



Design Studio #4 - Weekly Progress Report #1

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Partners:

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The Name of the Company

At first meeting, we discussed the name of the company. There were three suggestions. The first one is “Aperture Science”. It is a robotic company from one of the famous computer games Portal. The second one is the name of a star: “Sirius”. The final suggestion is “Automata”. It is the plural form of the word “Automaton”, which means self-operating machine. It is a historical word that origins from a Greek word meaning "acting of one's own will". After a deep discussion, by taking the meaning into consideration, we have concluded this discussion by choosing the Automata and finally named our company as “Automata Technologies”.

The Logo of the Company

At first, we tried to use online logo maker websites but the results were unsatisfactory. Therefore, we decided to use Adobe Photoshop program. Our purpose was to find a logo that describes our company in a perfect way. It should give the impression of the robotics, artificial intelligence, machine learning etc. at the same time. So, we came up with a very suitable logo for our company and our mission: a brain symbol drawn by circuit traces. It symbolizes the thinking ability of the robots, which is an important topic for our company.

Later on, with the name and logo decided and ready, business statement report is written accordingly. Mission and vision of the company is stated. Then, the roles of team members are illustrated according to their specialization areas and areas of interests. After that, we redefined the projects in order to understand what we are asked in the projects. With a tentative time table, we stated our schedule until proposal report deadline.

First design studio meeting was held in this week. We have met with our instructor personally. Then, we talked about how to proceed in the design course. We are said by the instructor that all of the team member should have a notebook for recording what we think, we research and we find out for the projects whenever possible. Having talked about these, we discussed a little about the projects and requirements. The meeting finished at that point.

Discussion About the Projects

Up to now, we have discussed which project to choose and we still have not decided on a project. In this week, we are planning to finalize our project selection. The objectives and requirements of the selected project will be discussed in detail and there will be a brainstorming session for this purpose. Before coming to brainstorming session, everyone is expected to do a more detailed research on each project. Then, we will be creating a pro-con chart for projects and will reduce the items to be able to manage them easily. Later on, we will vote for each item. The project will be chosen in this manner. We may be applying pairwise comparison if the votes for projects are too close to each other. If it is so, we would build up an objective tree and compare the projects pairwise. With the weights are assigned according to importance of the objective, we would finalize the evaluation process. Either way, when the consensus is reached, the project will be chosen and we will be focusing on the specific project and we are going to come up with ideas and approaches.