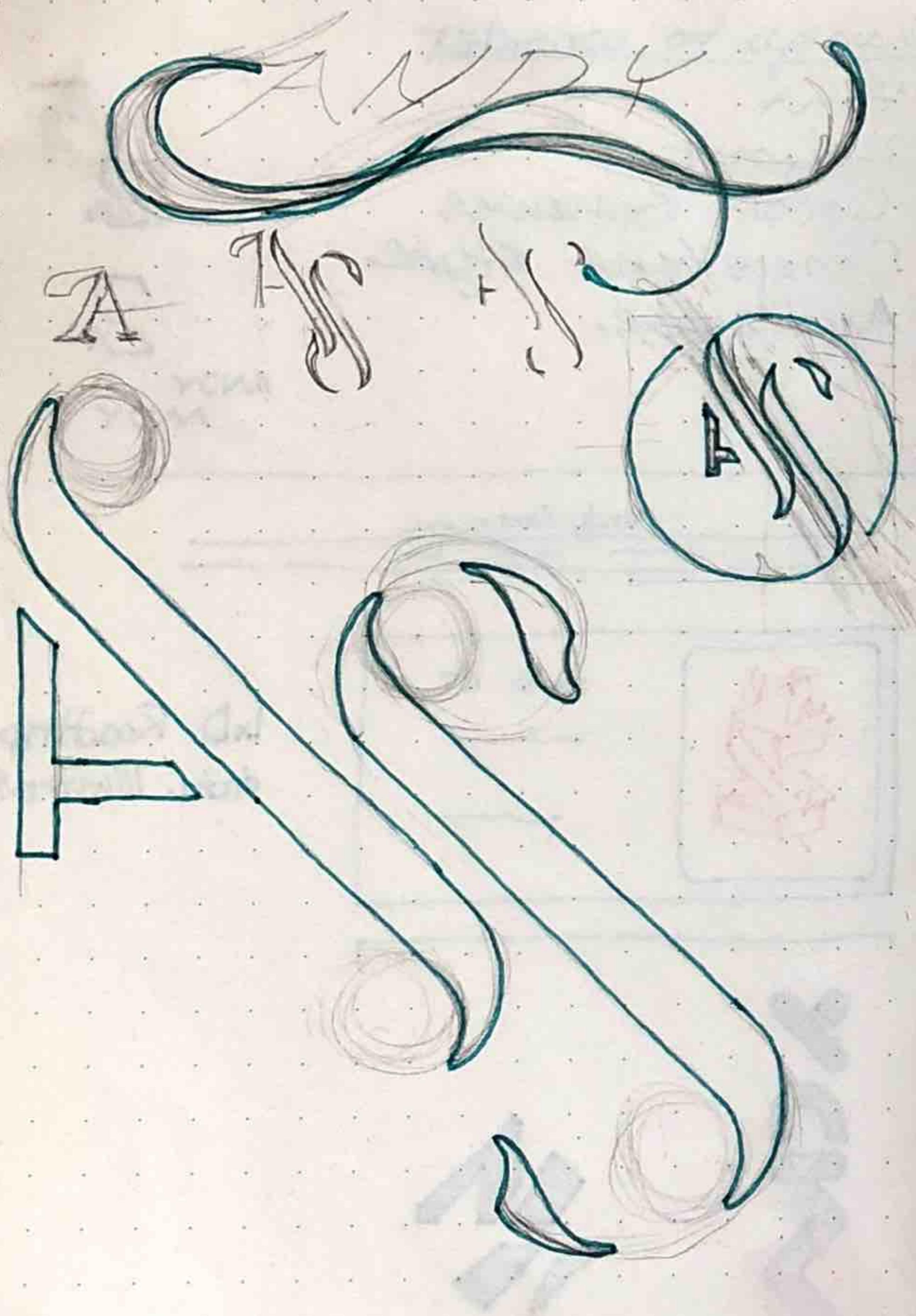


IxD Roadtrip  
data illustration

X  
? 2



#888 (8bf6)  
#ECEFFA

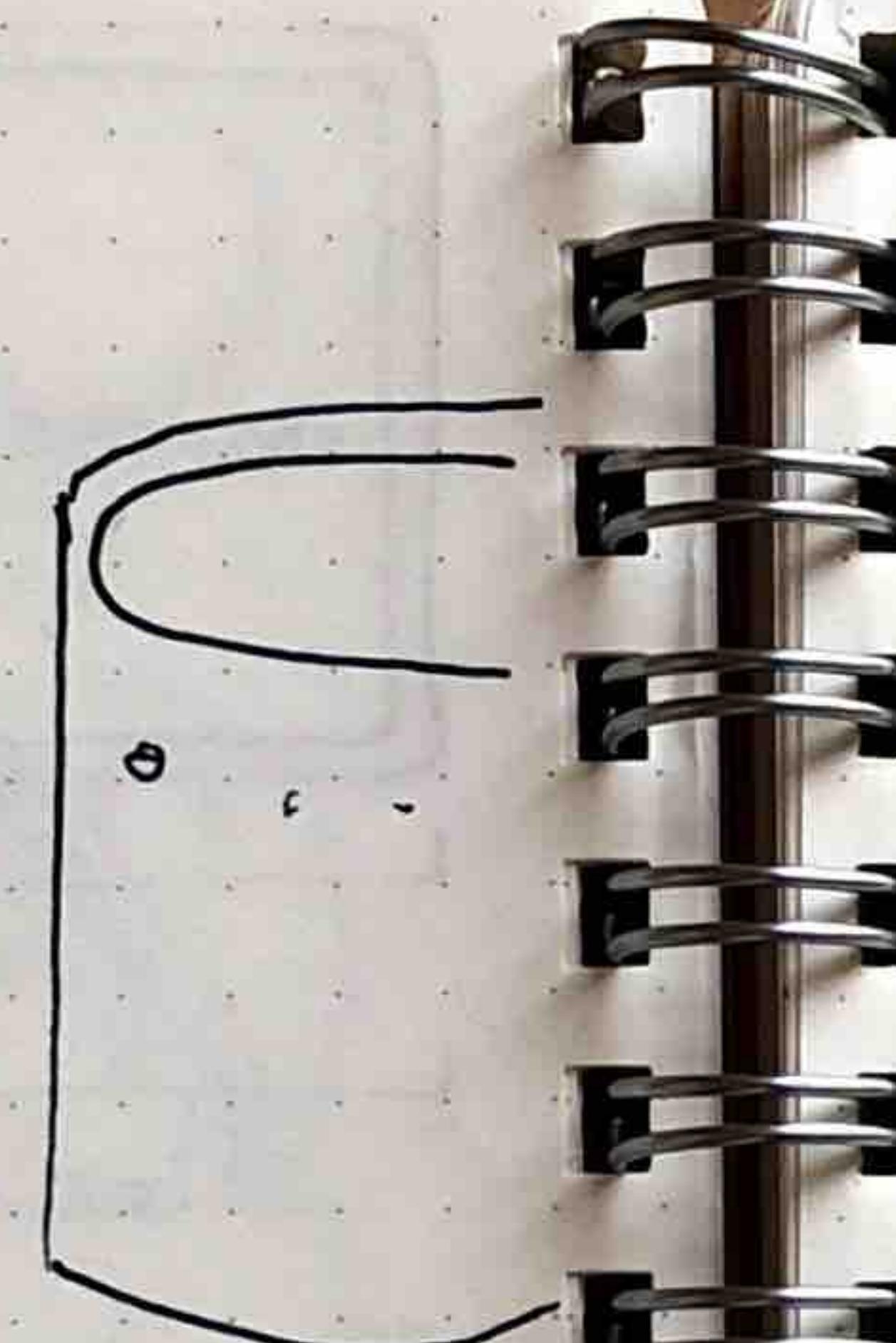
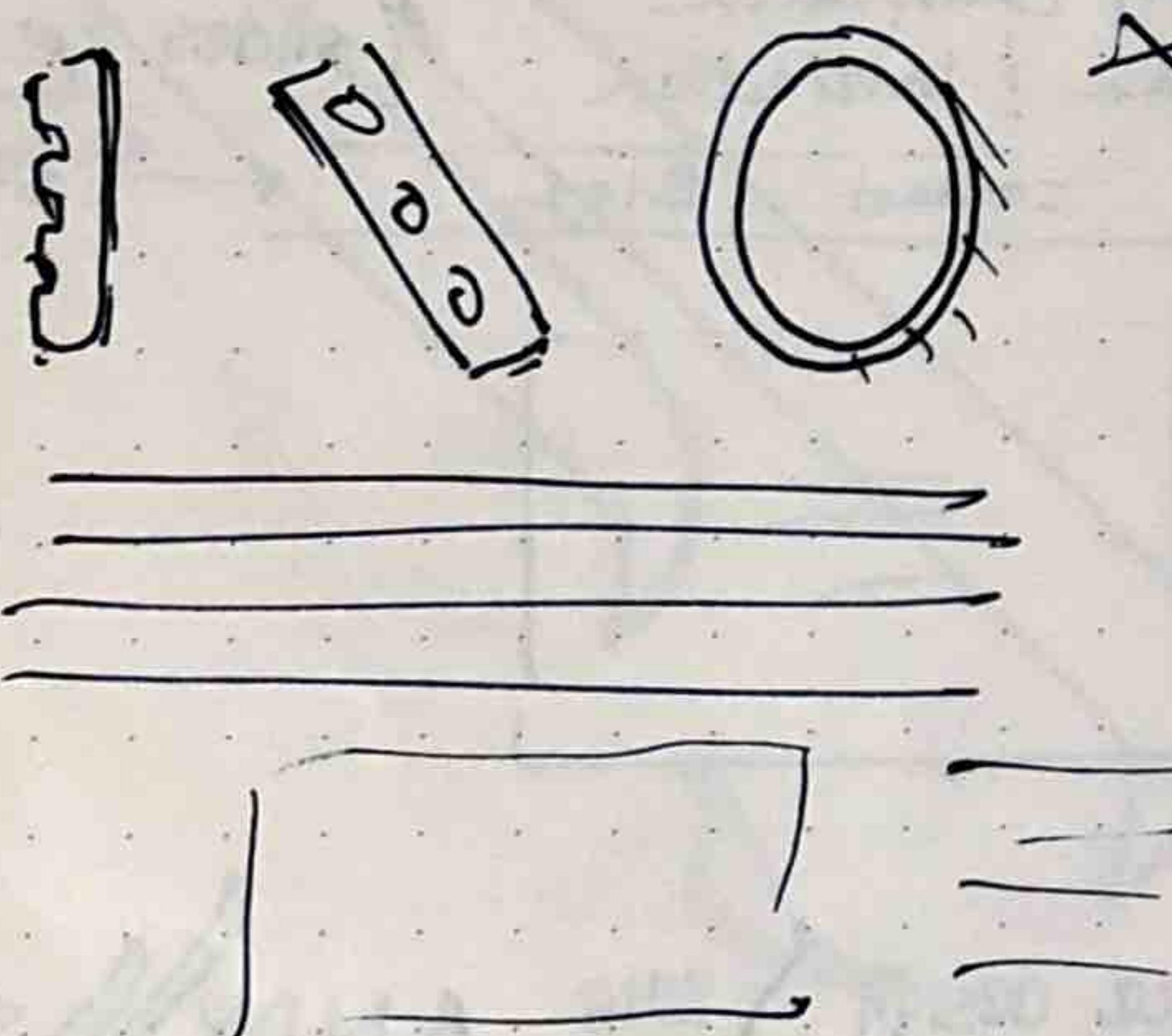


# Twitter Cup

15 second  
via

Introduce piece,

explain visual  
data in a  
physical prototype



## Progression

- ph proto. etc.)
- ph. pattern data, visualizing large concept groups a concept

raw materials

processing

producing

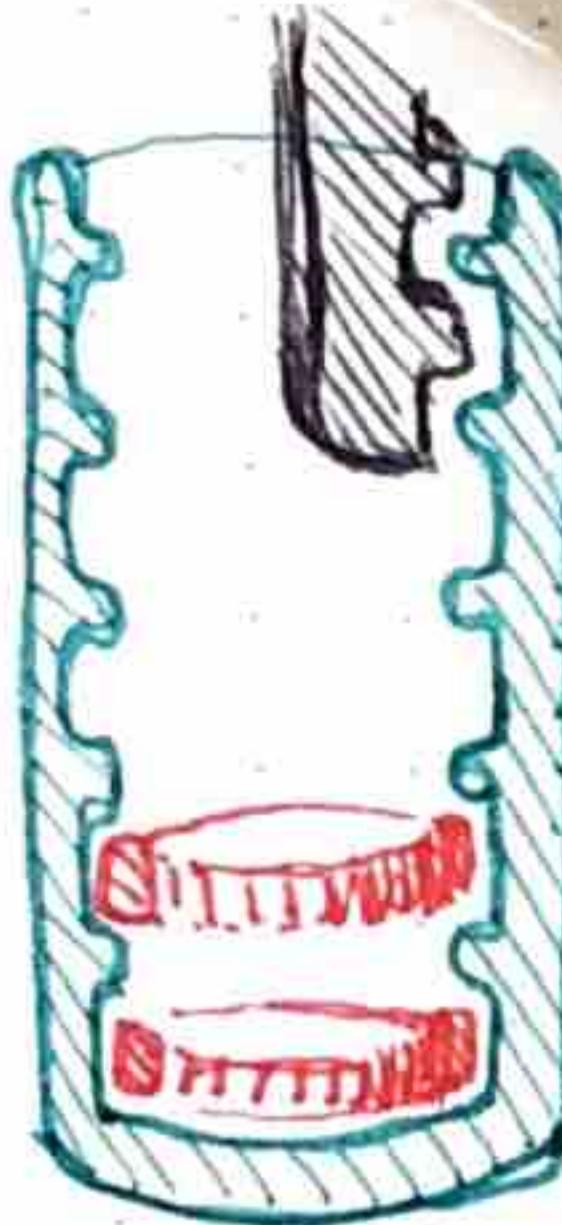
The image shows a whiteboard with several hand-drawn diagrams. In the upper right corner, there is a large, roughly drawn square with a horizontal line extending from its top edge. To the left of this, there are two vertical parallel lines with a horizontal line segment connecting them near the bottom. Below these, there is a series of five vertical lines of decreasing height from left to right. On the far left side of the board, there are three separate rectangular boxes, each containing a dark, illegible mark.

Video

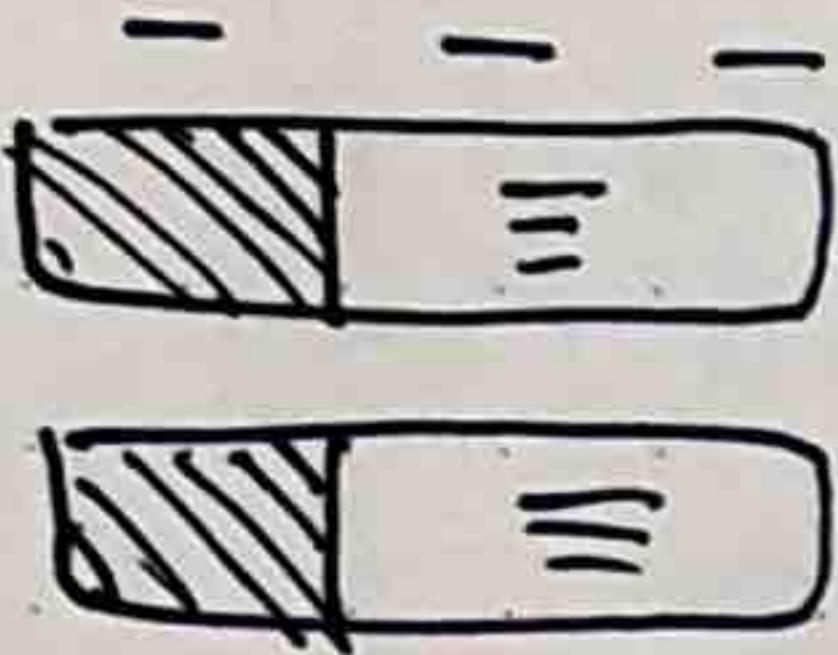
frame

selected assets

A child's drawing on lined paper. At the top left, the word "findings" is written vertically in red. To its right, there is a date "oct 10" written vertically in green. Below these, a green curved line forms a circle. Inside the circle, there is a drawing of a small plant with several green leaves and a single purple flower. To the right of the circle, there are two caterpillars drawn with segmented bodies and greenish-yellow bodies. One caterpillar is above the other. In the bottom right corner, there is a drawing of a caterpillar inside a green leaf.



Worship



Bouquet +

Ties

Gold Yellow  
Emerald  
Gray slate

Grays

Sage/Jade

Pop of Yellow

Poppy

warm colors

Tasteful  
Disconnect

Inspired by Natural  
Colors of the  
food.

Website

- "Hub for wedding / hotel / story"

Save the date  
Invites

Physical / Digital

Classy  
Kid Elements

Geometric

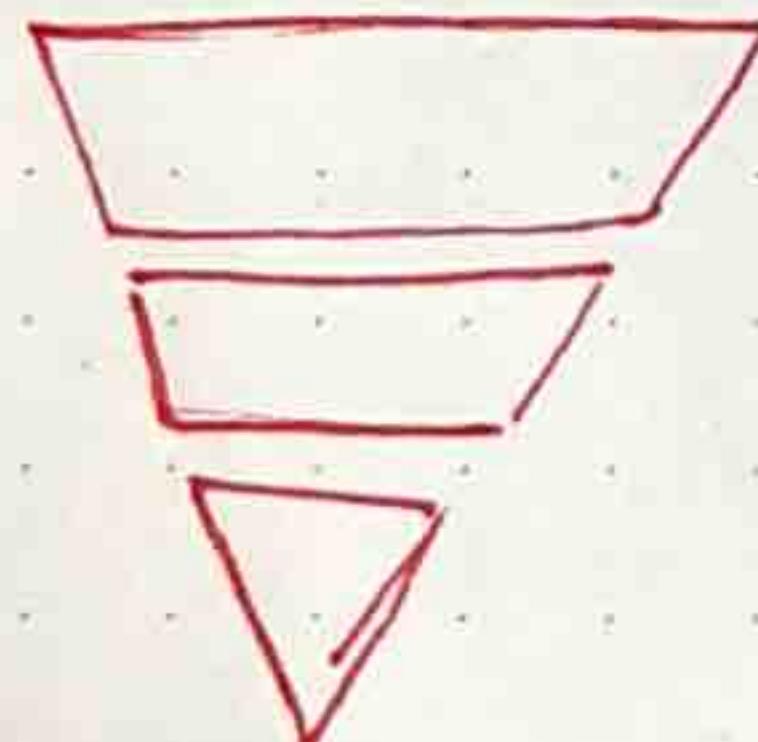
Joey

lasers  
metallic  
retro  
neon  
dance



JOEY

Elai



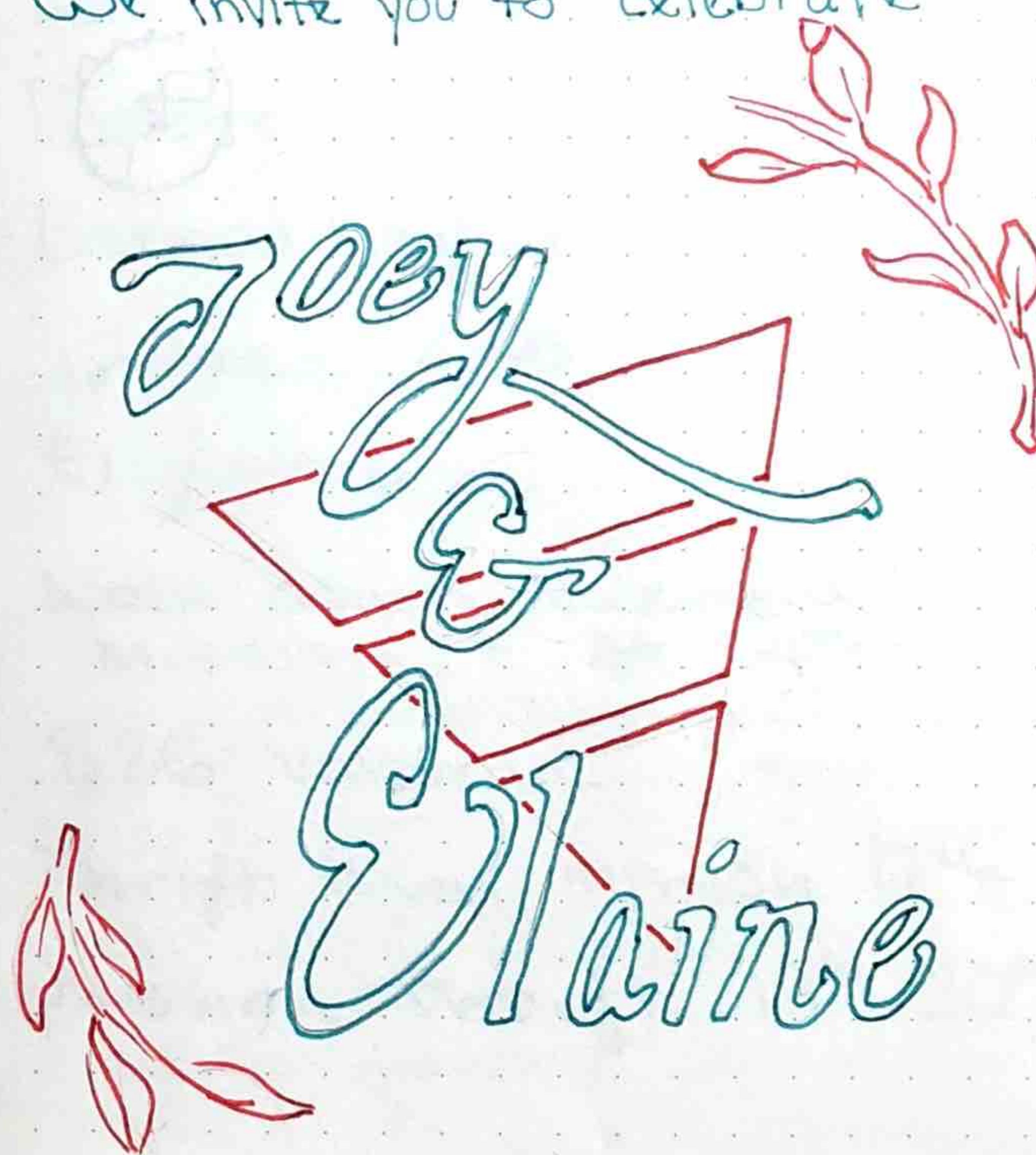
Elaine

rustic  
watercolor  
harvest  
fresh  
"Adannah"

We invite you to celebrate

JOEY

Elaine



and their marriage.

— 6.24.17 —

Smith Memorial Playground

Lblo → Valencia ? 21<sup>st</sup>

Dolores

Bernal heights area

Flame 2.25

E1 for 140

walk down Valencia ?  
MISSION + ~~AA~~ 24<sup>th</sup>

826 Valencia

Thrift town mission 17<sup>th</sup>

Mission thrift 19<sup>th</sup> 20<sup>th</sup>

Get off at Cattrain and walk up 4th to Powell st BART.

The westfield mall is there so feel free to walk around there. Grab yourself a Clippercord if not already and ride a SFO/Millbrae train to 16th and mission (2 stops down) from there walk up 16th away from mission until valencia. Walk along valencia and explore shops ~~head~~ up. Theres a good brunch p



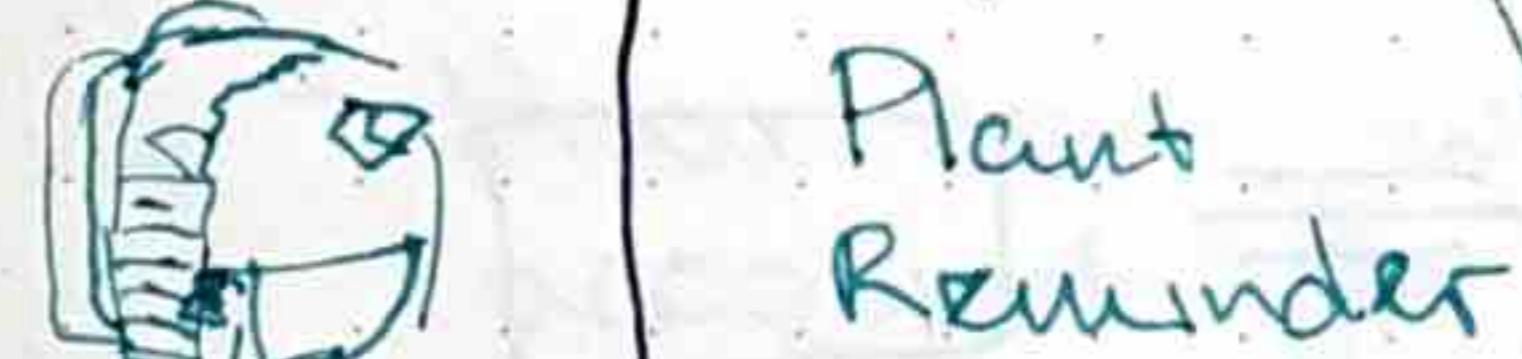
Smart Greens (Change Name)

- A mounted Dock for customizable sensor access

A way to combine tasks that your phone can't accomplish.



Bike light



Plant Reminder

Light humidity



Child monitor

GEM?

A command strip for your life.

- How to diagram

- System map (a)?

Prototyping  
Finished

Walkie talkies

Cooking timer,  
pill reminder,  
etc.

Questions → Guiding Question

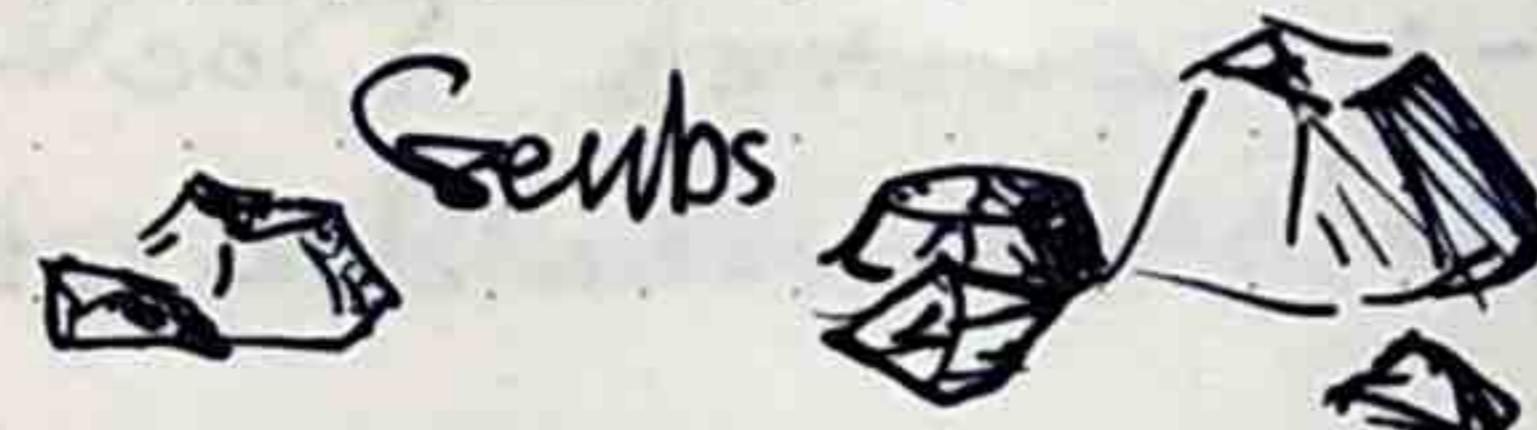
How

- Sensor data
- Wearable
- Phone can't do it
- location based tracking
- How can we make tracking data a safer & easier experience than using our phones

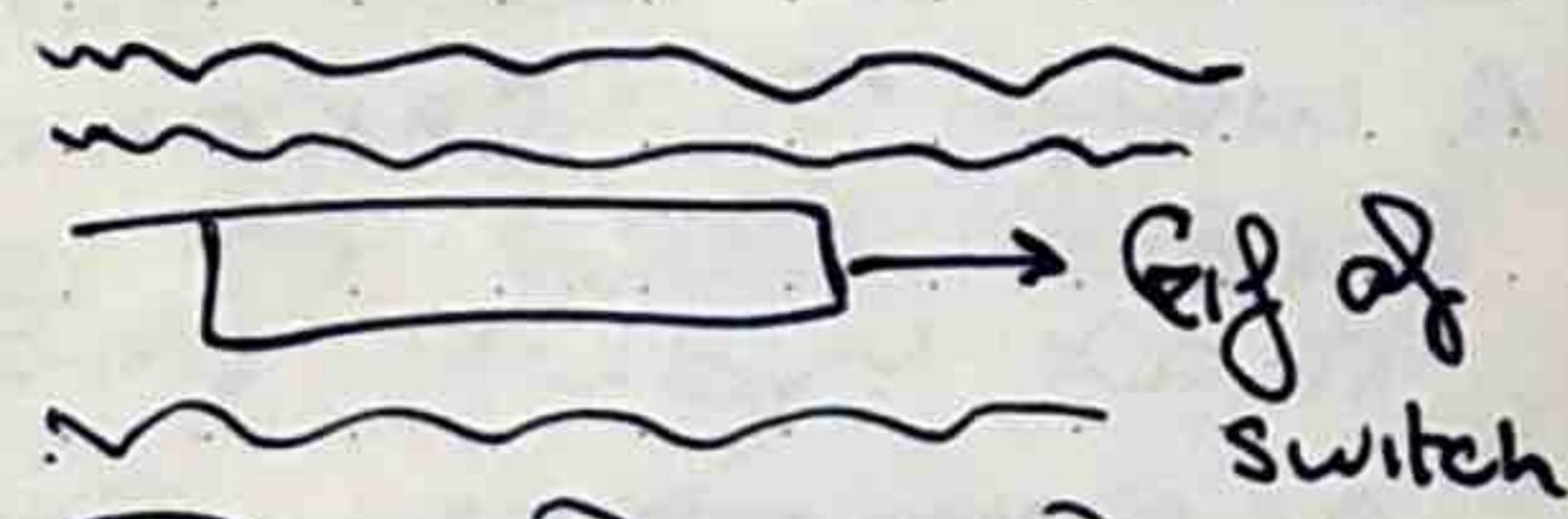
- How can we incorporate account for data collection preferences? in users?

- How can this be utilized more than a mobile phone?

- What would they track?
- What do we wish our phones could accomplish?
- What other electronics do we carry around other than our phones
- How important is customization?



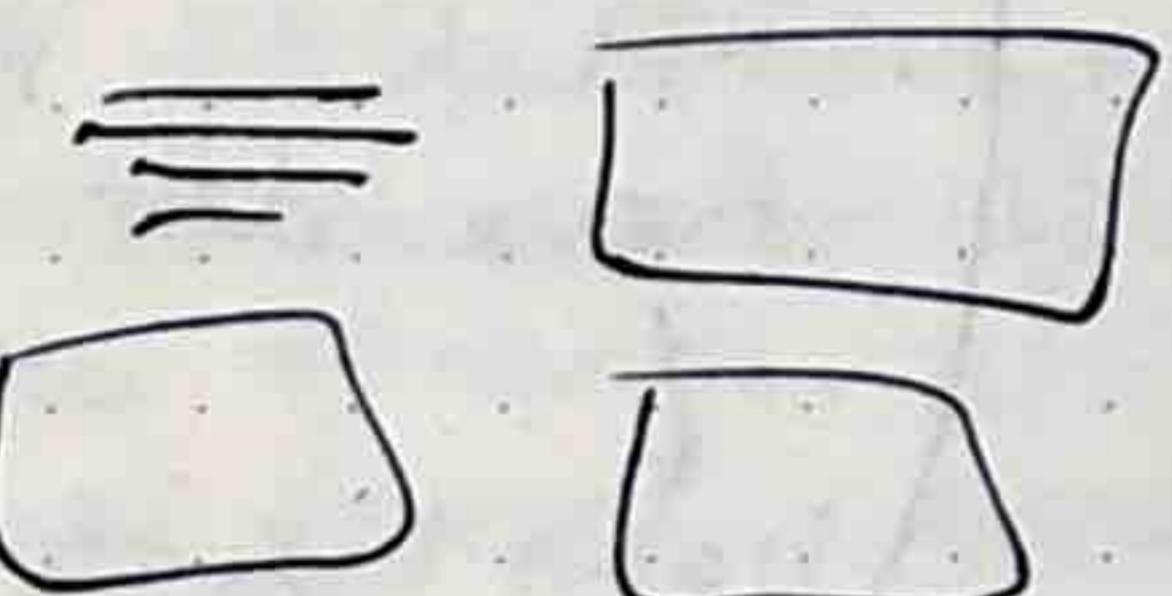
What it is →



Applications →



Drop down? → Modal



Brainst

Insights

Prototyping

Final Product

- Photos in application
- on someone
- Glance

Bagger

Follow this projects  
prototyping phase on bagger

"phones continue  
the task.

"People like their devices to  
have multiple functions."

- ★ → Is it even about data  
• "A lot of ~~data~~ tracking (apps)  
appear to be a more  
active than passive activity"

★ "People don't like to carry,  
around multiple devices."

"People don't track their data,  
but wish they did"

You're in control of your data.

People feel more inclined to  
use something when they  
can → "customise" it to  
their preferences.

Insights → How might we

## INSIGHT

HMW

- Single, multipurpose → How might we  
device
- Incorporate  
multiple functions  
into a single product

• Passive data  
capture  
↳ a lot of data collection  
on mobile devices tends  
to be strongly on  
distance or image-based,  
and requires your phone  
to be on you at all times.

Tailor the product  
to their needs?  
users.

• How might  
we make  
appliances?  
tracking a  
more passive  
activity?

How might we  
allow for users  
to incorporate  
this in their daily  
lives?

↳ wearable

Variety  
0 0 0 0



# History of

Location

Alphabetically

Chronologically (Time)

~~Categories~~

Hierarchy  
(meta data)

scale of info  
Regulations vs Incentives

Bay recorded  
65 days over ozone std

40's Air district makes

60's

70's

Explored causes  
of smog, bay  
burned a lot

limited emissions  
of extremely hor. Don on  
fire chemicals. bkyrd burning

(time of terrible/  
record pollution  
days)

Efforts to  
pass regulations  
& models.

80's

Began Educating

residents  
→ ride share

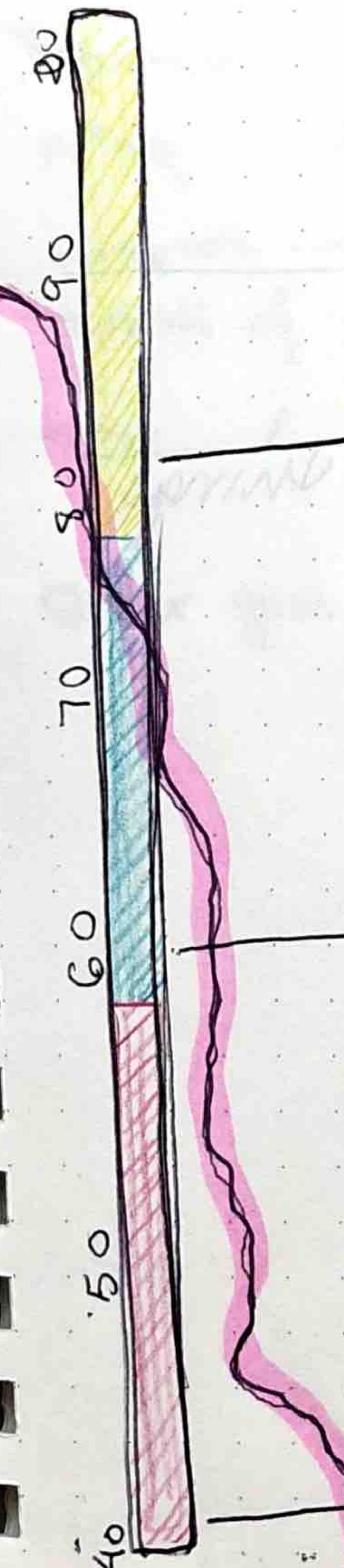
Provided ways to  
minimize car  
emissions, money,  
fines for polluting

fireplaces

Air district  
aims to lower  
emissions across  
the board

Specialized  
programs

CA clean air  
act.



**ACTION**

What are you  
in which you  
can diminish  
our footprint  
- Displacement

**IMPLEMENTING**

What org  
in which  
can diminish  
pollution cities  
wid?

**UNDERSTANDING**

What is causing  
smog and decreasing  
air quality

TWILIO

Twitter

Pickedoffvoters.com

Fascination.

"What makes wings  
fascinating?"

↓ Antarctica

Trackpads = textiles (structurally)

A top jaguar is about stealth  
inspiration → denim  
tunnel of evapalinos

design

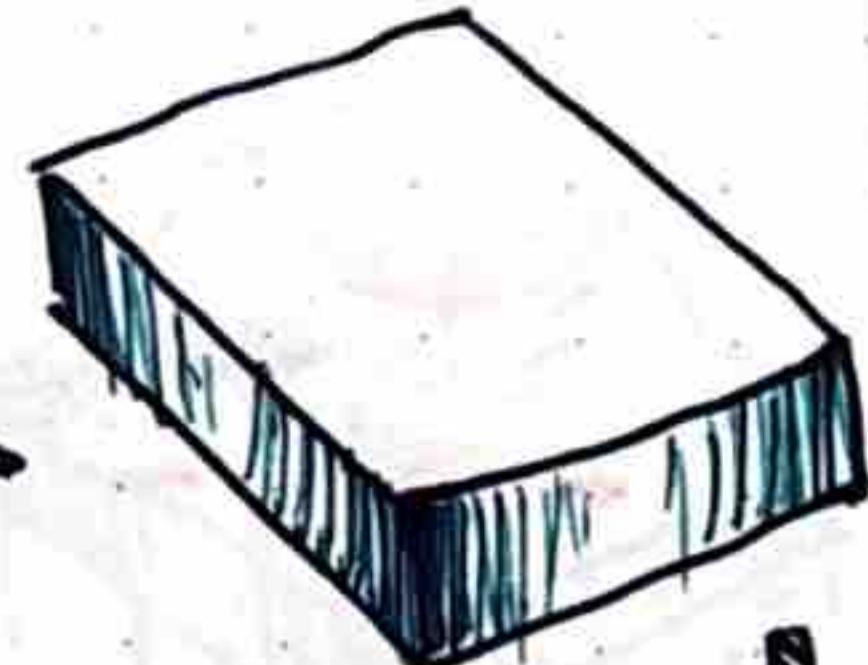
tech

hour goal 6 months, 6 years.

After meeting  
w/ Aynur, I now...

Will continue to →  
work in isometric

- Define landmarks
- Give geographical context
- Show fault line locations
- Location
- Magnitude
- Depth
- Casualties
- Total stats



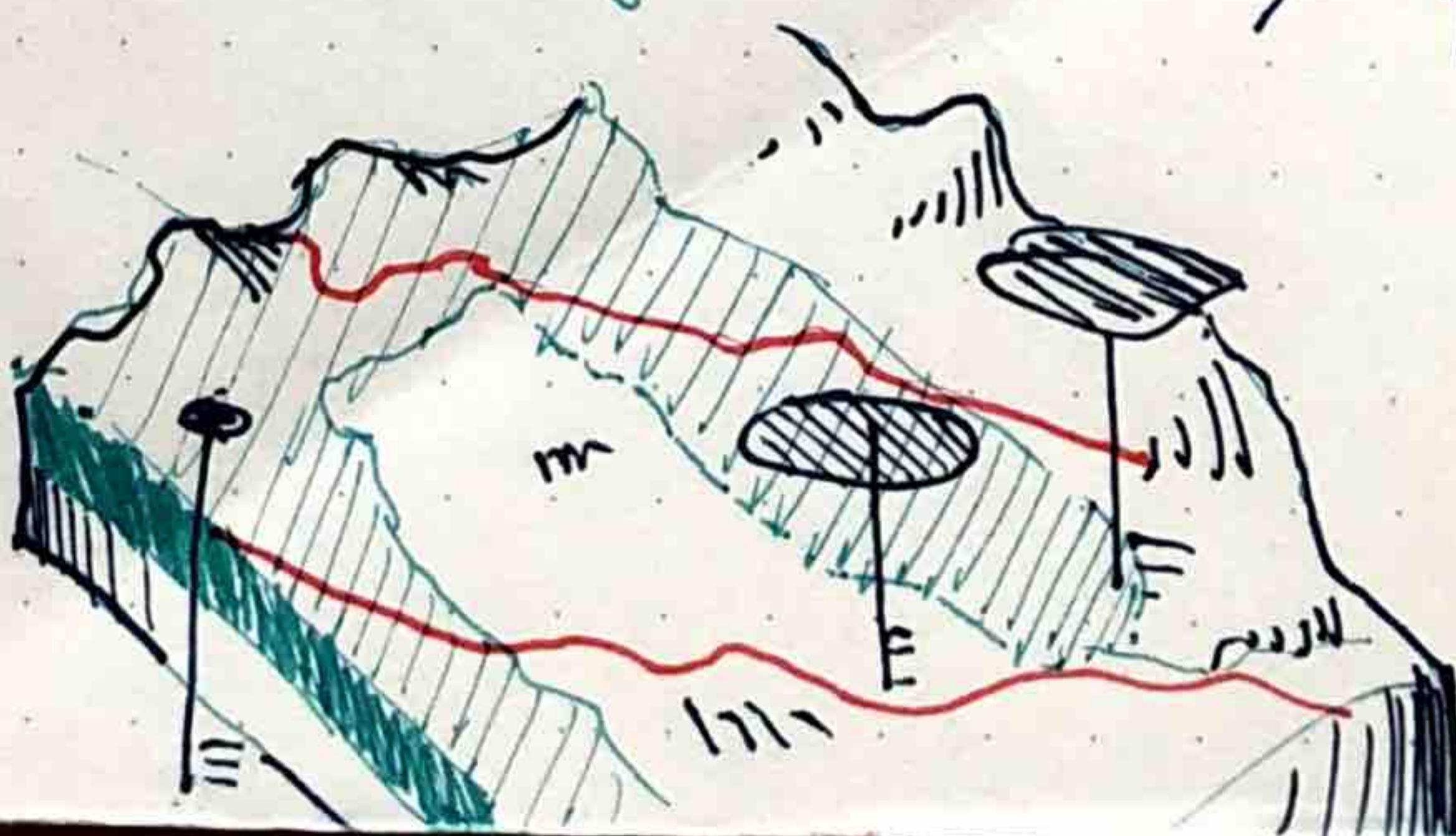
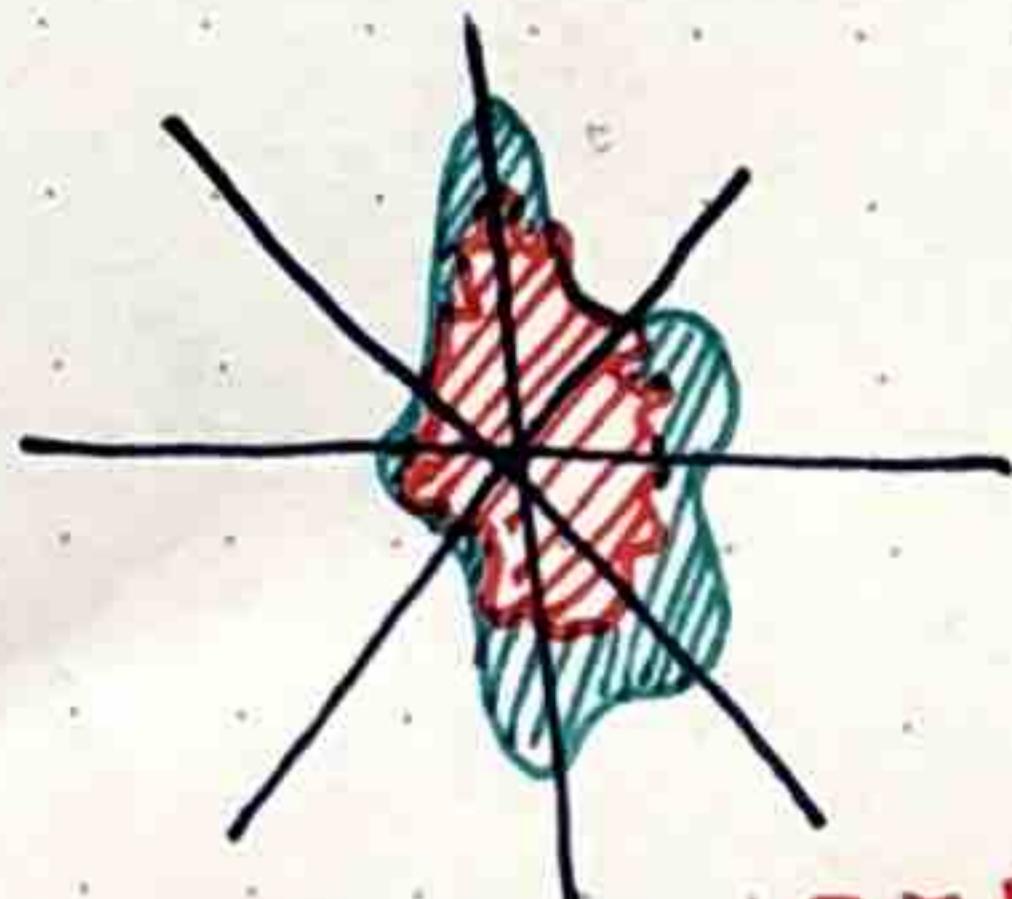
~~Use yearly  
mini maps~~  
to help find  
patterns in the  
data.

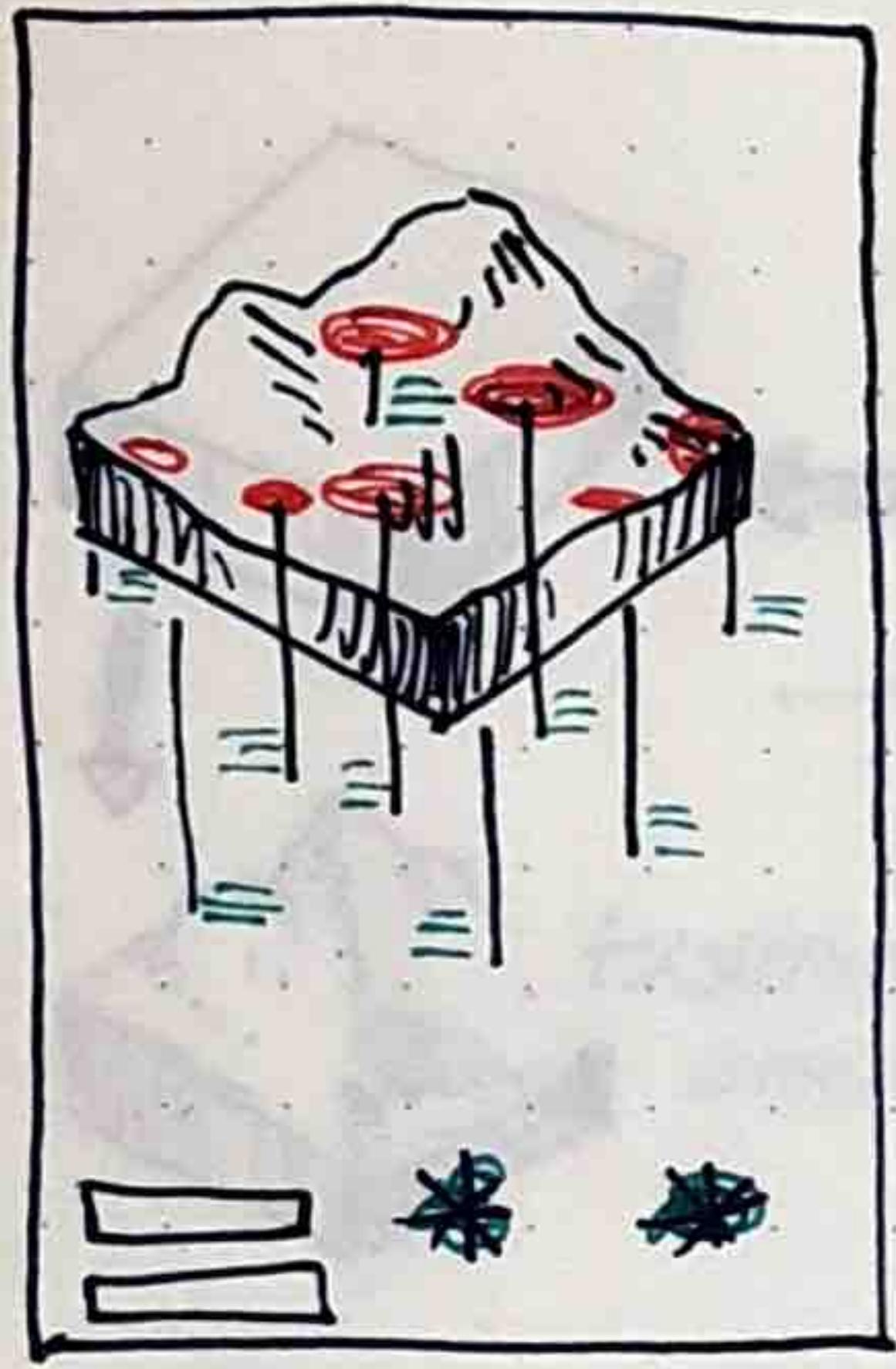
Magnitude  
Year (month) →

Depth

Time of day?

Most active fault line?





## PLAN OF ACTION

- Take CSV and sort the info
- Take screens of raw data
  - - Location
  - Depth
  - Magnitude
  - Date
- Make iso land
- Begin plotting
- Make tiny data

Positive  
Relationship

## Asteria!

What are the problems  
I'm trying to solve

"How do we get people familiar  
with the service?"

"How do we onboard users?"

"How do we make it second nature?"

How might we's

Audio interface

"Information look up"

"Task automation"

- Reminders?

- Trivia?

- Shopping list? → deliver  
on command?

- Share location

for  
each  
task  
=  
each  
task  
for  
each  
task  
=  
each  
task  
for  
each  
task  
=  
each  
task  
for  
each  
task  
=

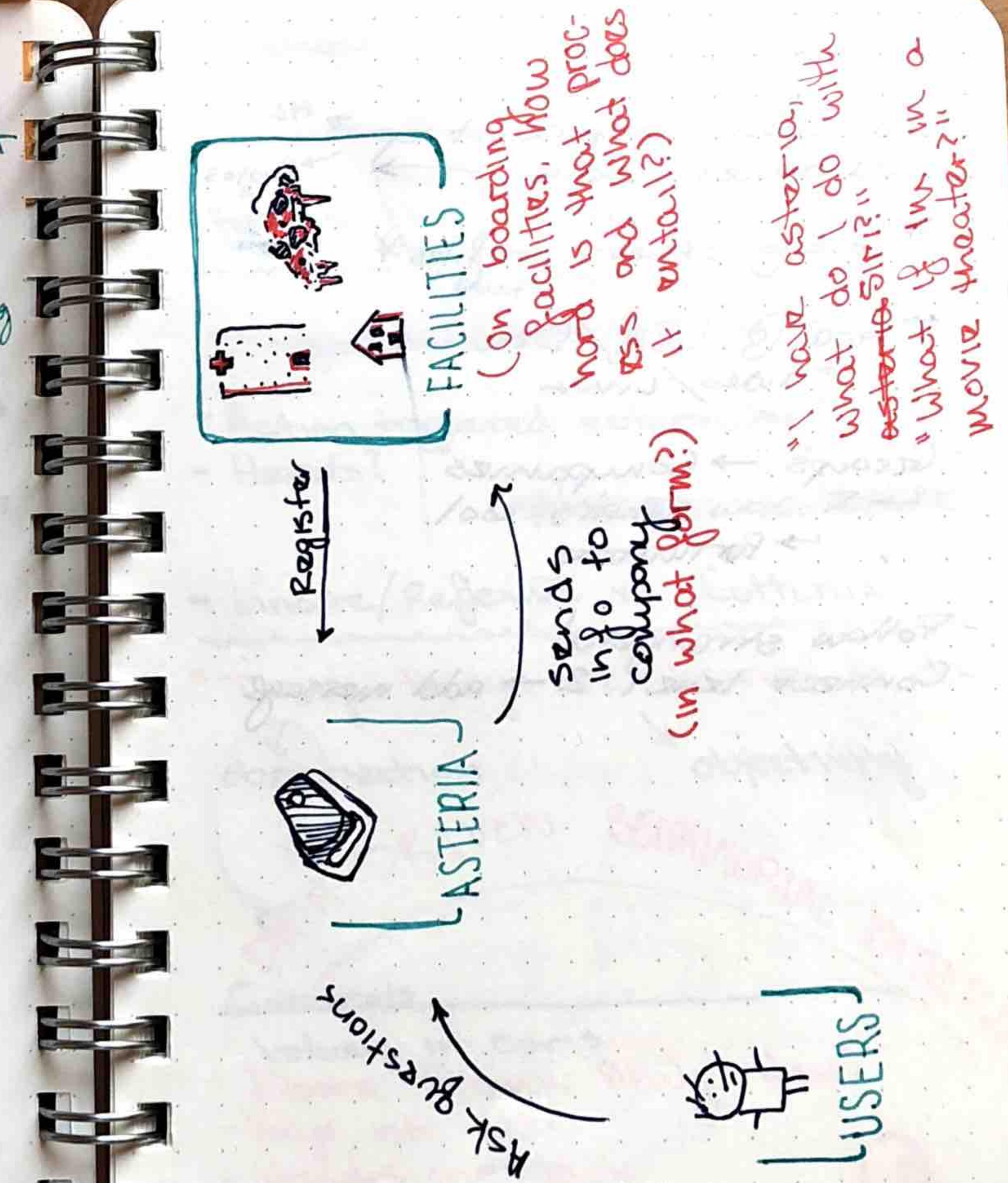
~~Informativ~~ informative audio interface  
that performs ~~Multitask~~ automation  
through learned behavior  
upon request

friend that connects you to everything

First question to answer

# ONBOARDING

1:1, 1:x, x:x

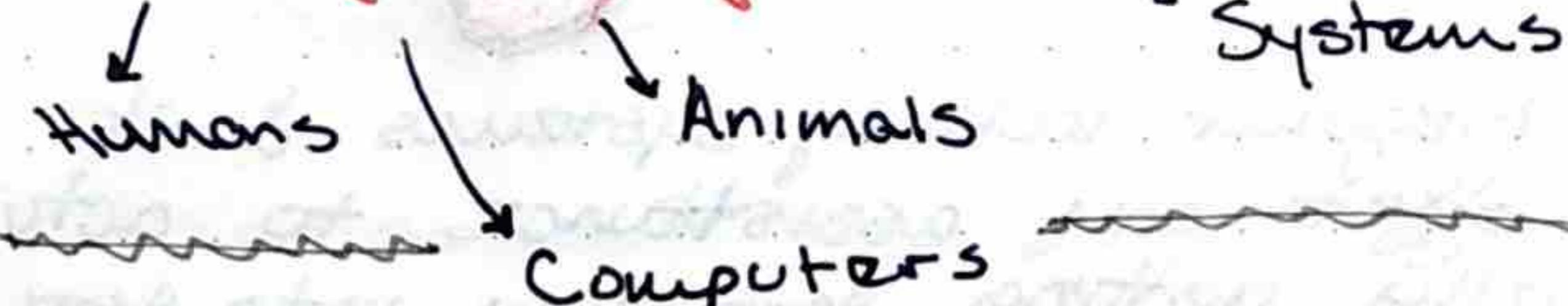


## LinkedIn help

- Add desc. → spice it up <sup>HL</sup>
- add other media → Photos
- \* Look @ other profiles\*
- Goal @ CTA / Desc.
  - ↳ video / link
- Groups → Companies
  - ↳ follow what's cool
  - ↳ participate
- Follow strangers!
- Connect level 2 → add message

Behavior → what is it?

"Things things do."



Systems

"To fail to interact is to be dead"

- Action triggered externally
- Habits?

Nature vs. Nurture

- Innate/Reflexive vs. Cultural

"Things things are observed to do."

observation

objectivity

DATA DRIVEN BEHAVIORAL PATTERNS

Controls

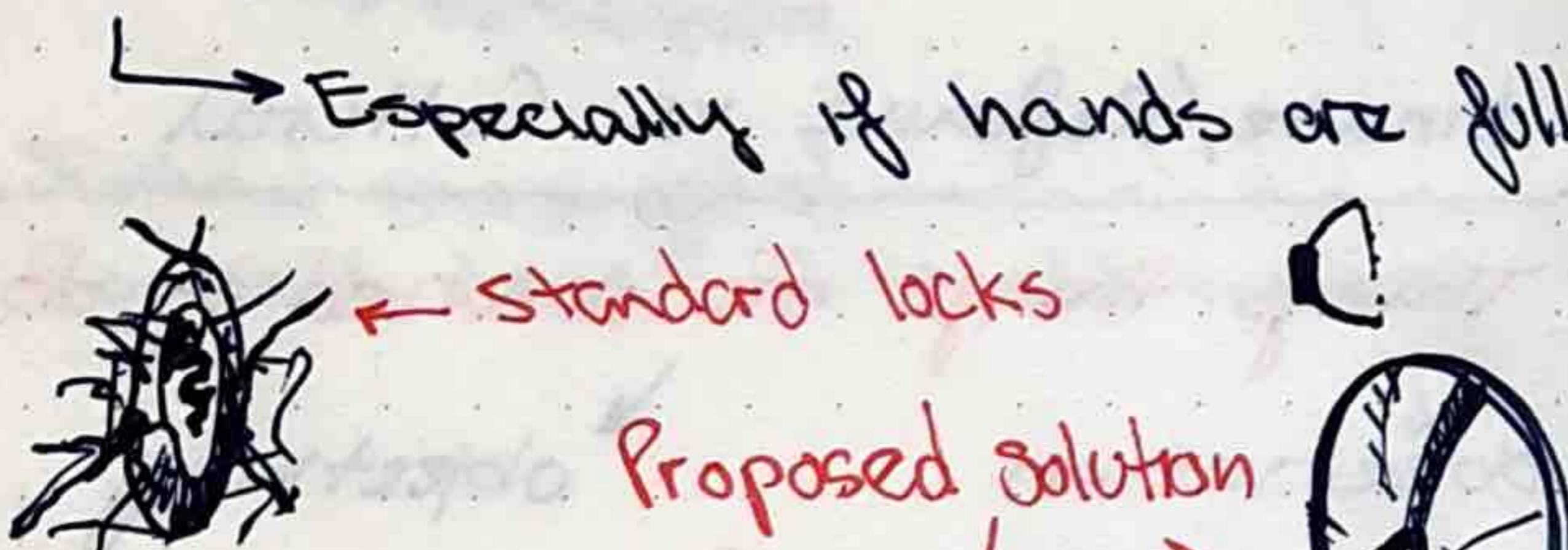
- Volume in cars
- Doors (think Hbake's door)
- Keys into locks
- Headphone jack

Locks @ night



### Problem

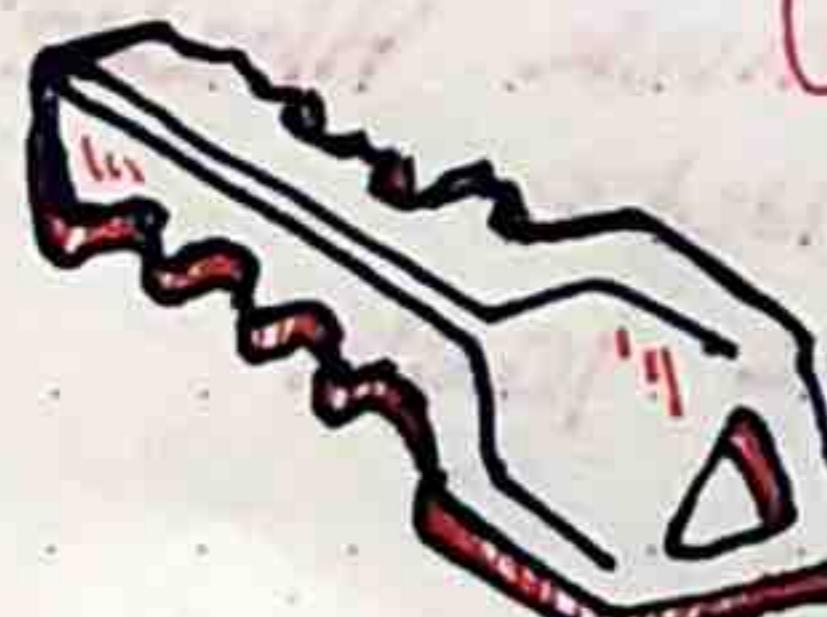
- Regular locking systems don't offer any assistance to actually getting the key into the lock.
- When there is no light, trying to fit your key into the lock can become a fairly difficult task.



### Proposed Solution

- Sometimes the key can be upside down and you → (USB syndrome)

Double sided



(single keys work as well)

Identify companies to work for

↳ Find Dream Job

use same language as the job description

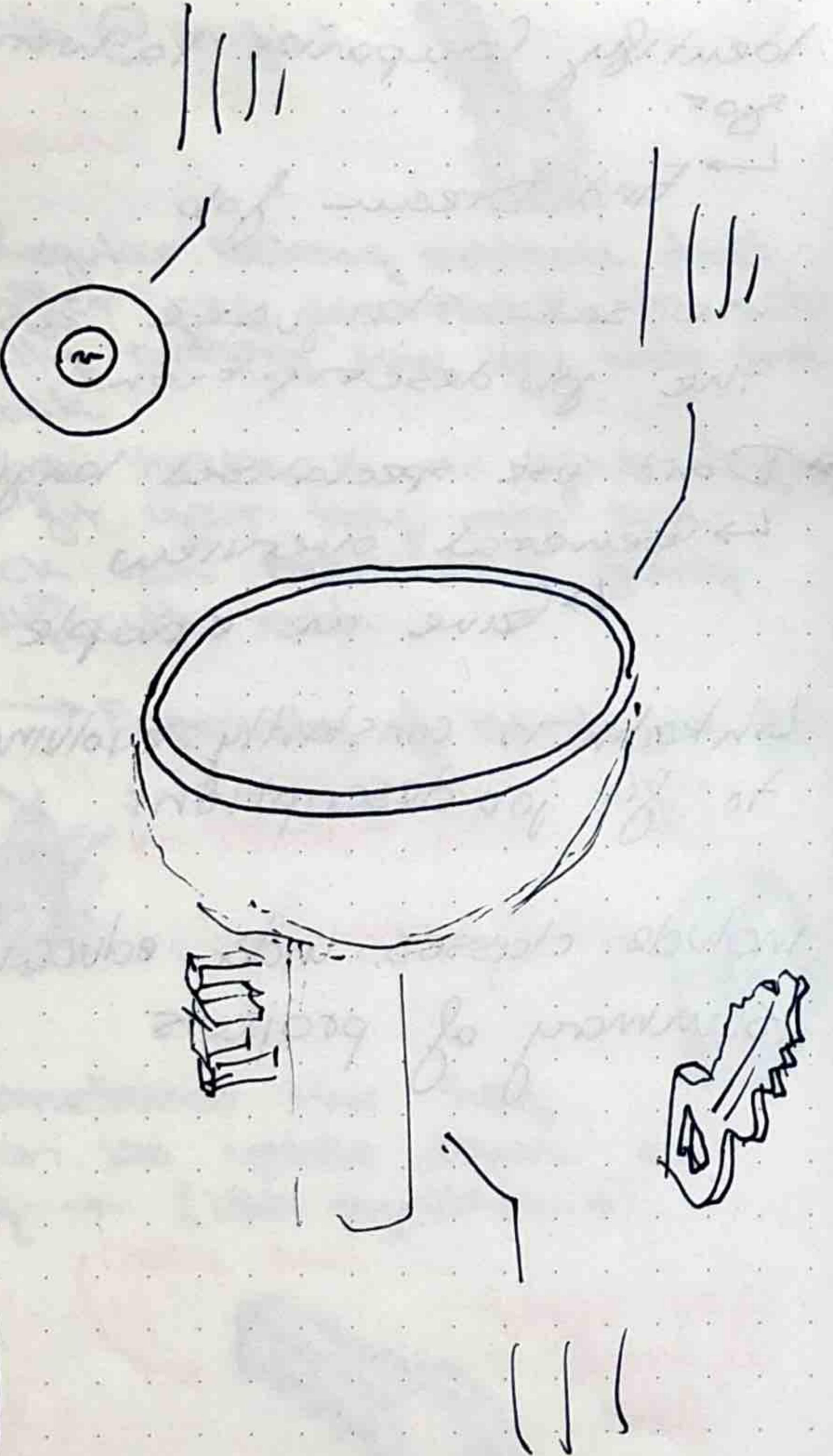
→ Don't use specialised language

↳ General overview

↳ Give an example

LinkedIn is constantly evolving to fit job descriptions.

include classes under education  
summary of projects



1. Pick app → Artsy
2. Wireframes
3. 8 behaviors
  - Current shows Click Gallery
  - Scrolling through Main page.
  - View art in context.
  - Favorite it. ←
  - Find museum in area
  - View map for it.
  - Follow
  - Explore →
4. Narrated story → Friend in town,  
New to area, first date, history  
paper, inspiration,
- 3.1 → Main page, Featured gallery,  
Explore page, museums page,  
SF museums, "Legion of Honor,"  
works, work detail page (size)

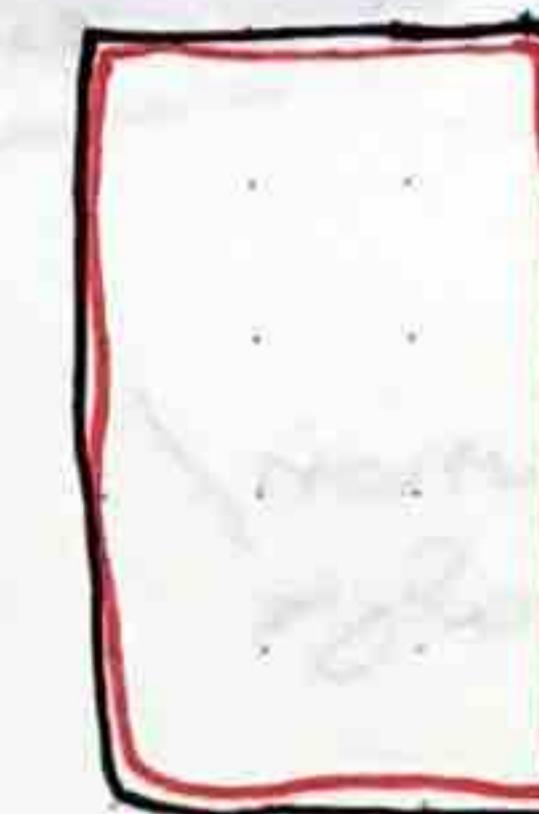
## 12 Principles of Animation

- \* 1. Squash & Stretch
- \* 2. Anticipation (prepares audience for an action).
3. Staging (Direct the audiences attention indirectly)
4. Straight ahead or Pose to pose
5. Follow through & overlapping action (renders movement better)
- \* 6. Slow in and Slow Out
7. Arc (Natural motion follows an arched trajectory)
- \* 8. Secondary action (primary = running secondary = flowing hair)
- \* 9. Timing (speed of movements)

## 10. Exaggeration

11. Solid drawing (volume + weight)

## 12. Appeal



\*Insert any stored principle to the point where users don't recognize the animation as awkward\*

Execution / Craft

Curiosity

Delight

Low Meaning/  
Design

Meaning/  
Design

Irrrelevant

Frustrating

Low Execution/  
Craft

LET'S ASK THE WORLD

↳ Have a question? Test it!

**D**esign - noun : A big beautiful  
design

**d**esign - verb : Figuring out the  
solution.

# MICROINTERACTIONS

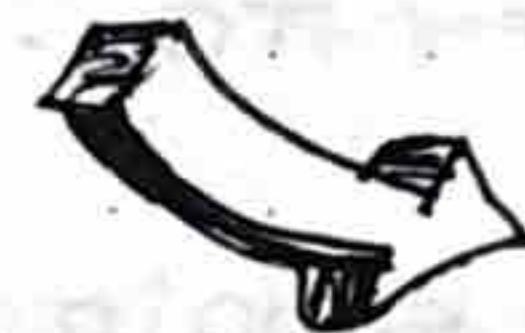
What are they?

The critical details!



These details are what control the present experience

"what happens if I neglect these details?"



People question the functionality!



Big picture matters, but so do the little details.

Accomplish this using:

CONTEXT, EMPATHY, OBSERVATIONAL SKILLS

How big can a microinteraction be?

They usually resolve around a single use-case

**FEATURES**, tend to be complex (multicase), time consuming, and cognitively engaging, while **MICROINTERACTIONS** are simple, brief, and effortless



vs.



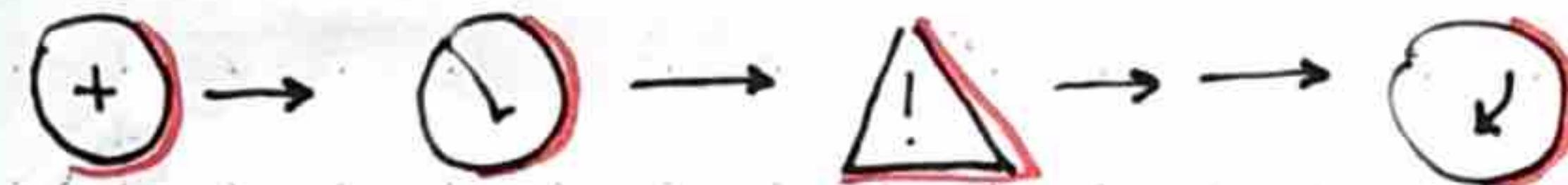
When should I use a microinteraction?

When you want to... ↗

- Accomplish a single task
- Connecting devices
- Interacting with a single piece of data.
- Controlling an ongoing process
- Turning something on or off.

Consider microinteractions across platforms

- Input methods alter microinteraction



Trigger → Rules → Feedback → Loops & Modes

Microinteractions should largely be based off of

### USER NEED

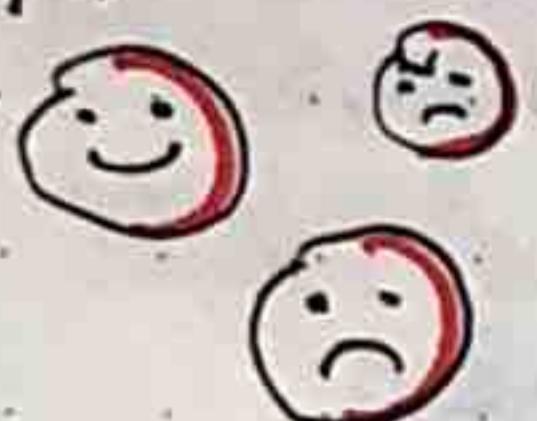
- What are they trying to accomplish
- When
- How often

Express the personality of the product.

Details are the Design.

# COGNITIVE SYSTEMS

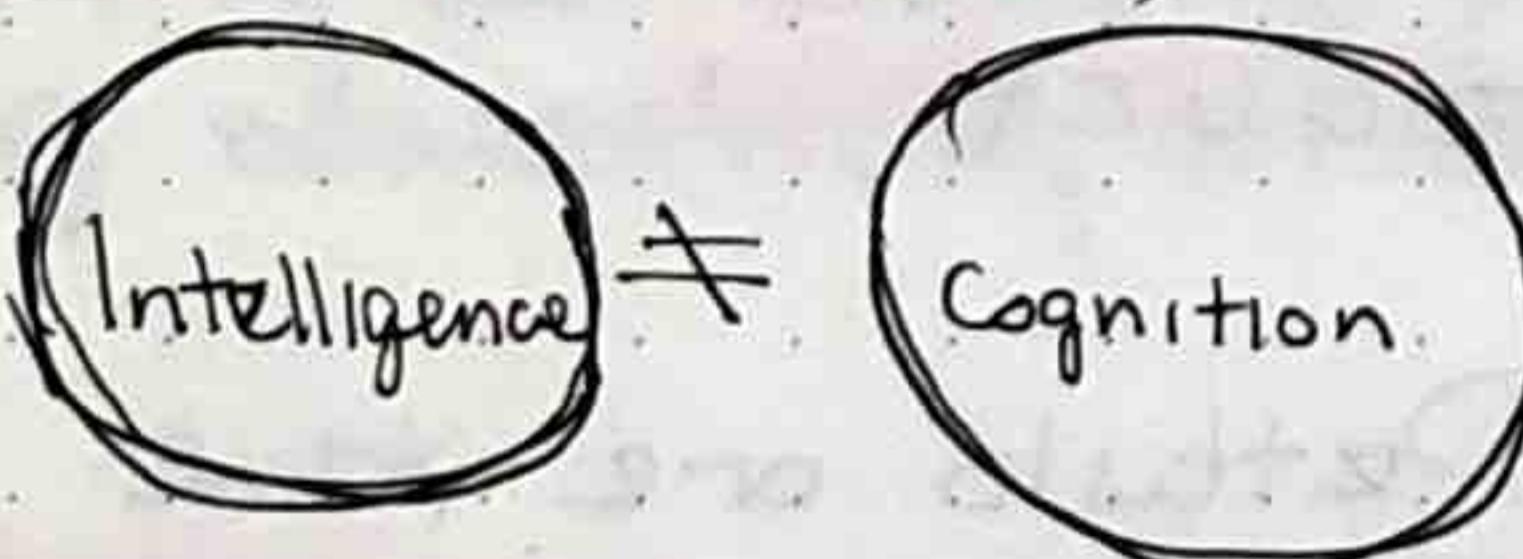
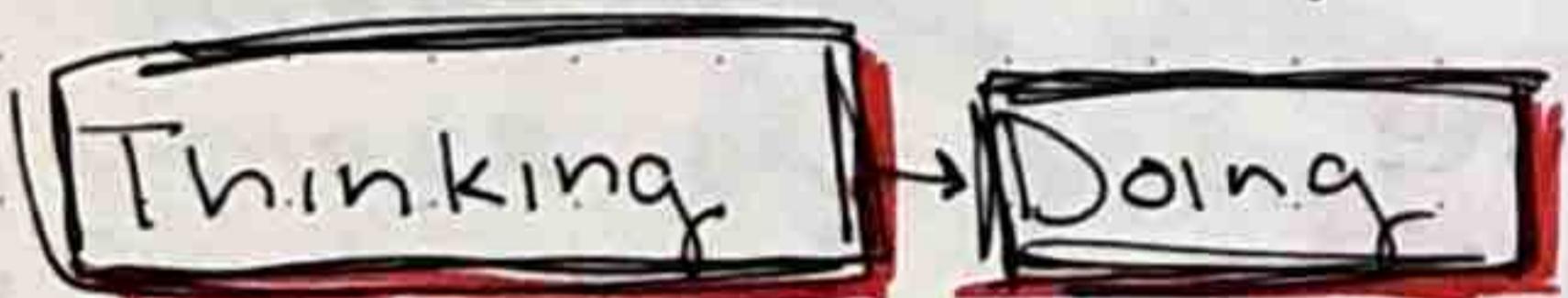
Systems that think for themselves



Emojis → Tell us things that can't be expressed quickly.

- Design used to be products.
- Now it is to design the product.

↳ This removed the thinking from the doing in design.



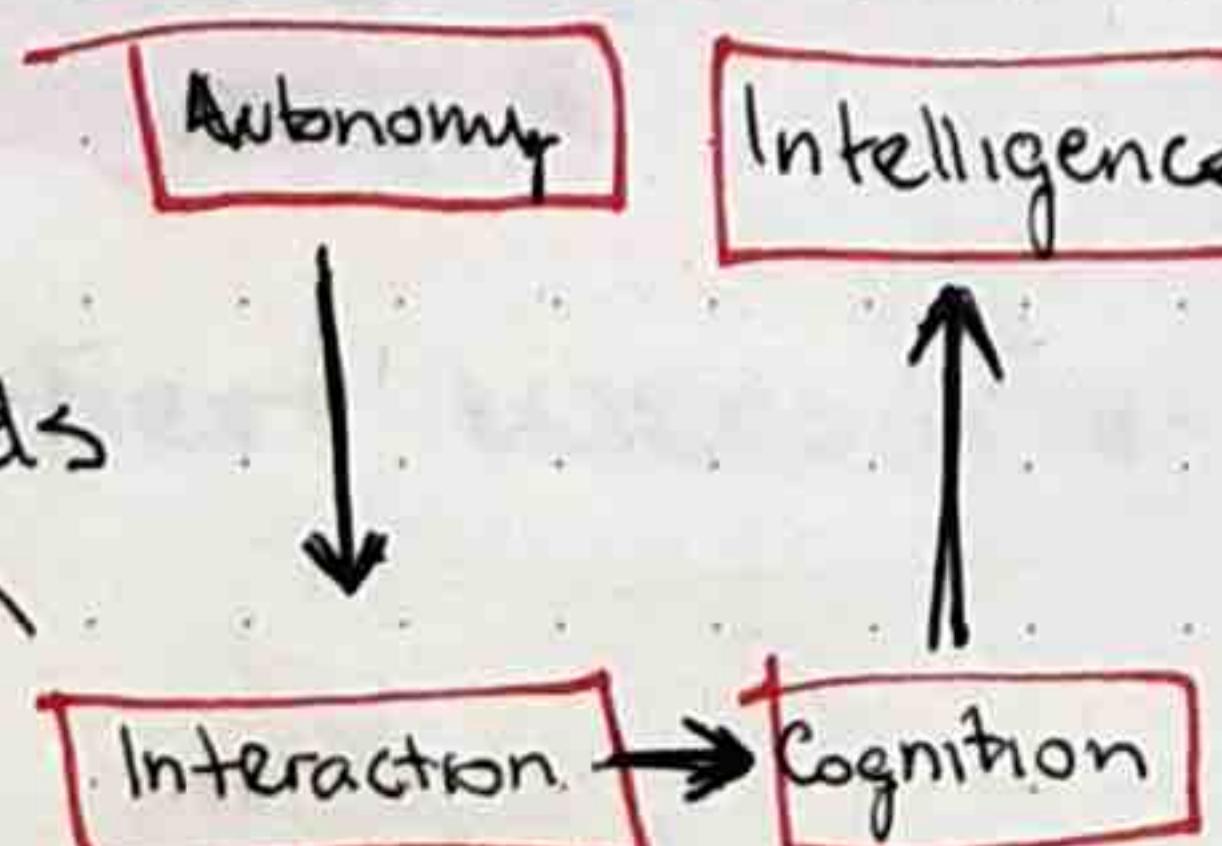
Bird flock: Rules:

Avoid things close

Save air as other birds

Move toward the local

centers of mass



## Behavior Change

### Possible behaviors

- Reliance on sensor data
- Better eating habits
- Paying rent
- Going on a walk regularly
- Cooking
- Stretching
- Addiction
- Vitamins
- Mental strengthening?
- Picking up a new skill  
↳ program, ~~internet~~ instrument
- Spending less
- Time management
- Spending less money
- Sign language
- Less phone usage
- Small gifts/acts of kindness for ❤️
- Finding housing
- Keeping plants alive
- Read the news more
- Reading retention
- Remember (Memory retention)
- Own less stuff  
↳ live life simply

what about ASL do I want to change?

- Learning a new language (teaching yourself ASL)

Recruiting people  
Discussion Guides

## Behavior Change

Behavior Change can be summed up by 3 factors



Motivation

Low

High

is the likelihood of you performing a task. If it is a hard task with no motivation... not gonna do it.

Ability

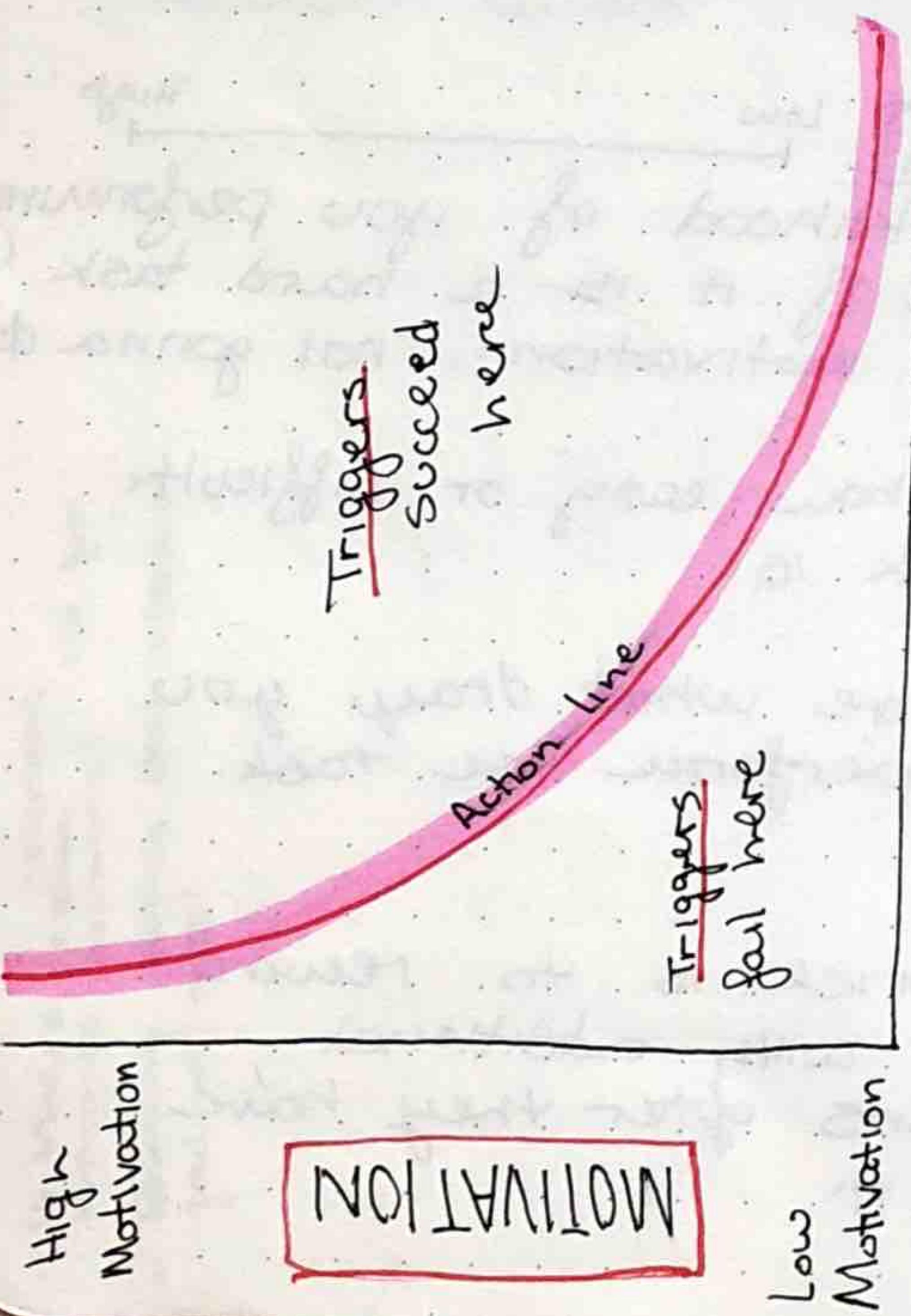
is how easy or difficult the task is.

Triggers

are what draw you in to perform the task.

The trick is to reward users with additional triggers after they have used it.

## Fogg Behavior Model



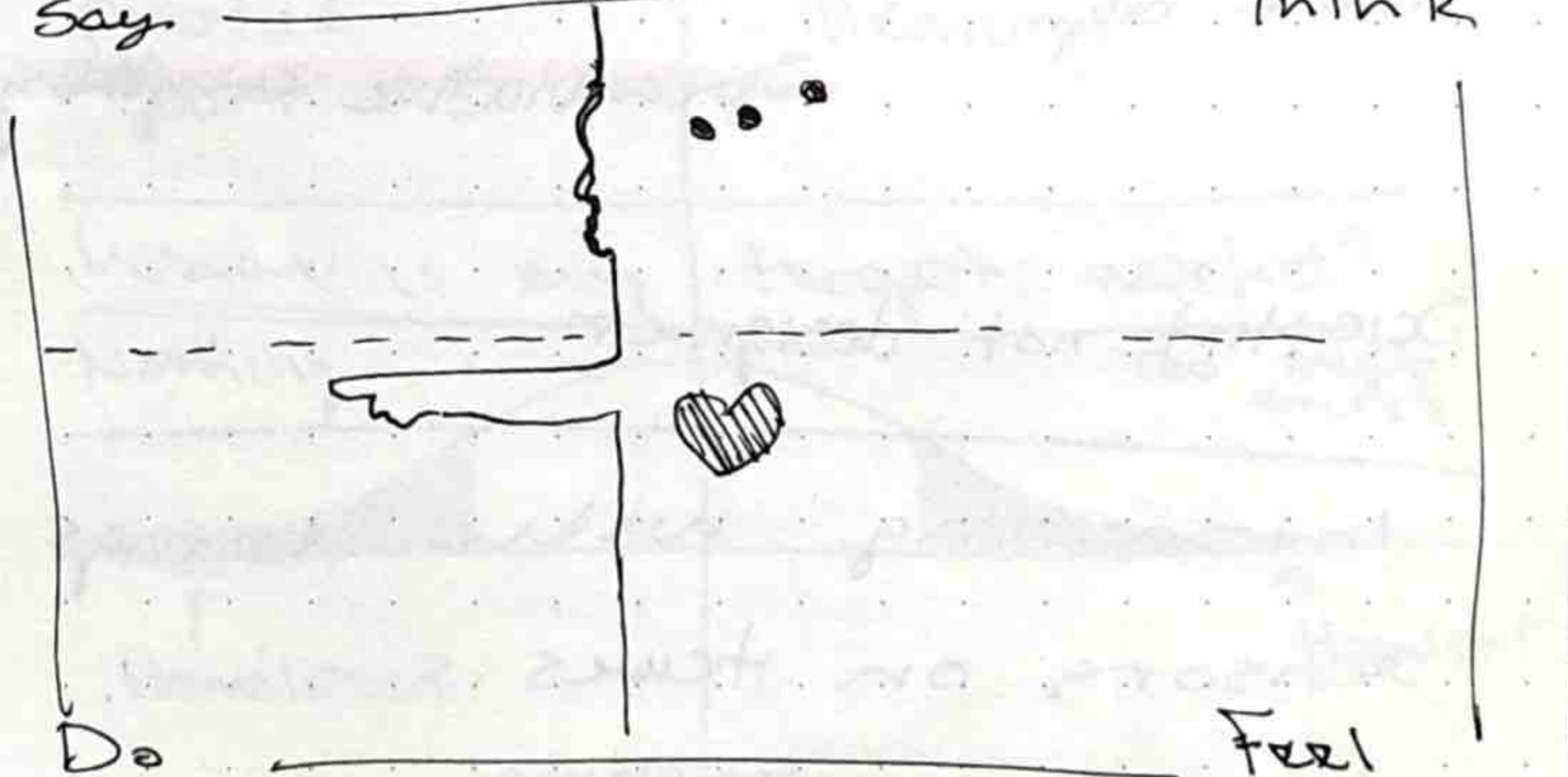
What to do with the behavior?

Do New	Do familiar	Increase	Decrease	Stop

[BehaviorWizard.org](http://BehaviorWizard.org)

Say

Think



Do

Feel

Stranger can mess with  
Citizen signs

→ Waze for scientific  
data

Erik Palos

Bio sensing      Sensory substitution

David Eagleman  
TED talk

specific to people  
with specific needs

Leave traces  
for others

Think big.

"IDEA personal  
skies"

Speculative everything

Scientist not designer

Interacting with things

Sensors on items

Nest cam      Machine  
vision

LED

Chris Harris → Body displays

Designing behavior w/ no purpose

Sensing possessions through  
possessions

Clothing  
Furniture  
Utencils  
Electronics  
Books  
Luggage  
Knick knacks  
Electronic files  
Photos  
Journals

Touching  
Feeling  
Seeing  
Hearing  
Tasting  
Listening  
Nostalgia  
Loss  
Memory

What is my  
Nothing

target market?

Too much  
stuff

↑  
Homeless?

Hoarder?

More mobile

Less mobile

## feeling the states of your stuff

People who have Moved frequently vs people who have not ever moved.

- What do you think of the items you own?
- Do you own too many things?
- How do you manage your possessions?
- Which mean the most to you?
- What is the minimum # of things you would feel comfortable owning?
- Do you lose or misplace things often?
- How much stuff do you store on your computer? Do you feel you have too much stuff online?
- What are your 3 most cherished possessions? Most frequently used?
- Rank what you spend your money on, rank the importance of each category
- Do you binge shop/ therapy shop?
- How often?
- Are you aware of everything you know? own?

## Realizing the small things

Helvetica font challenge

Mannerisms

Hobbies

Find something you didn't know you had, and use it.

"Prep them by searching for stuff they wouldn't normally look for, then do it with their own belongings."

Write down every time you use an object you own for the first time that day, and tally every time after that.

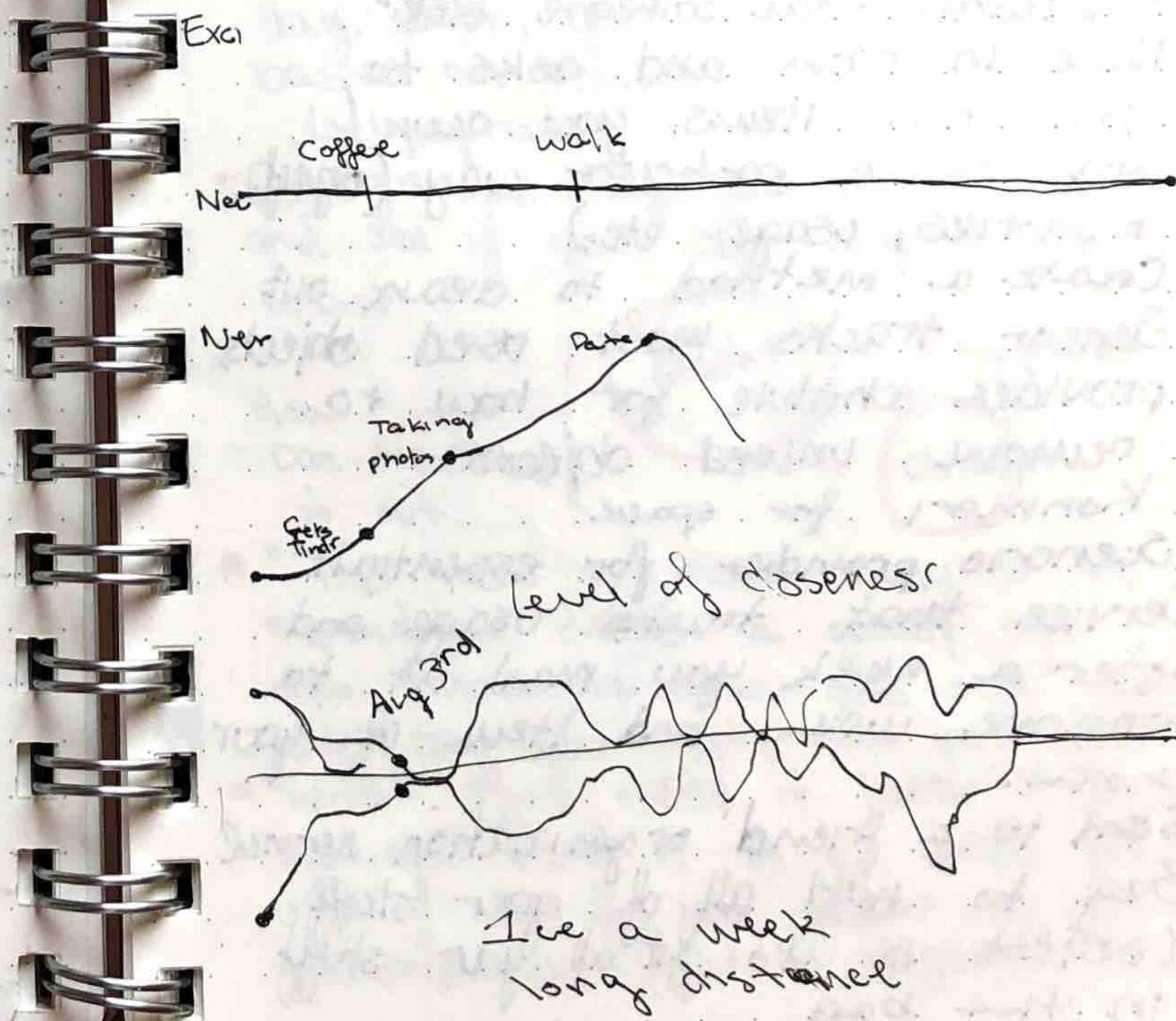
→ Now, you are unable to use those items the next day. How do you notice a difference in alternatives.

→ Think of something you own and find a use for it. How did using it for the first time feel?

## Secondary Sources

Research  
sources

NUDGE - ANY ASPECT IN THE CHOICE ARCHITECTURE THAT ALTERS PEOPLES BEHAVIOR IN A PREDICTABLE WAY WITHOUT FOREBIDDING ANY OPTIONS OR SIGNIFICANTLY CHANGING THEIR ECONOMIC INCENTIVES.

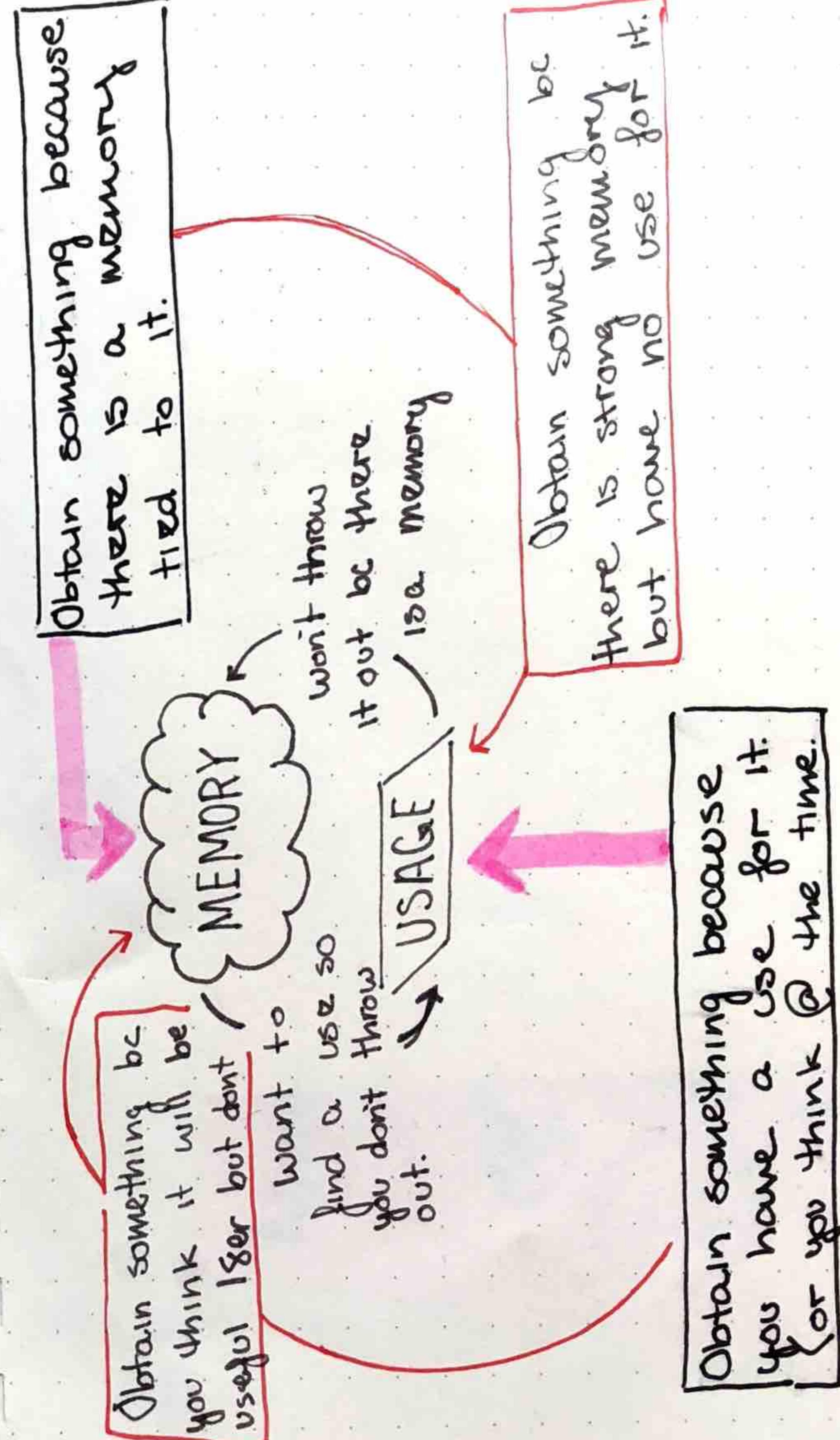
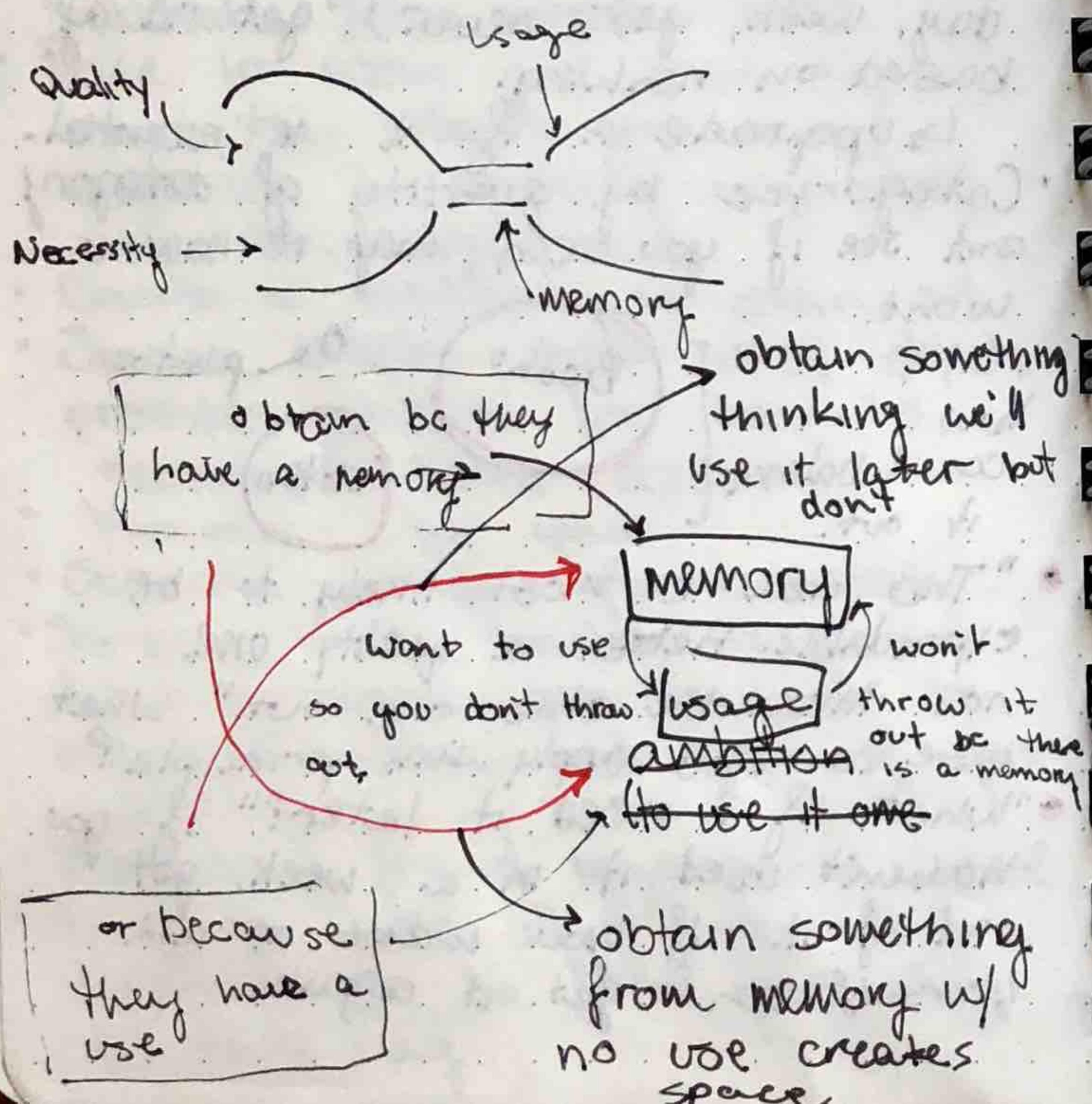


# — 30 CONCEPT SKETCHES —

- Unused objects light up more and more
- Try to use most of your possessions once a week.
- Sisterhood of the traveling pants for your own possessions.
- Pen pal for your items (send away one item, receive something more "relatable from someone else")
- Place in room and asks to count the items you own/organize a particular way (signif. MEMORIES, usage, etc.)
- Create a method to clean out
- Sensor tracks most used objects, provides schedule for how to remove unused objects.
- Konmari for space
- Scenario provider for essentials.
- Service that tracks usage and after a week you mail it to someone with an item of your choice.
- "Send to a friend" organization service
- Bag to hold all of your stuff (object is to fit all your stuff in the bag)

- Take it to place and it determines if it's worth buying
  - The dot for items. "I can throw away more than that."
  - Bigger or better but for getting rid of things.
  - Count the bare minimum then add 5. That's all you get.
  - Tier list (everywhere I go, once a day, week, year, never) get rid of based on ranking.
    - ↳ Upgrade it if it is essential.
  - Categorize by quantity and see if you can map it to how u want.
- How can I balance it out.
- Books
- Photos
- Clothes
- "This item is most likely to be expendable. Here's a quality one. now throw the other one out." What else can you apply this principle?
  - "What if I need it later?" If you haven't used it in a week, get rid of it. If you want it, ask yourself, can I get it again.

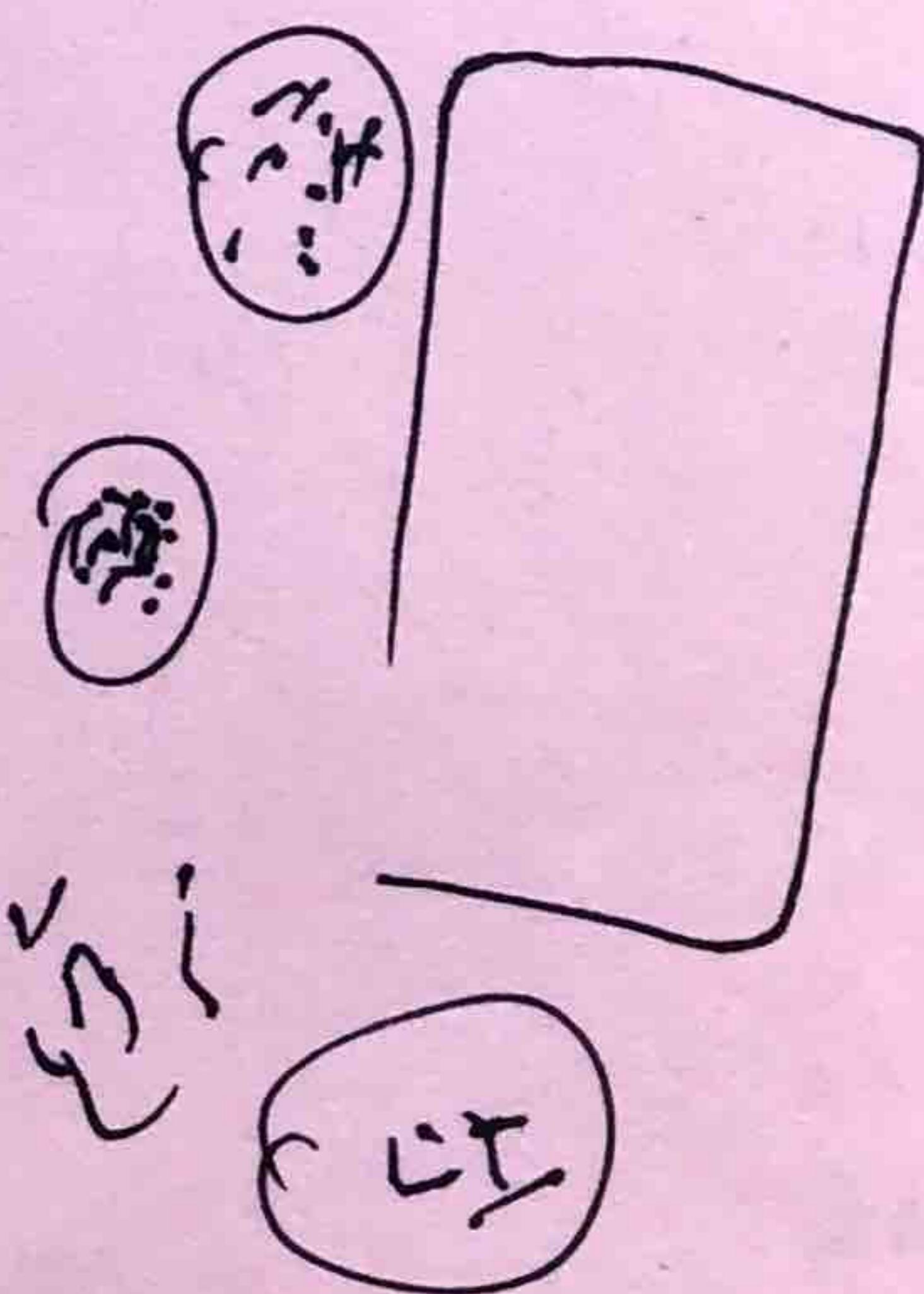
- A device/organizational tool to help notice when you are using something (empty hanger, space in drawer)
- Gets happier every time you use a new object. Gets stressed if you have too many.



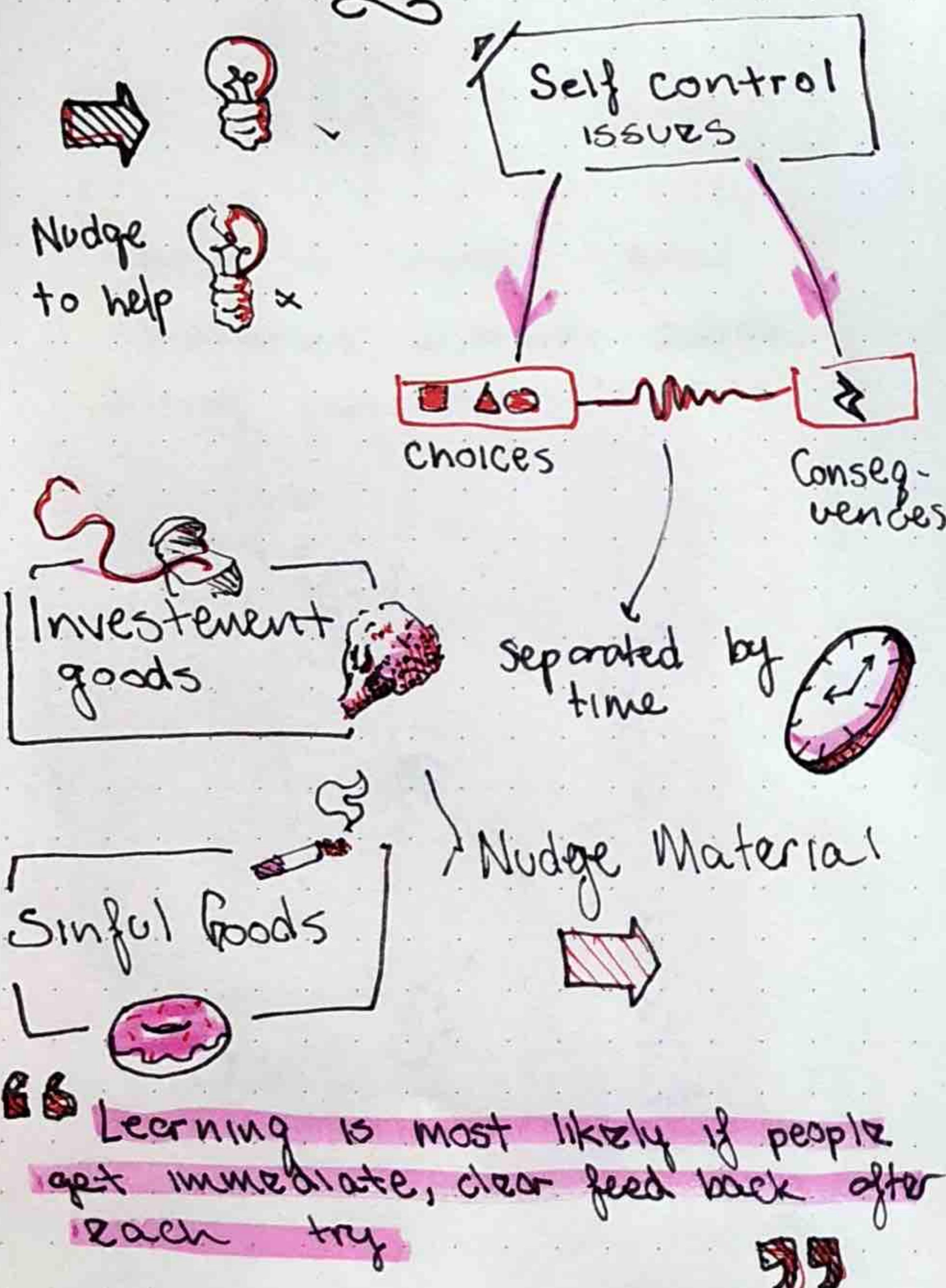
How to create new  
memories without accumu-  
lating new items?

Mindset that you can  
probably get A again

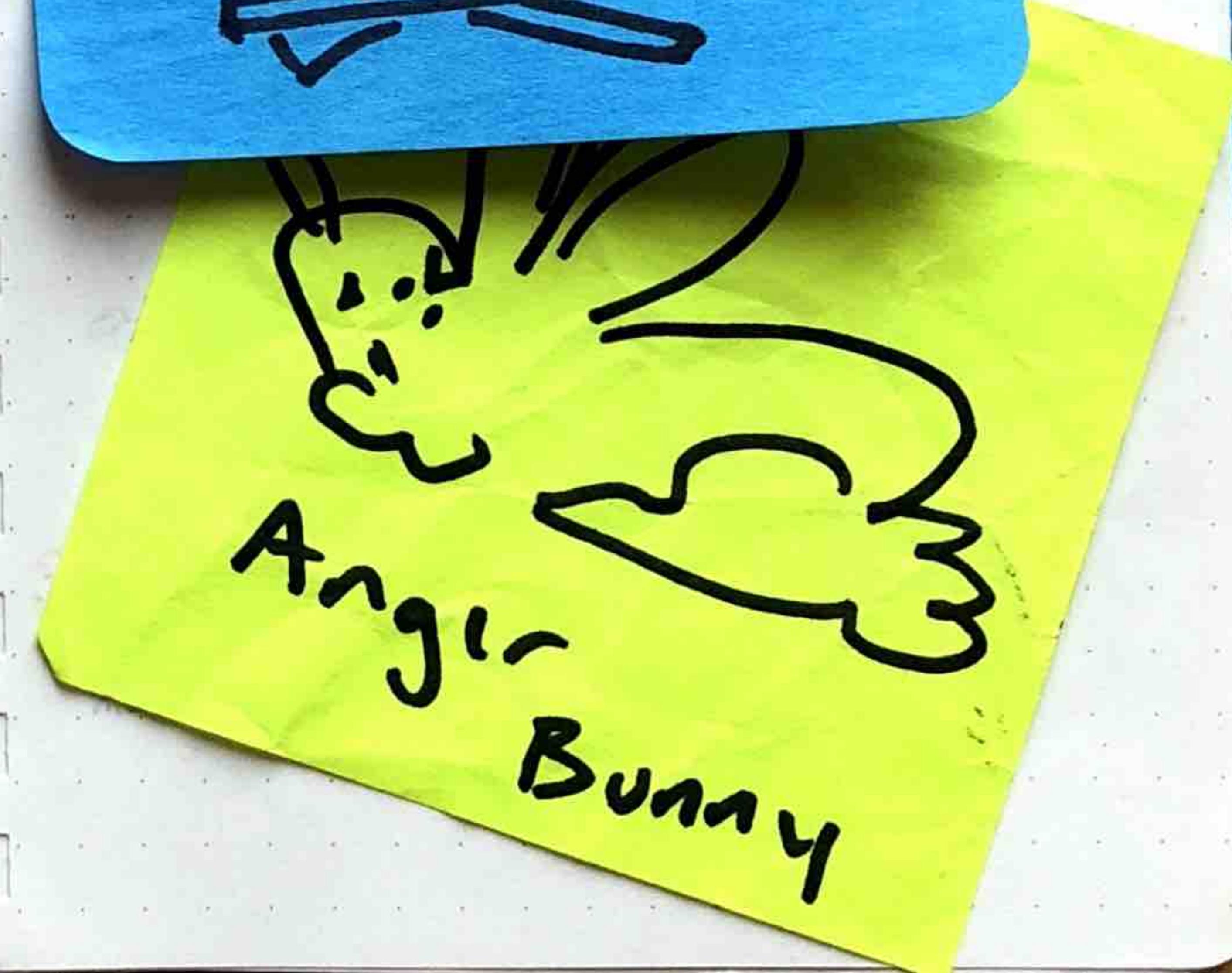
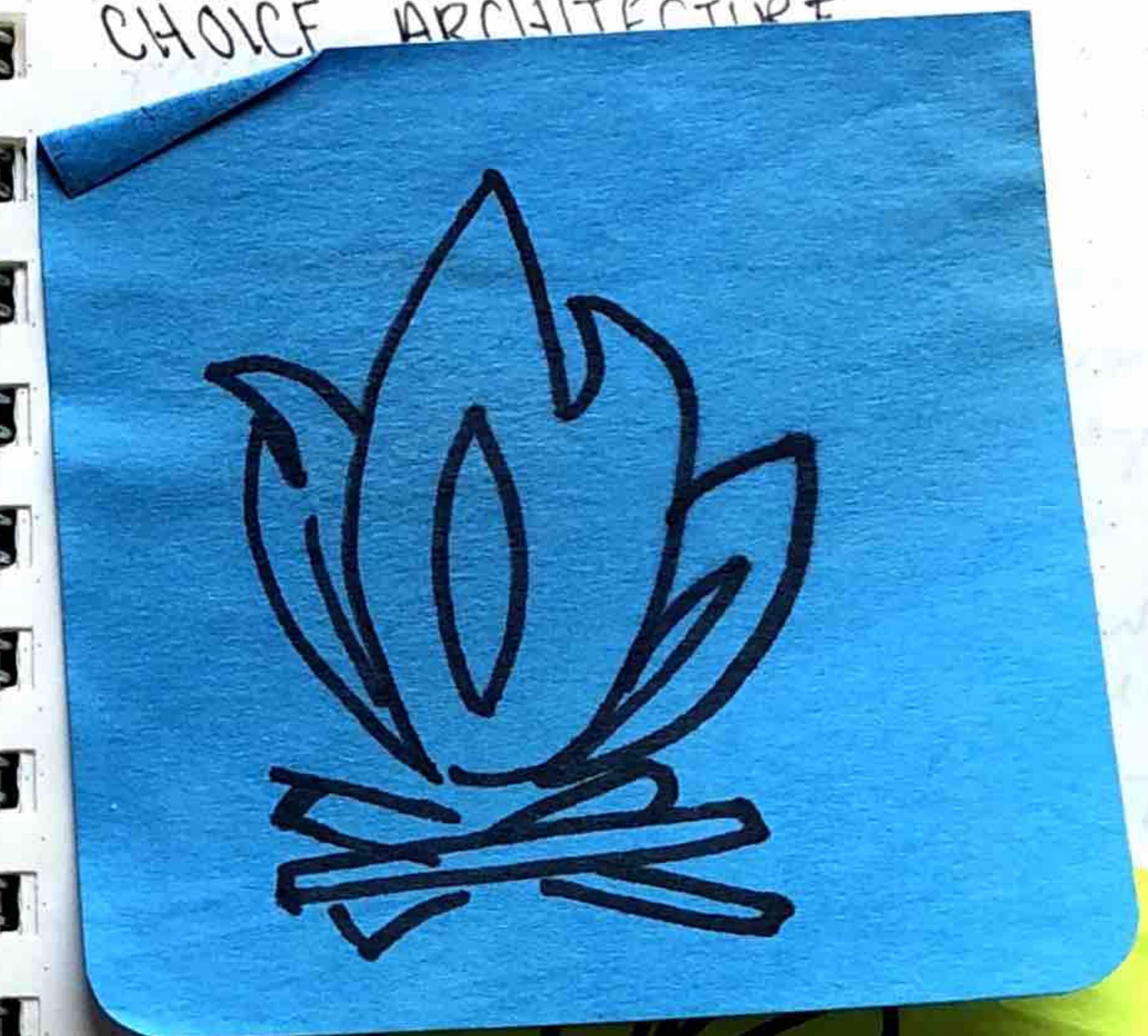
Nissen plans?



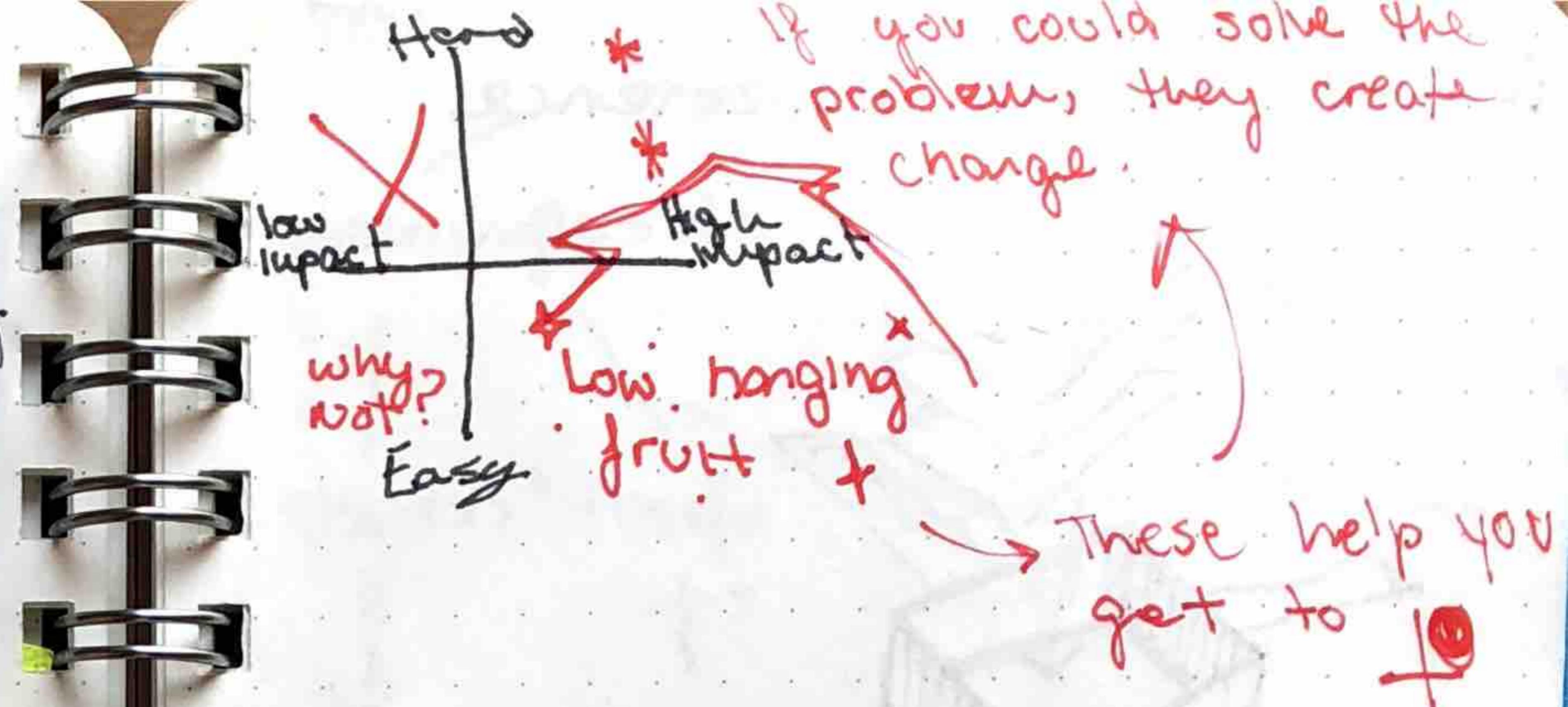
# WHEN DO WE NEED A NUDGE?



# CHOICE ARCHITECTURE



worried I'm ~~already~~ catering to ppl who are already clean and just reinforcing the process, rather than helping ppl who are disordered get their shit together."



1 write down everything you own.

2 Tally every time you use an item. After a week, take everything you don't use and think about why.

3. Pick one item; mail it to a friend/ user of the platform.

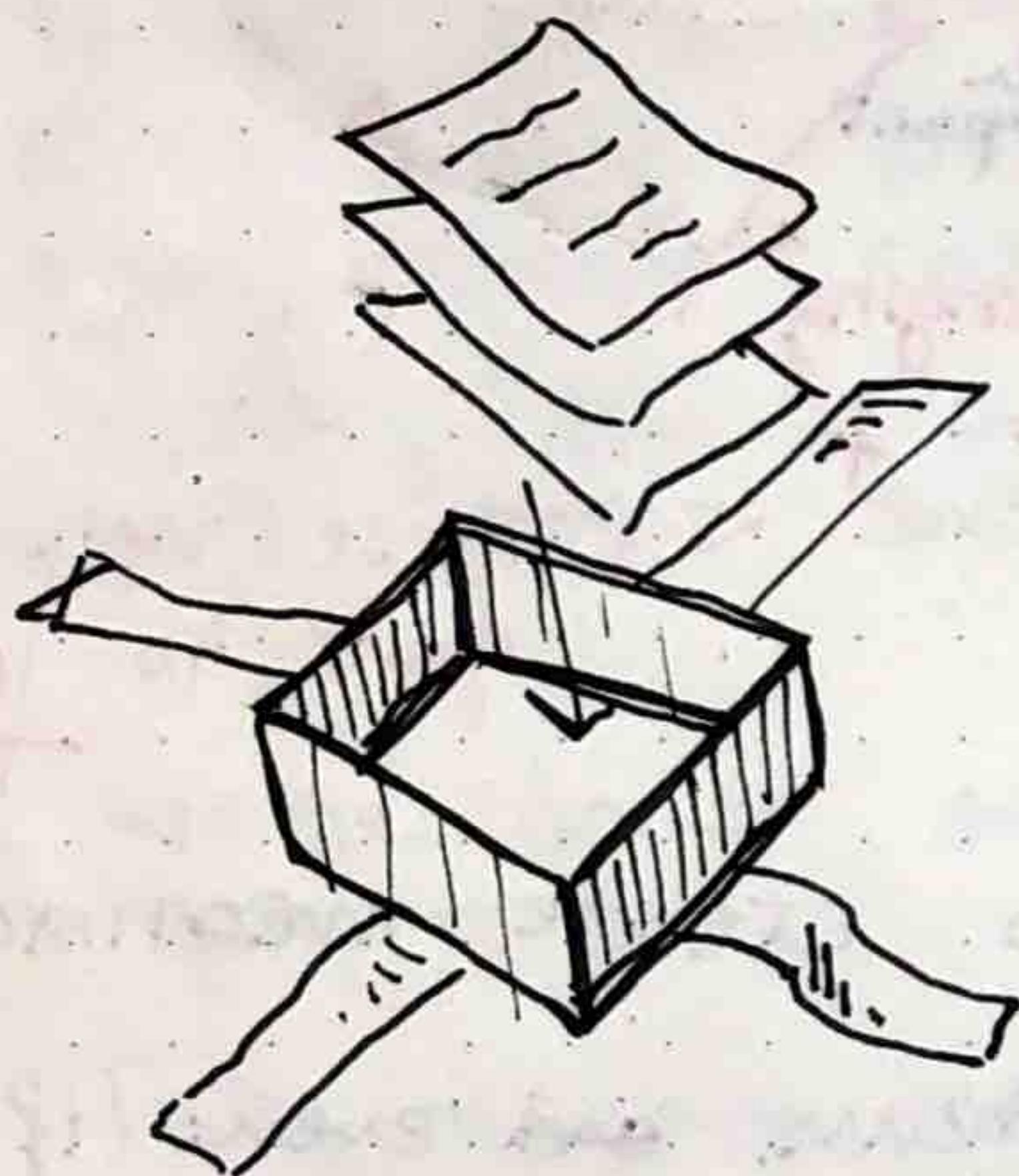
Flaw chart?

↳ lasting value  
Make sure the gift I get back is worth it.

"A way to create meaning in your items, and even if that meaning is created by giving it to someone else who will use it."

"The word "throw away" or "trash" is the problem."

## Ununboxing experience



Paper - Instructions to be aware of items, once aware, analyze what you don't use and put in box.

With a story behind it.

9/14/13

Item/Box Everyone

meaningless was meaningful

useless useful

useless useful

Does this capture make you feel good? Can you keep a photo?

10 intervals 10

Can you keep a photo? Can you get a piece of what against paper with

No  
Don't be afraid to use it.

with negative

Follow up with questions

UKE

The POV shots

of you  
shaking your  
head lol

& everything!

SHYP

Caropma?

-Lively  
-Fast  
-Big  
-Vibrant

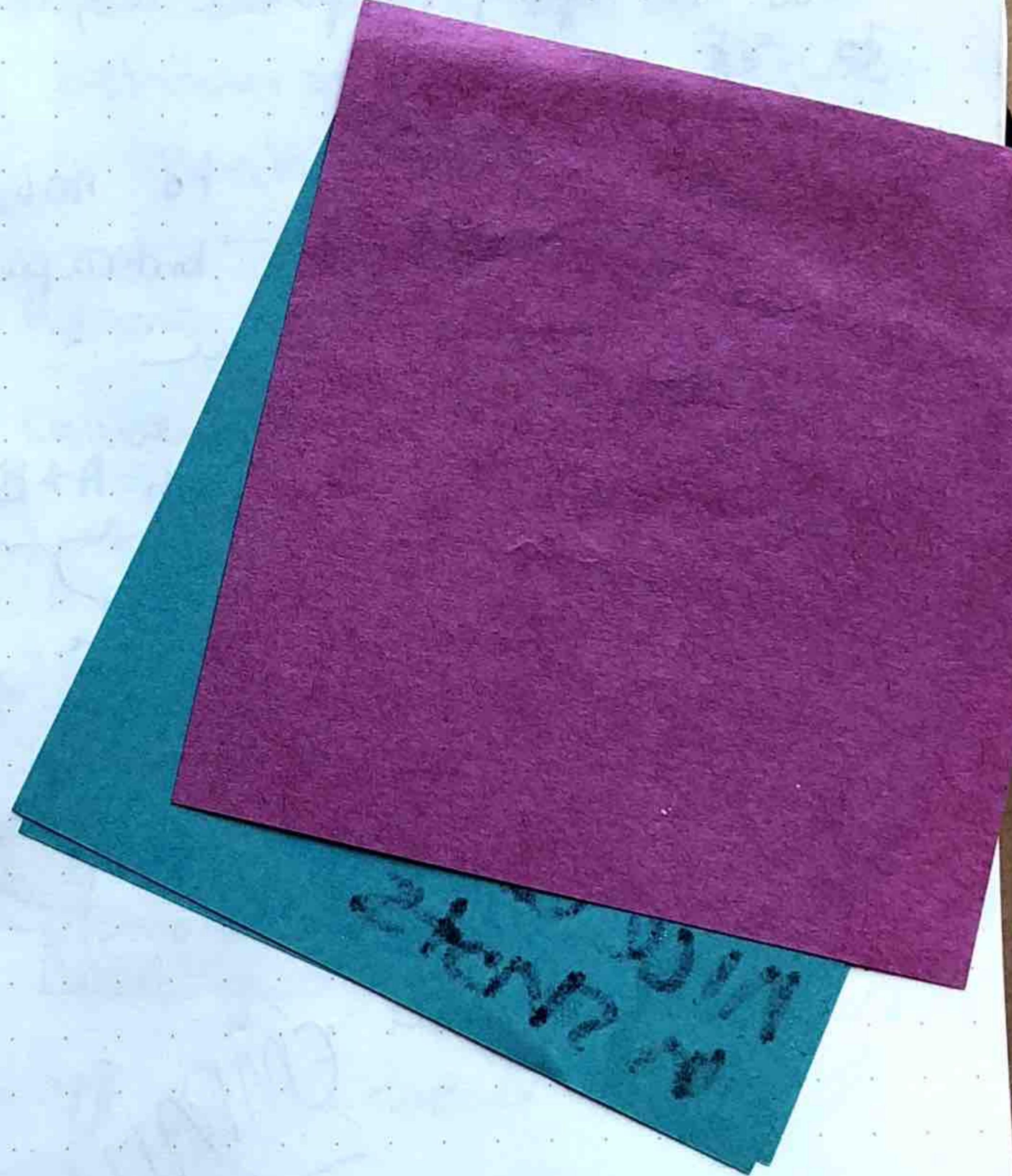
Painting new watercolor?

a  
mirror  
right out of

connect

the world

in



How to apply empathic ecosystem  
to Sf

How to apply tech to make  
idx w. mobility with landscape  
need for connection

mult modal → haptics from A → B

Memorable, compassionate.  
want to do,  
not need to do

triggers to create new lang  
of automotive expression

Data vs material

- EMPATHIC

How can we separate  
behavior from nature  
to make it beneficial

Hormone mobility

- Delivers ~~digital~~ digital services
- Urban mobility playful
  - ↳ consistent engage
- Easy to acquire & integrate into the city

Mobility & automotive

Identify root cause

'If the car never existed...'

Sensory experience

Ford won't sell cars in the future

# Future of accessible transportation

Areas of accessibility  
in interested in.

Communicating (globally)

"How might we make accessibility unique for each individual persons needs?"

Adaptability → (boats on land)

Minimal transferring

"How do we make what we want/need accessible?"

How to design for handicaps

- Long distance relationships
  - ↳ wearables
- Forming communities separated by geography

↳ tech companies  
Relationships

#1

## Pain points

- Unique needs (language, wheelchair, etc.)
- "Inconvenient for able bodied people"
- Some needs may conflict w/ each other
- One trick ponies? (strawberry huller)

## 2 Pain points

- Doesn't create change
- Caters to ppl who may not need it as much
- Current attempts conflict (IoT devices don't share a single language)
- 

## 3 Pain points

- Not physical
- On the basis of an interest
- Can't readily act on
- Not usually multi platform
-

How do we account for all needs?

↳ does it all need a solution, or is the problem not with transportation, but the people / drivers.

If its all on demand, everything is just specialized vehicles.

Can we turn shipping containers into a transportation experience?

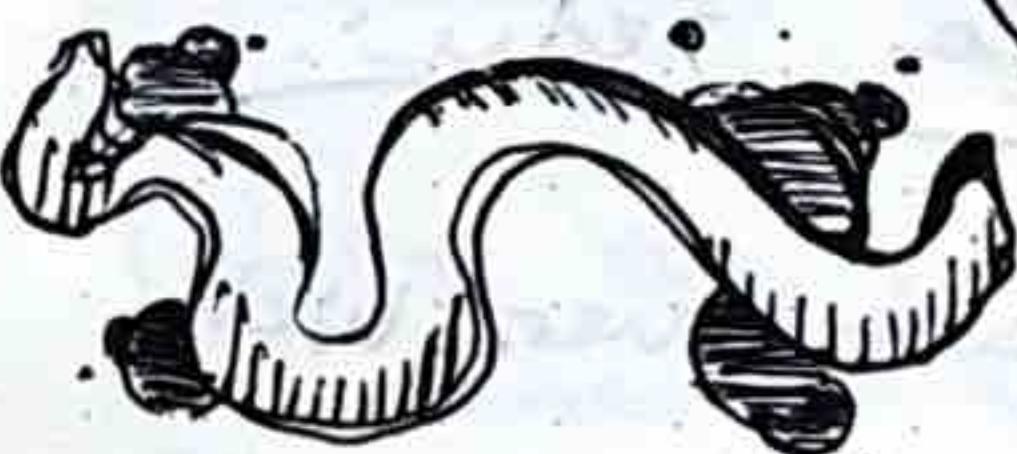
\* Ships

Human needs → How does new tech address that  
Stigma

→



AMPLIFY  
HUMANITY



HYPERLOOP

NEW CONCEPT

Human Intelligence

Play is innovation

440hz.



Cymatics

using music to make Architecture

HARMONIC

or DISSONANT

Align chakra

# Art, Science, Algorithms

What is important to you?

BREAK THE BARRIER?  
of communication



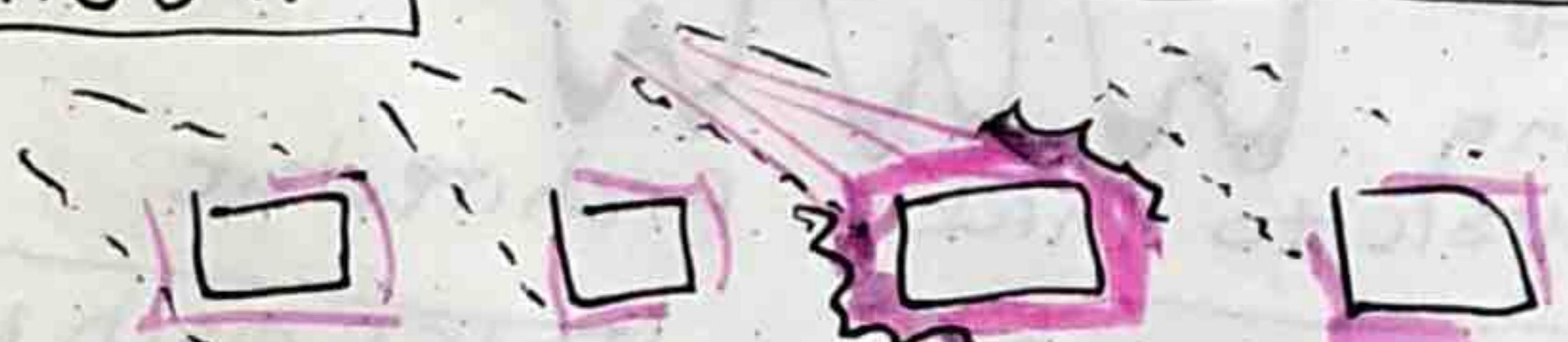
Work well as a team?

Get to know each other well.

entrainment.

"Vibe well"  
"Same wavelength"

Collaboration comes from trust.



Shine a brighter light

# RISE OF THE D.E.O.

"Asks group: What do you want answered?"

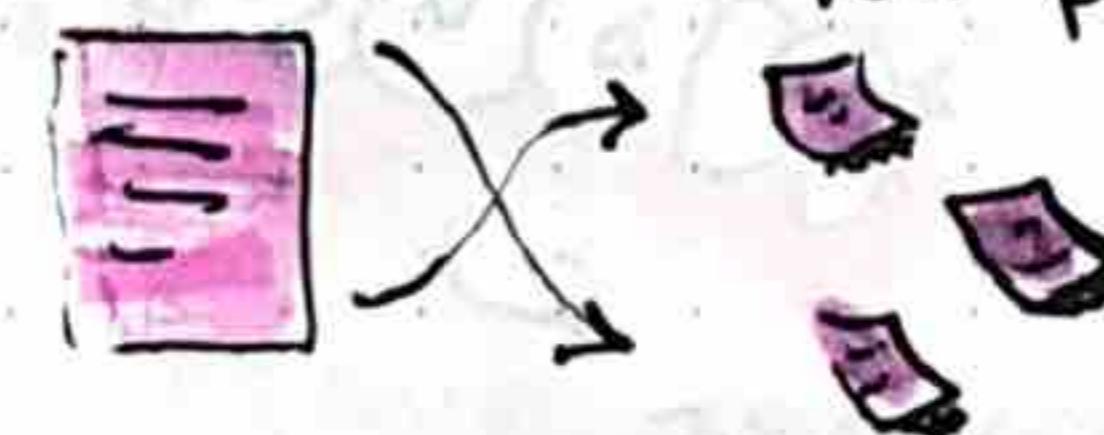
"Tells story of their trajectory change."

**OPEN ↗ · LISTENING ↘**

For that change

"I felt like I wasn't learning... so I went freelance"

↳ Turned into a 100 person company.



look @ business probs  
as design problems

| DESIGNERS ARE  
NATURAL  
LEADERS |

"We don't expect tech to work,  
we expect great experiences"

↳ (Now that it has matured)

DEO

- Change Agent
- Risk taker
- Systems thinker
- Socially intelligent
- Intuitive

# GSD

Get shit done.

Make a decision,  
and do it.

It's harder to  
explain design  
as a verb  
than it is  
a noun

1 Change your  
mindset,  
about design &  
designers.  
↳ Human centered

VERB  
\*ADUN\*

"Everyone is a designer.  
Do NOT hold onto that title"

↳ "It is our job to enable  
creativity in everyone."



See? understand  
the forest, not the  
trees.

2

Value WE  
not me.

"Don't lose sight of the  
practitioner in you"

3

Put people  
first

4

Champion  
creative  
cultures: make  
work fun

5

Iterate your  
ideas. Evolve



90000

spent working  
in your lifetime

make it worth  
it.



Alcohol  
Helps  
Everything

HAVE THE COURAGE TO BE YOU

BOSS

Probeur statement = AJ

Current ones are too general

### Influencing the city

- sound
- smell
- texture

→ what other senses  
can we influence.

- Haptic

What noise does he hear

Enjoyable 

Car seat example

Activate other senses that  
poetically beautiful that  
makes san francisco unique

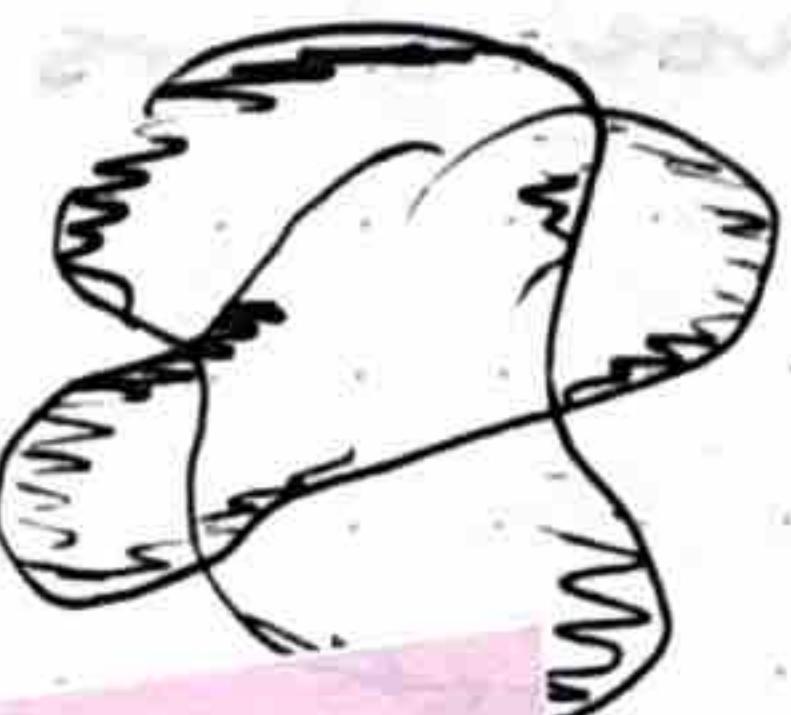
Guide Dogs

Come experience SF

Sandscapes of SF



Acoustic iconography



Formalize story by Friday

Work on presentation

Andres - presentation video  
Sara - Storytelling video, video  
Krystel - Sidewalk model, video  
Andy - Audio video, poster

Go to the bus  
Get out of boat  
use stairs

