Name Andy

Project 2: Motions in Interaction

Feature clarity	**Great**	**Good**	**Fair**
• Do the wireframe screens and states clearly represent the feature?	3	2	1
• Has sufficient documentation of the design been provided to assure design evaluators that a rigorous and thoughtful experience has been crafted?	3	2	1
Motion detail			
• Visual and interactive appeal of the prototype transitions.	3	2	1
• Is motion used effectively and thoughtful to convey interactions with attention to details (timing, rhythm, and motion)?	3	2	1
Story			
• Ability of the video to highlight the best features of the experience design.	3	2	1
• Does the narrated story of the app and its features clearly demonstrate the 8 key features of the app?	3	2	1
Professional craft			
• Does the design solution provide a comprehensive and satisfying experience?	3	2	1
• Does the design effectively use affordances, feedforward, and feedback to guide users through each stage of anticipated action?	3	2	1

Feedback:

A 23/24

Short but sweet — love the speed of transitions, casual tone, animations and storytelling. At a few moments I'm a little confused w/ what's happening (e.g @ 0:32 when you say "Just pick a board") but the transitions are great. Final transition @ 0:59 is a little funny, but nice work overall!

Name Andy

Project 4: Out of Box Experience

Problem Selection and Design Process	**Great**	**Good**	**Fair**
• Problem is real, interesting, and addressable by OOBE	3	2	1
• Design process sufficiently documented	3	2	1

Thanks for the pdf!

Artifact Craft			
• Visual appeal and construction of physical prototype * you did build a prototype (bowl?) but your project ~~[illegible]~~ seems to have transcended the OOBE Brief somewhat :)	3	2	1
• Visual and interactive appeal of on-screen prototype, including animated transitions and visual system	3	2	1
• Ability of video to highlight best features of experience	3	2	1
• Preparation and participation in interim critiques	3	2	1
• Professionalism and impact of final video	3	2	1

Overall Experience			
• Comprehensive and satisfying OOBE: Can users discover what they desire; affordances, feedforward, feedback	3	2	1
• Design influences behavior through physical and virtual interactions; experience derives from user intent	3	2	1
• Solution meets needs of articulated persona	3	2	1

Feedback:

A

28/30

Really Nice video / narrative storytelling. the projeet feels complete conceptually, at least for small household objects that have sentimental value but I really don't need in my home. I'm a little unclear on how I know this app exists in the first place, or what I do if I have big stuff or junk, or nobody wants my object. Which is to say, I think, how can we validate / user test the actual usefulness / usability of this? Right now it feels like a very happy utopia :).

Hi Andy,

As we head full-speed into this final project I wanted to take the opportunity to give everyone a sense of where they are in the course.

First off, I'd like to apologize for my tremendously slow grading this semester. I know that grades are only useful if you have time to review them and then work on improving, so I'm really sorry I've been so very busy. Hopefully our in-class critiques have been useful from a learning perspective.

Based on my calculations (which include projects 1-4, as well as attendance and participation on things like in-class discussions and sketchnotes of readings, etc.) your grade in TimeStudio2 is currently an **A-** (91%).

Note that everyone received an "A" for project 3 (the quick tool-learning assignment which was only worth 5% of the grade), and that the final project will be worth 35% of the total course grade, so there will be plenty of room to keep this up with a combination of good work and in-class participation.

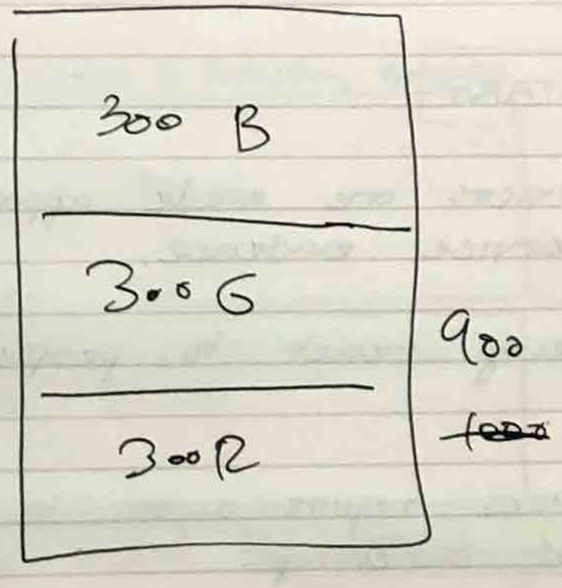
Thanks for a great semester so far!

Haakon

Project 2: Motions in Interaction

Name Andy

- ☐ Processing pls work
- ☐ Order buttons
- ☐ Test color circle movement
- ☐ 2 pages Mulal essay
- ☐ Chat about UX w/ ola



SERVICE DESIGN

- Involves evidence including communications, environments, and behaviors. It must be consistent, easy to use, and have strategic alliance.

PUBLIC SPACES

TRANSPORTATION

LODGING

MEDICAL

UTILITIES

VOTING

SOCIAL HOUSING

MILITARY

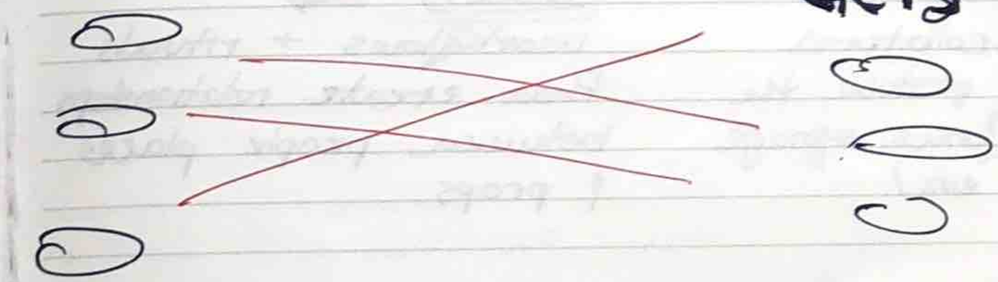
Services are made apparent through service evidence.

Timely react to peoples unique demands

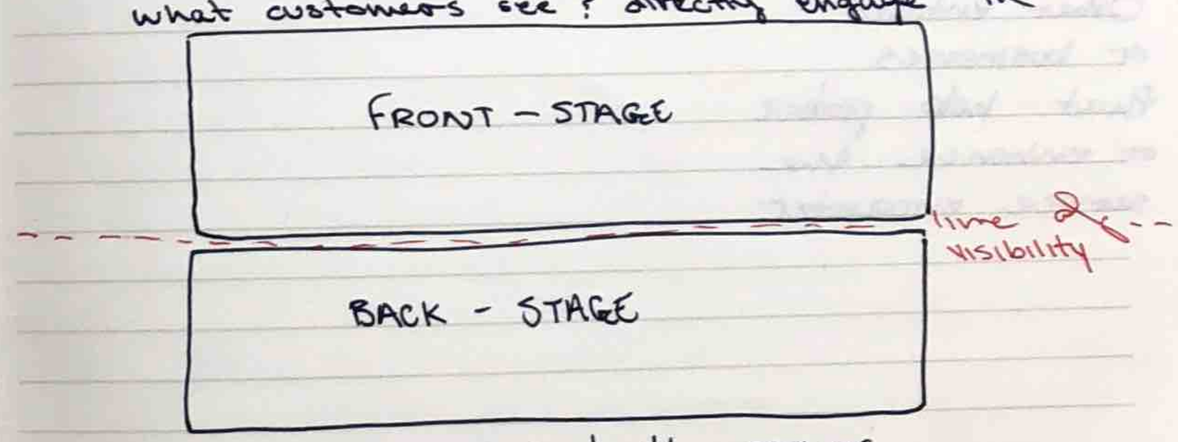
Services require access to resources, not ownership

service customers | Service users | Front-Stage employees | Back-Stage employees | Partner employees

What does the service GIVE vs what the customer GETS



what customers see & directly engage in

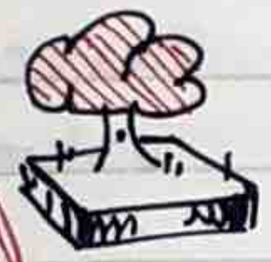


organizations behind the scenes

Engagement happens through touchpoints

People

Employees and other customers encountered while service is produced.



Place

Physical space or virtual environment through which the service is delivered.

Prop

Objects & collateral used to produce the service (forms, signage, products, etc.)

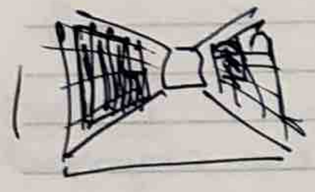
Process

workflows + rituals that create relationships between people places & props.

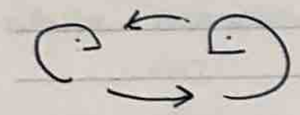
Partner

Other entities or businesses that help produce or enhance the service encounter

Ableton → Clip concept
Grid systems
UX → creating structure for time + space



"sometimes bad design is good design if you chang the goal"

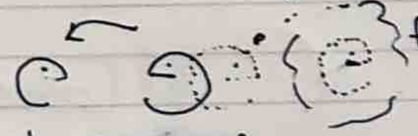


Exchange through cause + effect

- Hooker with

Past experiences

If you have any interaction w/ anything, there is something that goes on w/ yourself first



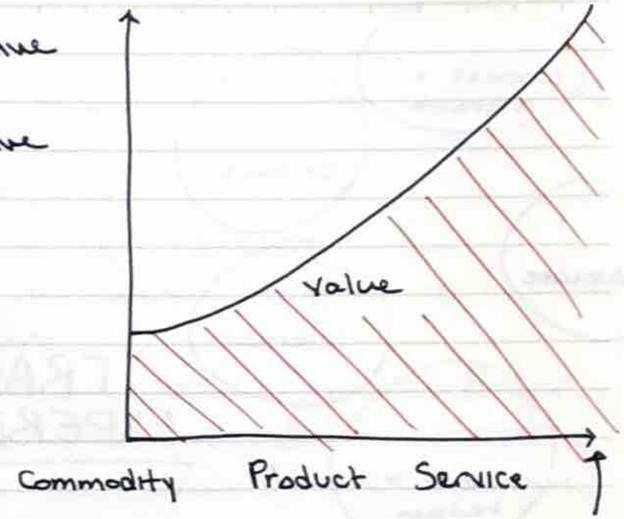
Just an idea

Past experience
↓
Second order cybernetics

"You can not not Communicate
Interact
create an experience"

Functional	Quantitative
Financial	
Emotional	Qualitative
Identity	
Meaningful	

Total Value



"A forest with a path has been designed"

Experience Design Factors Cheat sheet

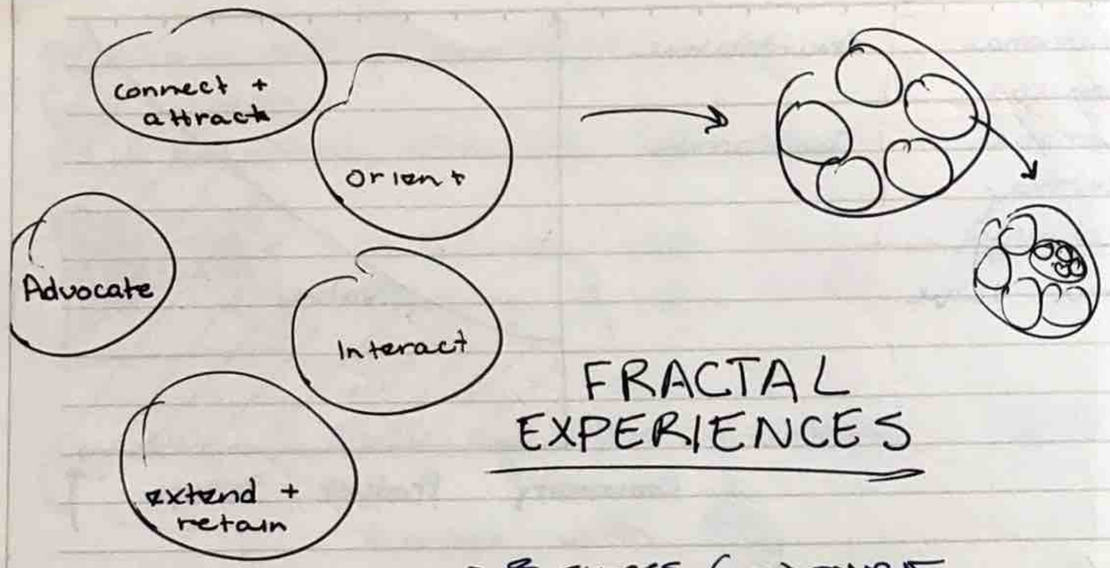
Significance - Price (monetary, emotional, status? etc) function
Duration - Segmentation of time (immersion, conclusion etc)
Breadth - what does it involve? (brand, prod., etc.)
Interaction - Passive? Interactive?
Intensity - How engaging? Habit forming?
Triggers - Senses, concepts, patterns, triggers, etc.)

Olfactory design chart

Meaning transcends value

Stakeholder Map

Current state
A day in the life
Past, Present, Future State, Service Blueprint



FRACTAL EXPERIENCES

→ Business, Customer

Stakeholders
Core Customers
Journey Map
Challenges.

} Observe + Interview
↓
Synthesis

Observe + Interview Before WEDNESDAY

Food during diff times
Crowded during meal times
Best area
↓ ↘ Pick up experience
Waiting
Average wait time (food + order)

Start in line wait order wait pickup eat

←——————————→

A2 OBSERVATIONS

7

- Kelly eating w/ friends.
- Busy walking around.
- Many people crowd around the pick up station
- Ran out of sugar, went to fill it up, people waiting for it.
- No space in main area, but Barrys corner is unused. People dont notice
- Not many of the workers have breaks
- People having serious conversations sitting down, but small talk standing up.
- Pastries is most visible but nobody orders them.
- Died down prepping for the night.
- Not much conversation with workers
- Decent delivery times.
- Was never too loud

A2 CRIT

Faces → How do faces = what they feel.
→ Faces signify alot. Use wisely
Is CCA @ the center? → Jonas slide
↳ center = owners (landlords?)

Visual Iconography

Customers in the center
↳ Or the business
↳ How to make an effective stakeholder map

Faculty use A2 for meetings more leisure
First person journey of A2
↳ Business model canvas to confirm viability of A2 solutions?.

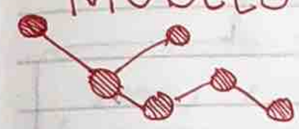
TAKE PHOTOS OF YOU DOING THINGS

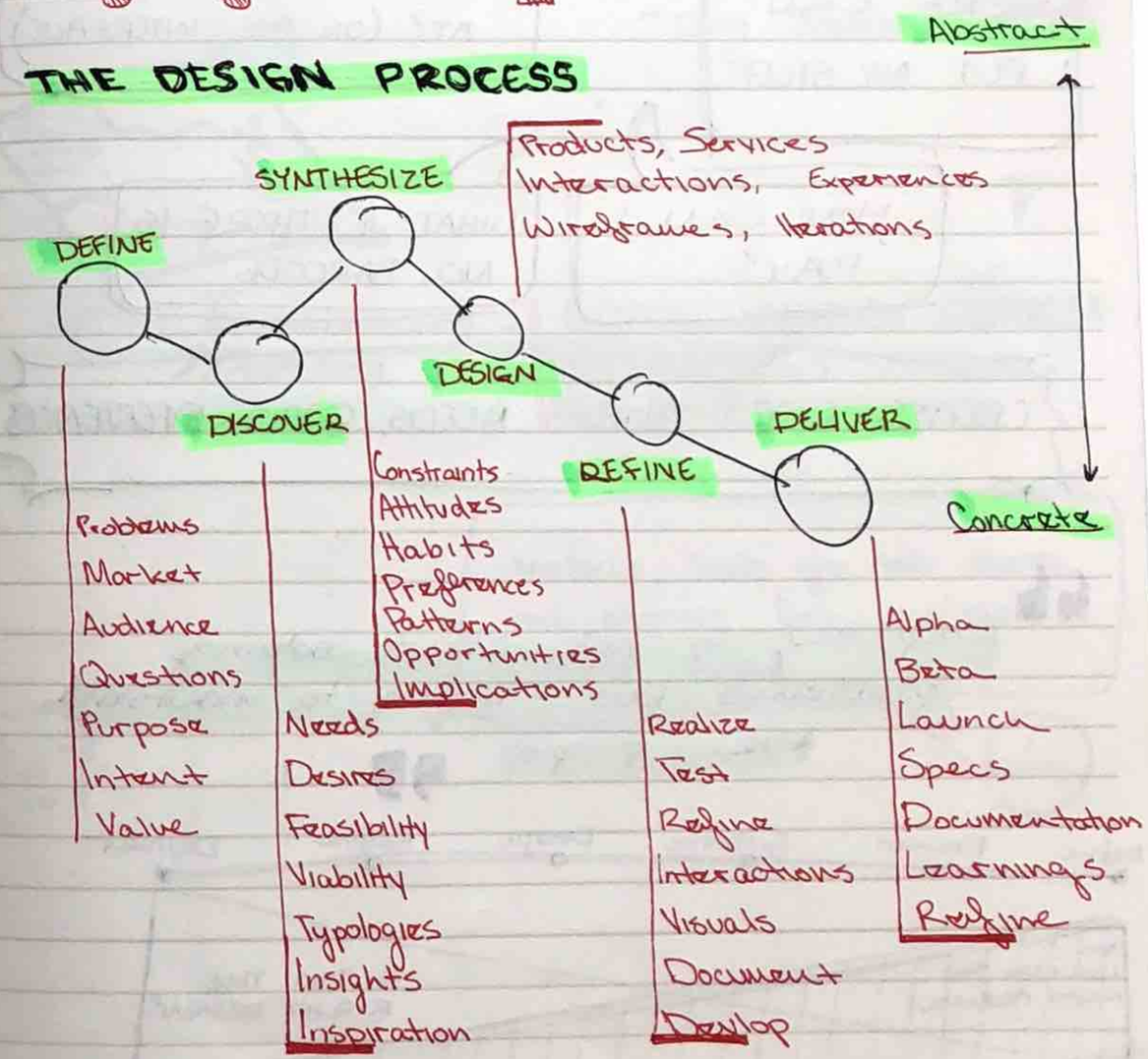
SERVICE ~~Depicting~~
Choose PHysical channel
Not fully digital

↳ Business + customers
Core Experience
3 Opportunity areas to detail out
pick one and choose
Build physical prototype that accounts new space

SERVICE DESIGN

To effectively facilitate we convey different perspectives.
THROUGH THE USE OF
MODELS & FRAMEWORKS





Human centered design...

MEANS LOOKING AT A **SERVICE** from

THE

PEOPLES POINT OF VIEW

WHERE CAN I PUT MY STUFF?

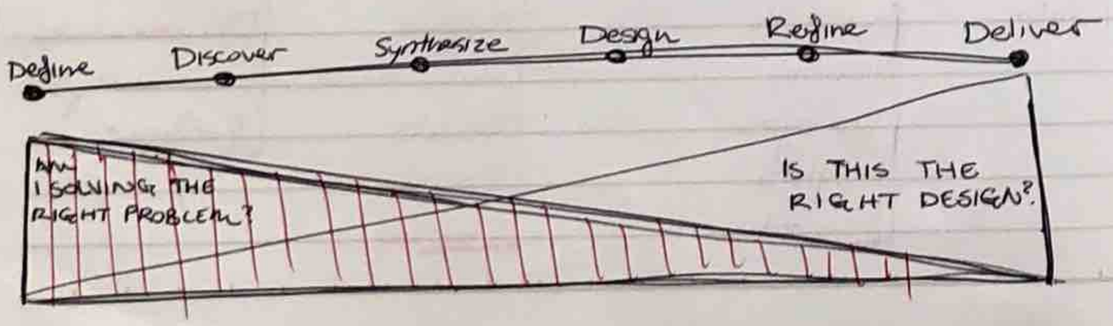
WHAT DO I LOOK AT? (ON THE INTERFACE)

HOW CAN I PAY?

WHAT IF THERE IS NO BARCODE

CREATE FOR PEOPLES NEEDS, GOALS, EXPERIENCES

"Empathy is not about solving problems but trying to understand the people"



MODELING JOURNEYS & EXPERIENCES

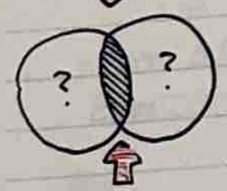
"WITHOUT EXTERNAL AIDS, MEMORY, THOUGHT, AND REASONING ARE ALL CONSTRAINED, BUT WE ARE SUPURB AT INVENTING PROCEDURES AND OBJECTIVES THAT OVERCOME ITS OWN LIMITS... IT IS THINGS THAT MAKE US SMART."

- DON NORMAN

Experiencing Modeling – COMMUNICATES COMPLEX INTERACTIONS BETWEEN PEOPLE & SERVICES

models help you tell stories, and stories form models in our mind.

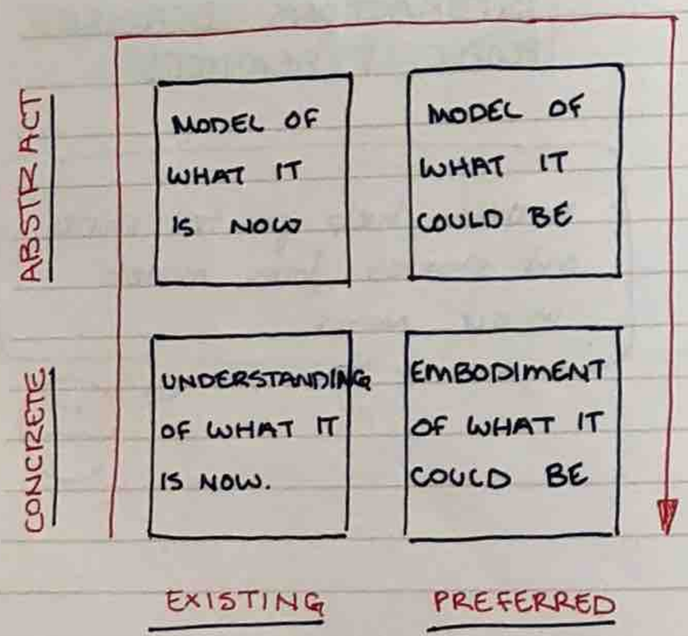
MODELS...



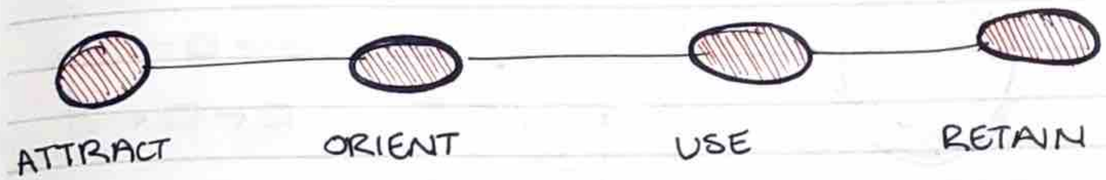
VISUALLY ILLUSTRATE

PROCESS NEEDS PERCEPTIONS

BRIDGE MODEL



CORE SERVICE

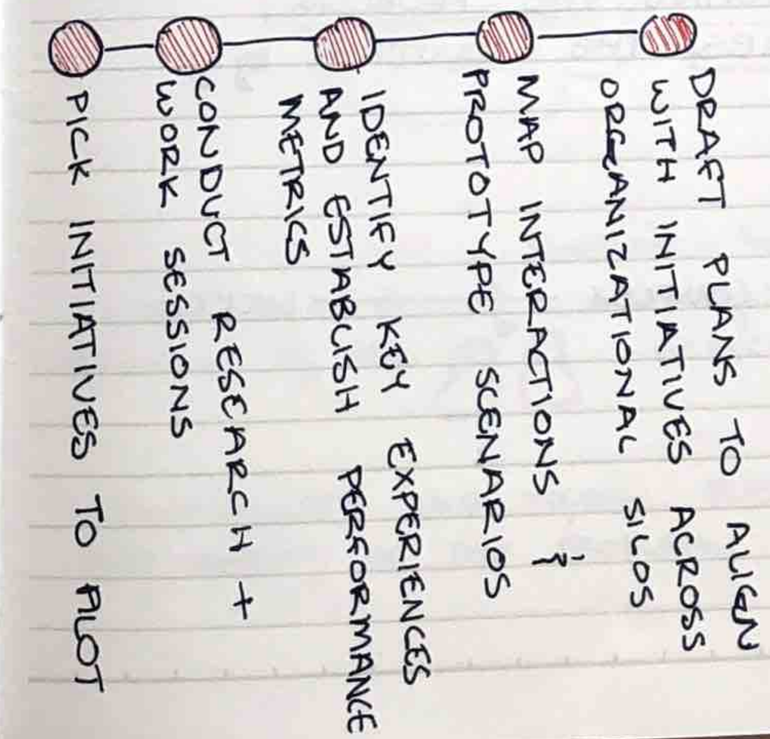


SERVICE ECOLOGY MODELS

- ILLUSTRATE A SYSTEM OF ACTORS, RELATIONSHIPS AND INTERACTIONS THAT OCCUR OVER TIME — TOGETHER PROVIDES THE CONTEXT FOR A SUCCESSFUL SERVICE OR EXPERIENCE

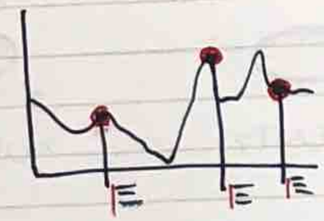
(STAKEHOLDER MAP)

APPROACHES

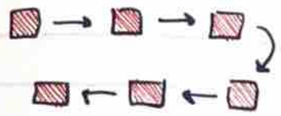


DIFFERENT WAYS TO MODEL:

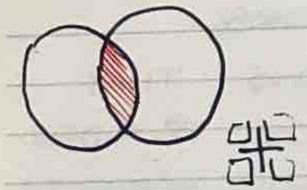
WHEELS OR CYCLES



TIMELINES



STORIES



RELATIONSHIPS

"HOW WE DEFINE THE PROBLEM DEFINES THE SOLUTION"

TAME ———— COMPLEX ———— WICKED

TAME PROBLEMS: Fixed & defined boundaries, specific stakeholders, shared agreement, clear + linear solutions.

COMPLEX PROBLEMS: Opaque boundaries, network of relationships, unclear solutions, unintended consequences.

WICKED PROBLEMS: Problems have no clear solutions, multiple stakeholders, fuzzy boundaries, unknown/unexpected outcomes.

1 WHAT DO YOU KNOW?

2 WHAT DO YOU NOT KNOW

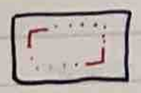
3 HOW WILL YOU LEARN MORE?

TERRITORY MAP Method to reach a shared understanding, with your team, of the project space.

- COMMUNICATE YOUR TEAM'S PERSPECTIVE ON THE KEY ASPECTS OF THE PROBLEM

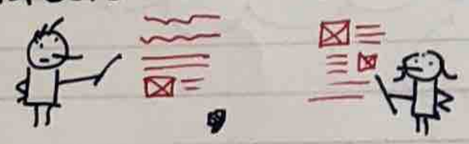
- Tries include stakeholders, relationships, interactions, environments, and key factors at play within a space

- Clarifys a teams knowledge as well as misconceptions of the problem space

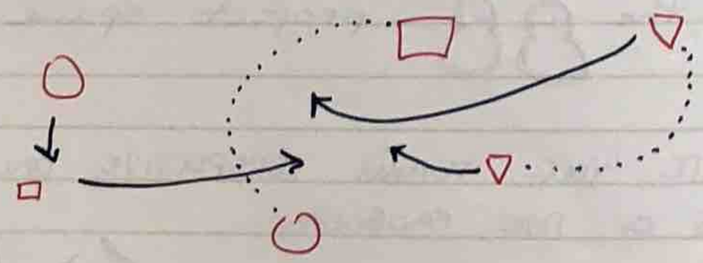
- Gives boundaries to the problem ?
  
  help focus your research plan

TO CREATE A TERRITORY MAP...

1. START WITH EACH TEAM MEMBER REVIEWING + COMMUNICATING THE VARIOUS ASPECTS TO THE PROBLEM



2. AS A TEAM, CONNECT ALL PERSPECTIVES, UNCOVERING THEMES, AND ORGANIZING INFO INTO RELATIONSHIPS



TOUCHPOINTS

PATIENT EXPERIENCE

TRANSPORTATION

MOVING

RETAIL

HOSPITAL

PROJECT: 3

- MULTIMODAL TRANSPORTATION SERVICE
- HYBRID FUEL STATION
- SMART PUBLIC PARKING SYSTEM
- SMART ENERGY + WATER MANAGEMENT FOR APTS
  ↳ SOLD BACK TO THE GRID
- PUBLIC DRONE CHARGE + DELIVERY STATIONS

+ YOUR OWN PROJECT

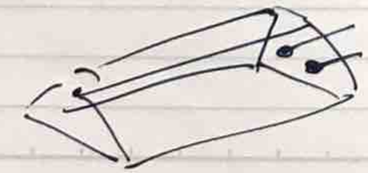
1. YOUR OWN PROJECT
2. SMART ENERGY + WATER

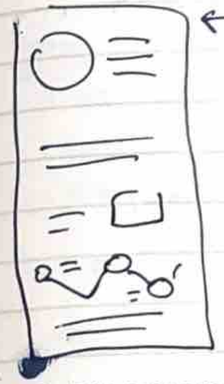
] RESEARCH TF UP.

- MESSAGING THROUGH FACEBOOK
  - WELLNESS
  - TOOLS TO IMPROVE AUTISM SYMPTOMS

Twitter cup

systems in process book

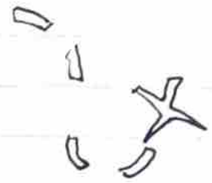




BEAUTIFUL AF

SOPHOMORE

15 minutes Talk



4 projects:

A. Sleep

B. ~

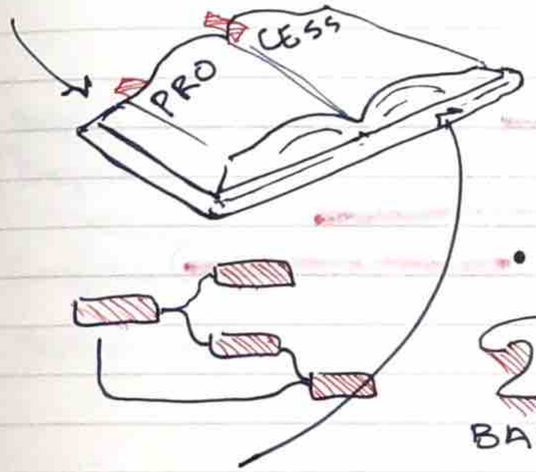
C. –

2 sentences

2 minute talk.

Analysis by teachers

NIT + GRIT



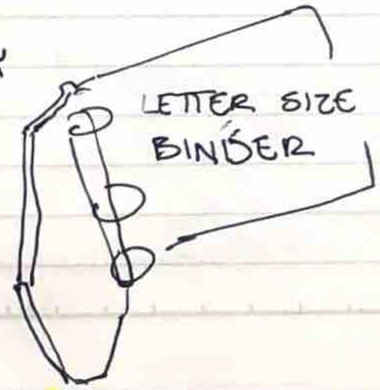
25 MINS

BACK + FORTH

CODING IN BACK

How you think as a designer

SHOW DATA IN THE SIMPLEST WAY POSSIBLE



LETTER SIZE BINDER

SKILLS ON MY RESUME.

WIREFRAMING, SYSTEMS, STORY, DR, VISUAL,
PROTOTYPING, IA, DATA VIS, ILLUSTRATION

PINTEREST, (SOON) ~~SLEEP PROJECT~~, ADAMAH

☆ ~~SLEEP PROJECT~~, MEM, ~~ADAMAH~~
□ MEM, ROADTRIP, PINTEREST, ~~MEDIA MACHINES~~
○ MEM, ~~SLEEP PROJECT~~,
△ ROADTRIP, MEM, ADAMAH
◇ TWITTER, ~~MEDIA MACHINES~~, PINTEREST
✕ ~~SLEEP PROJECT~~ (?) ADAMAH (?)
∴ ROADTRIP, TWITTER, ~~SLEEP PROJECT~~
∞ ~~SLEEP PROJECT~~, ROADTRIP, ~~MEDIA MACHINES~~ (?)

= Current Projects
= Projects to Add asap
= In the future add

.24 - .32 HOME SCHOOLING

TOP PROBLEMS
- SOCIAL CLASS
- HOME SCHOOL
- ATTENDANCE

Helping with HW
Frequency of
Confidence in
Activities

- Type of content
- engagement
- Social interactions
- Community involvement
- Immersion

Involvement w/ nearby school

Subjects
Parent confidence in support staff.
ways of getting info
* Frequency

29% very involved
moms > dads
72% want more involvement
Parents value face-to-

TRUST BASED ON SITUATION

KNOW = PROVIDE

RADICAL OPENNESS

URBAN PLANNING AS IXD

DENSITY
HOW CLOSE CAN WE GET?

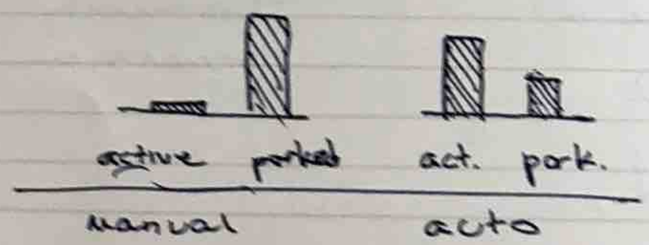
MIX
HOW DO WE GET AROUND

Layered + nested always

Problems in context

ACCESS
WHATS THE ATTRACTION?

RATIO OF PARKED VS ACTIVE



Pain points? → promoting } "do the people have time to do this at work?"

shared info / data
semantic meaning
App??

Tension

"what does it do?"

"what are the benefits"

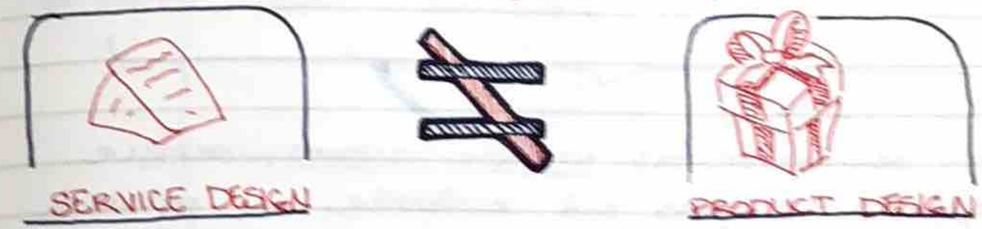
"what are people doing"

Education @ top
Freelance GD - 2019
Human-centered
Font?
Pick pictures
How did I recruit?
the context

"here's how it works & why its awesome"

IDEATION TOOLS & ACTIVITIES

Identify tools for generating and communicating service design concepts

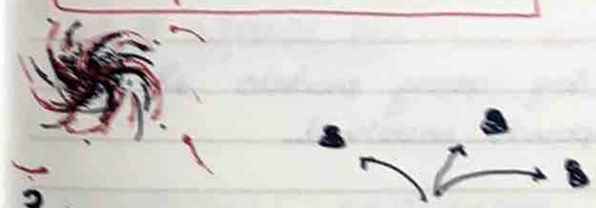


GENERATING CONCEPTS IS DIFFERENT.

SERVICE INNOVATION IS...

1 A NEXUS connecting & HYBRID of factors

2 woven with social-cultural practices that unfold over time. Concepts have a temporal dimension.



3 Involves DISTRIBUTED ACTORS w/ a stake in an innovation ecosystem who PARTICIPATE IN GENERATING VALUE-IN-USE

!

INTANGIBLE, TEMPORAL, CONTRIBUTED
CREATIVITY IS SHARED BY MANY

TOOLS TO GENERATE & COMMUNICATE SD CONCEPTS?

BMC · STORY BOARDS · SERVICE BLUEPRINT · EXPERIENCE PROTOTYPES

Each demonstrates multiple actors, service providers actions and evidence in relation to the customers/users experience.

- How organizations create ~~[illegible]~~ value.

B ⇄ B

- Show customer - provider intersection points + value exchange.
  - Backstage actors, activities, and evidence, that benefit the frontstage

CAPTURES ESSENCE OF ENVIRONMENT IN USE

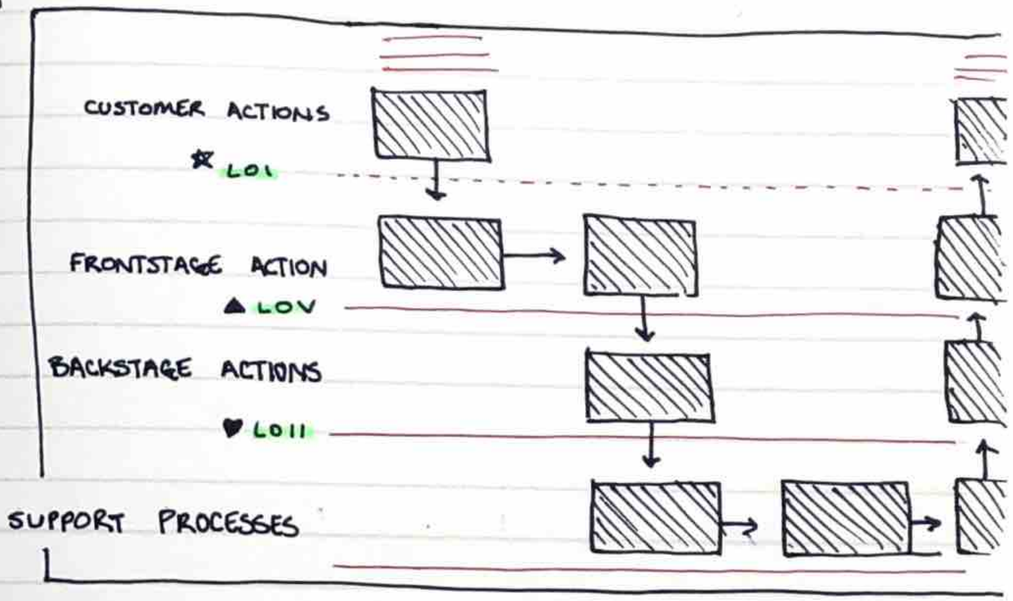
- Stimulates services by using models of actors & specific touchpoints involved.

* ARTICULATES + SUPPORTS TEMPORAL & AMBIENT QUALITIES *

- Visual way to express a service providers actions while linking them to customer perceptions & needs as the service progresses

GENERALLY EMBODIES ONE USERS/ARCHETYPES JOURNEY

ANATOMY OF A BLUEPRINT



★ LINE OF INTERACTION - Point in which the customers & the service interact.

△ LINE OF VISIBILITY - Beyond this line, the customer can no longer see into the service.

♡ LINE OF INTERNAL IX - This is where the business itself stops, and partners step in.

ADDITIONAL ELEMENTS

TIME · QUALITY MEASURES · EMOTIONAL JOURNEY

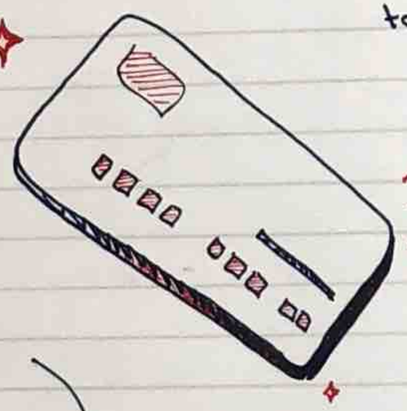
ENTERPRISE

LOOKING FOR FULL-TIME

design.visa.com

Majority are not direct to consumer

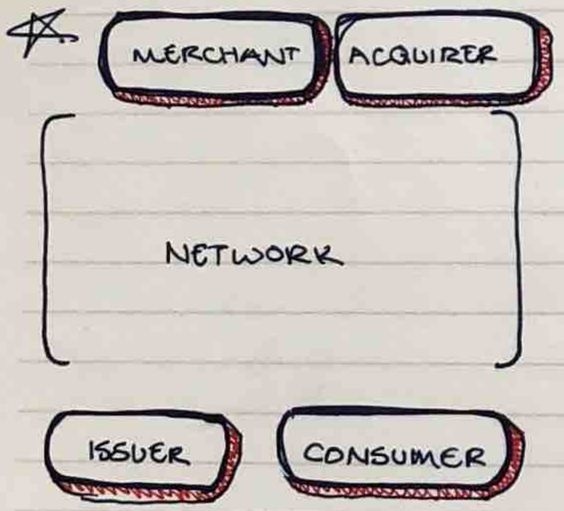
1:1 RAP
B:B BAD



BANKS INTER-CONNECTED TO BE ABLE TO USE THEIR BANK ANYWHERE.

4 PARTIES
ISSUES
ACCOUNTING
↳ THEIR BANK
CUSTOMER

BUSINESS MODEL



OPEN PAYMENT SYSTEM
↳ SUPPORTED BY A LOT OF PLAYERS

PRIMARY CUSTOMER

BANKS

COMPETITOR

MASTER CARD, AMEX

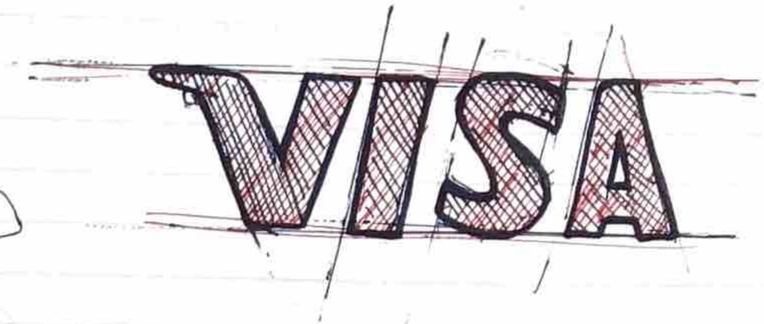
VISA CHECKOUT
our answer to PAYPAL

mVISA
sale terminals
Point of

DIGITAL COMMERSE APP

VISA TOKEN SERVICE
Bread + Butter
switches the number for security

BANK?
Merchant



PAYMENTS NETWORK
IDENTITY IS BIG

PRIME INVESTOR IN BLOCK CHAIN

"BC SOMETHING IS OLD, IT NEEDS TO BE DESTROYED"

GROWTH POINTS

GROWTH POINTS
↓
MILLENIALS

"HOW MIGHT (VISA) WE HELP ISSUERS ENGAGE NEW GENERATION AUDIENCES"

← MILLENIAL

= WE BUILD THEY BRANDS

MAIN GOAL:

VISA direct
sends money immediately

CREDIT CARDS ARE HARD TO MOVE AWAY FROM

BRIEF

MILLENIALS VIEW BANKS AS A NECESSARY EVIL

- IMMEDIATE RESULTS
- SMARTEST
- NOT FULLY FINANCIALLY AWARE

PP How MIGHT WE

Questions

Do we have budget

What is the goal you are hoping to achieve?
- use?
- share around office?

How closely are we working with you guys?

What comes out of it for us? (portfolio piece?)

PP

- ONLINE PAYMENTS ARCHAIC
- SPEED UP SHIPPING INFO
- SECURE PAYMENT INFO WITH MANY MERCHANTS

GOALS

- REDUCE ~~RATE~~ of CLICKS
- CONVENIENCE
- TRANSPARENCY
- SECURE INFO
- CUSTOMER SATISFACTION
- BRAND PERCEPTION
- REVENUE

DESIGN IS AN API

↳ SKETCH FILE

Consider region and how it might scale there.

* SMART PHONES ARE NOT PREVALENT IN EMERGING COMMERCE *

Product service ecosystem

DONT LIMIT TO DIGITAL BE A FACTOR

invest ← Robin hood stocks

"Its going to get spent regardless"

wei wei — round that behavior

wee chat — same as cc — requires attention

↳ FB messenger

ACORN investor

↳ wee pay → started red pay

ali pay → Beat ali pay Ch new year sent red pockets 88¢

↓

went viral → cash out

↓

send to bank.

cookie?

wee pay → scan QR code

Group chats can charge for meal. if not there menu can be sent

Bat — convenience ← wee that has interes

Baidu
alibaba
tensend — acceptance of foreign passwords

VISA conference call

~~self~~ quantification → data analytics

Chatbot → Interaction ~~in~~ non-traditional ways.

Partnership is a + finding new ways to partner

→ anything directly consumer is worrying

↳ How does it benefit the issuer?
★BRIEF★

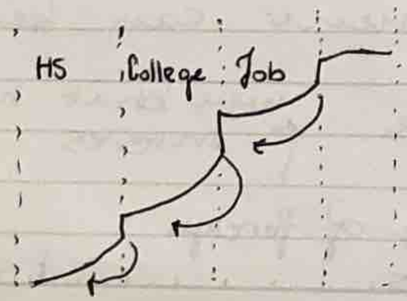
~~So~~ Issuers/Network struggles with what to do with data.

→ Only insight into money is the monthly bill.

People don't want more info. they want to know <u>enough</u>.

Visa transaction info < Bank trans. info

→ looking to build credit.



the responsibilities ramp up significantly

People fall off because they aren't ready.

win win win → using a cc without debt.
- bank can pay a role with millenials + travel.
- much revenue comes from cross border
- Leverage universal desire to experience.

using it for every (day) payments

Habitual payment card → END GOAL

P2P → figure out cost splitting

work whenever wherever, and get paid immediately

visa direct capabilities is used by Venmo

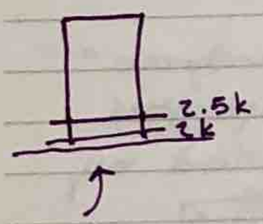
(when direct deposit is set up, I lose track of my involvement in work.)

Life stages

→ Use journey maps on "adulting" to find painpoints and make 'venmo' type app
→

→ student loans

Student loans for
DUMMIES
↳ connects to bank / cc → glassdoor to work
to



making paeyments

· In school, work for these companies based on

Assists, not recommends

→ ~~Simplify the com~~ mak
→

ノアム
no a mu

ماريانا كولتن

노암

नोअम
NOAM
الاه
الام
諾亞

↑ME NAME N-O-A-M ↕ME↕

نوام

オラ
o la
이 la

サラ
Sa la

サニヤ
Sa ni ya

アンディー
a n dei i

오라

사라

사니아

안디

ओला

सारा

सानिया

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a n da - so n

안드레이

אולה

שרה

סניה

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אנדרסון

אולה

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אנדרסון

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SARA

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ANDRZEJ

OLA

SARA

SANYA

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이 la
欧拉

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엔디
宝迪

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~~ولا~~
الكندرا

~~سارا~~

~~سنيا~~
سانتا

마리안나

STUDENT LOANS 101

Interest rate is significantly lower → on federal loans than a cc or car

Very rarely rechargable for bankruptcy.
= You have to pay them off

6 month grace period after you graduate

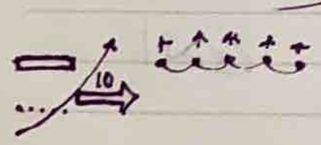
Public vs Private loan
You have 45 days after grace to make first payment

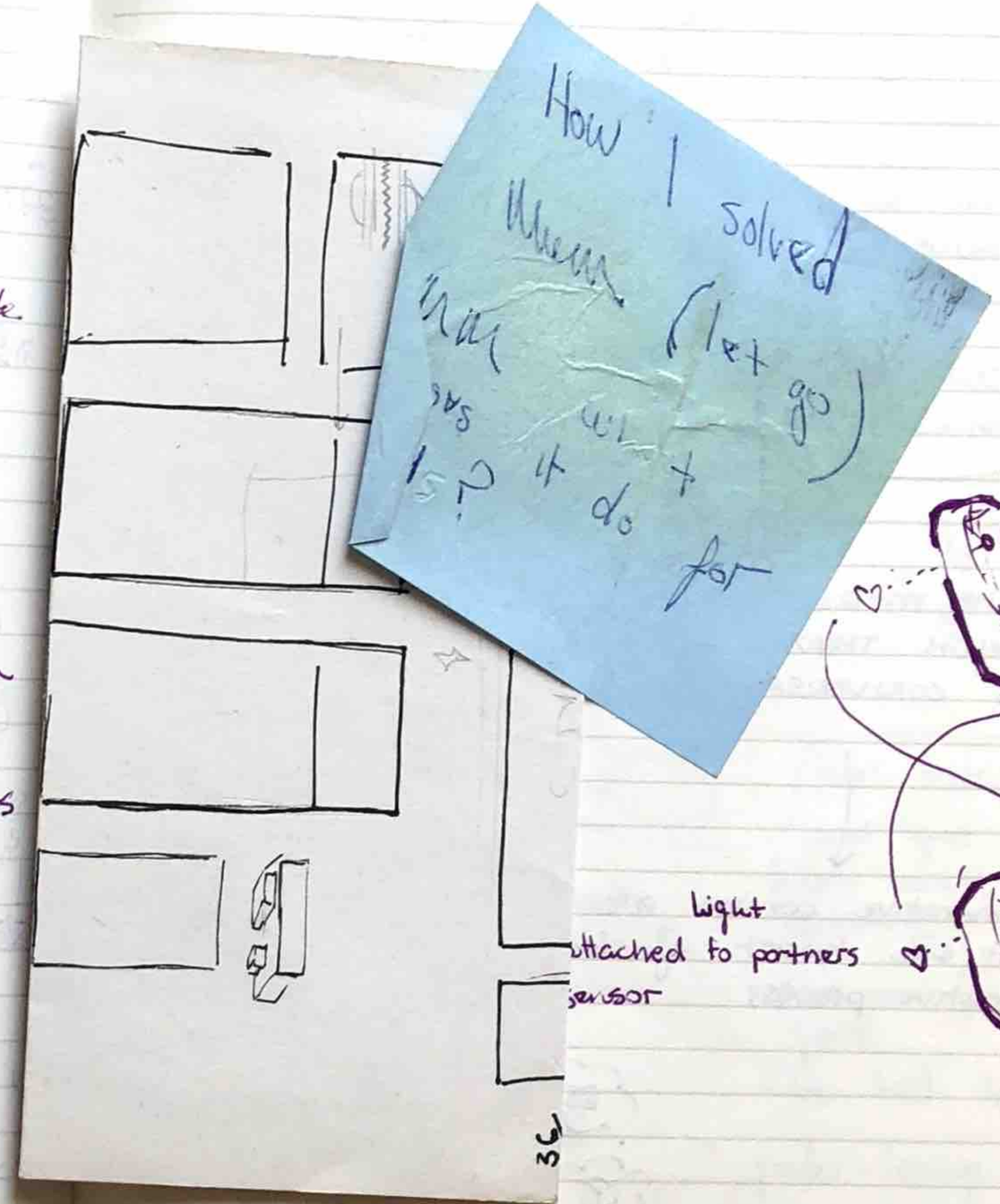
Federal lender

Std. payment → fixed of at least $50 a month over 10 years.

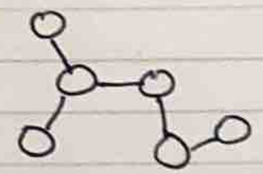
Extended >30k then you apply to have 25 years to pay off.

Contact loan services for Q's



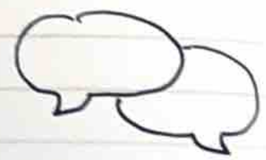


HUGH DUBBERLY



MODELS

ARE MADE FOR



CONVERSATION

"HOW WILL YOU FRAME IT TO HAVE THE CONVERSATION YOU WANT TO HAVE?"

HOW CAN AN IXDer facilitate design without tech?

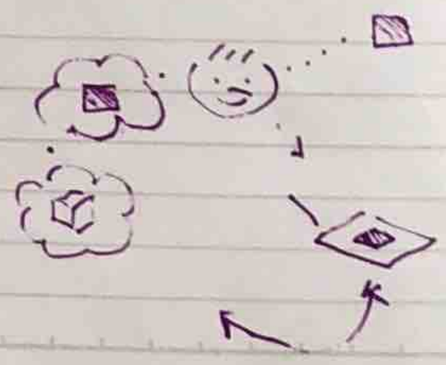
QUESTION ABOUT LANGUAGE

THE MEDIUM AT WHICH THINGS EVOLVE IS CONVERSATION

ITS A GOOD IDEA IF YOU LIKE THEIR CLIENTS & THEY LIKE YOU

generative convos are at the heart of the creative process

Making is iterating



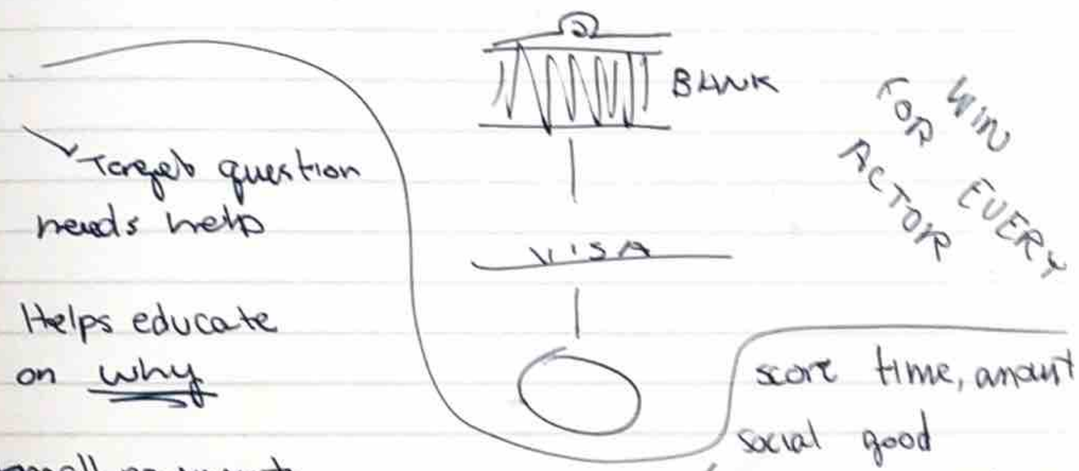
SD GAC HAC GOAC

E-LAB
RICK ROBINSON

Differences that make a difference.

ACTORS. WHAT IS THE VALUE TO ISSUER
VISA TO ISSUER

WHY DOE VISA NEED TO DO THIS?



Target question needs help

Helps educate on why

score time, amount

social good
Earn points by donating

small payments reinforces. the learning

- dont be overbearing "Iscory"

"Im planning my trip by applying for CC."

points for but for student loans

Broad, Actual tools

- pain point for the govt
- loan tied to grades

grades = learning ability

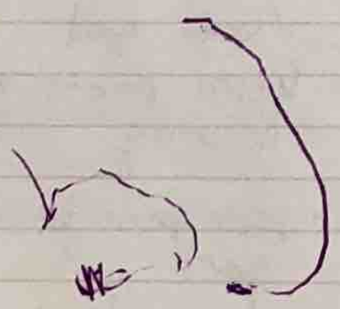
CURATED MAGAZINE
↳ Personal knowledge base

UI NEEDS

Log in screen

Click on loans what shows up?

- How much you've taken out
- How much you've payed.
- (payed out) graduation grace
- Current goal plan, ways to change it / add new?
-



how much to pay now → timeline

change

edit

→ Goal works with student loan platform based off of paycheck → credit

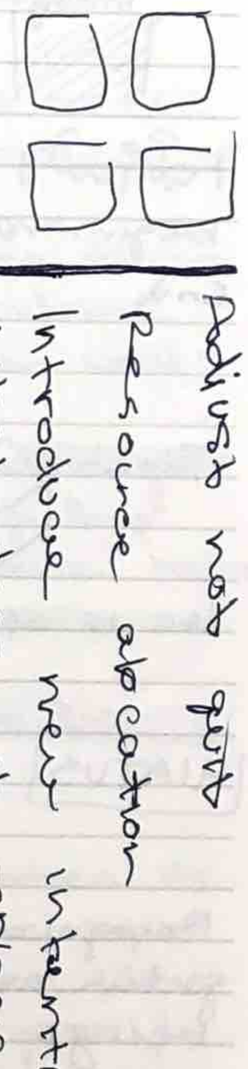
θ = speed of falling. how do I do that?
translate = val
↳ map val from (val, 0, 1023, 0, 10)
speedy = (1(val));

RGB image continuous scroll
place 1

Connected things:
what does it mean to be connected?
what do others want/need to know about connectivity?

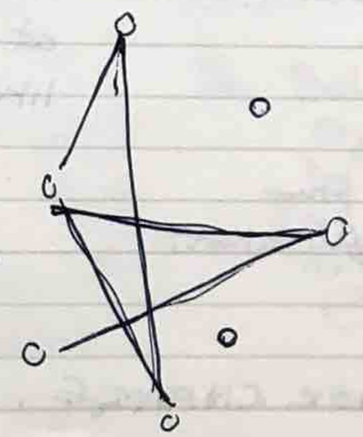
MONEY COMMITS — A passion project will only go so far

Insight reached beyond sleep into our lives
↳ Data vs inspired the garden



Adjusts not quite
Resource allocation
Introduce new intention
what does it replace

Sleep 10
"Do one thing well"
If it feels gone
long cold, it nothing
our loss.

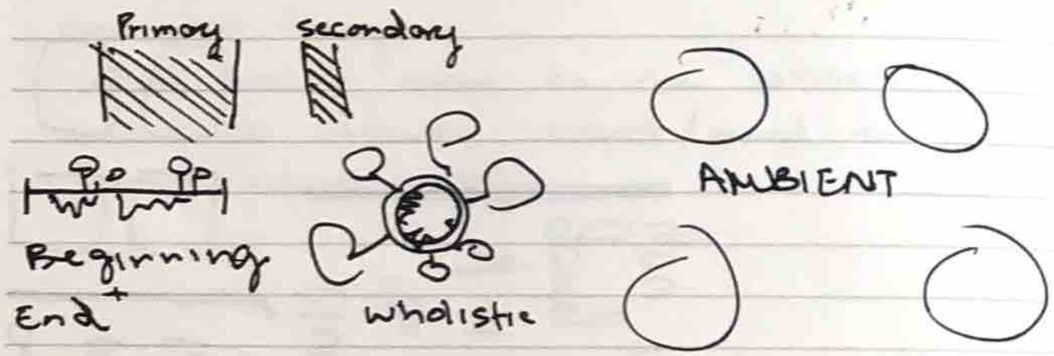


your new
new o relationship
to gen data

TENDING TO self in a more conscious way

out of the context of an app into a more visual space.

CORE VALUE → ADDICTIONS, BEHAVIOR MANAGEMENT



(we may have this data abt you already)

Blocks

Iso is approachable

Channel = behavior

HIATUS

"don't want to look at garden and feel like life is a mess."

Recognize the garden as equivalent beings

START A NEW HABIT, QUIT AN OLD HABIT

BEHAVIOR CHANGE

SOURING, ORATORY

TUNE INTO A CHANNEL THATS SAFE

M C N

- MINIMALLY CURATED
-

How is the visualization revealing overtime?

STORYTELLING FROM AN EXPERT

"DONT MAKE ME FEEL LIKE IM MISSING OUT"

"want to trend to reducing smoking?"

"There's no objection to being informed about the world"

CHANNEL TRACKING

"go deep when you want to go deep" let the data tracking be passive"

curved

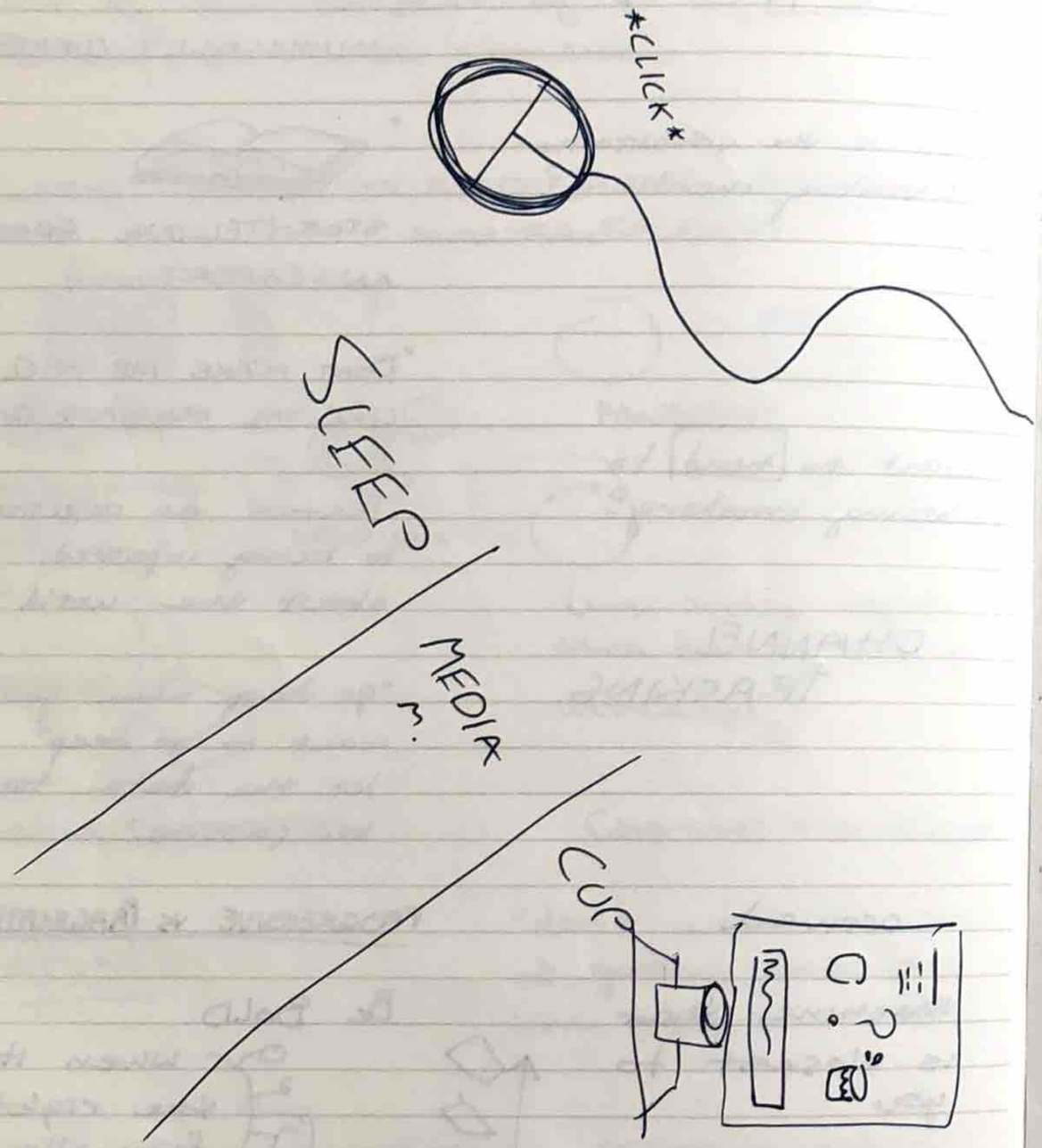
PROGRESSIVE vs PRAGMATIC

Machine that is closest to you

Be BOLD

when its the right form, allow yourself to make it provocative

Data generalization. get dropped + added as you scale up/down



1st to Dew

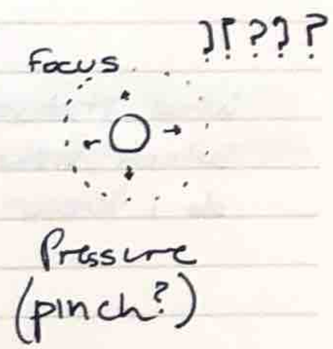
[w hat space you're operating in]

TECH CHALLENGE
DESIGN AFFINITY

[SELF CARE IS SO COMPETITIVE THAT IT MISSES THE POINT.]

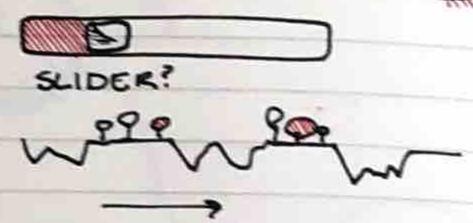
SLEEP GATEWAY TO UNDERSTANDING

SELF CARE MANAGEMENT

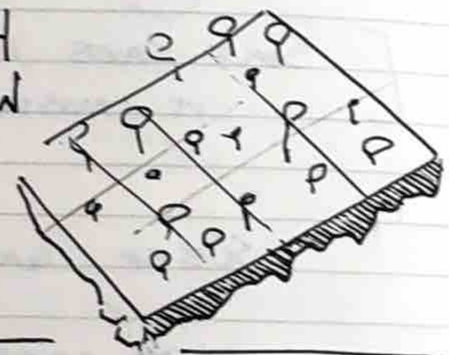


focus focus information information a ay ay

If Im getting rid of iso, what do I replace it w/?



MONTH VIEW



Logging attitude. [Totals? Averages?

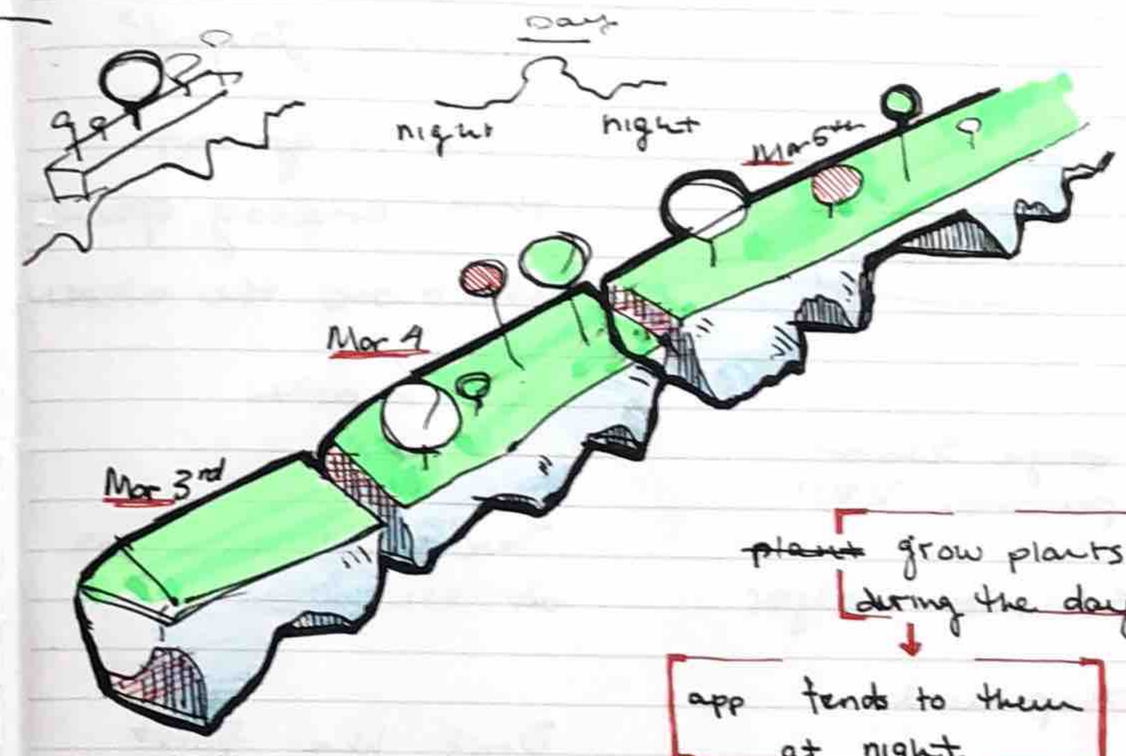
7 weeks sleeping
3.3 mood
2.1 stress
5. focus

"Look at my garden!"

Becomes a good kind of social. Not forced.

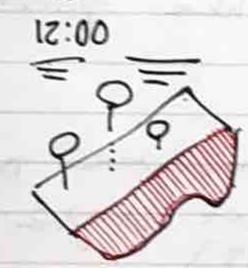
What statistics for which view? How do I know

The Garden of Sleep



~~plant~~ grow plants during the day

app tends to them at night.



"better sleep makes healthier crops, better crops makes tending easier"

"In isometric, there is no obvious place to ~~click~~ tap. How do we keep the interface spatial while still lending readable information?"

SPATIAL UI?

How do we design for it?

Intern
Salon
Friday
April

} Show finished work

Good charts

Google Scholar
"personal KB"

Semantic analysis

Deep mind

Viv

Google Brain

Quoc Lee
↳ Google scholar

Start from referencing

D

offline component

physical Journal?

How to go into this analog space?

What are the elements

Bookmarks

These visualizations at the front

Don't like font

Styling
↳ create new text style (H1)