

## Reading Response 5: Human Centered Design & Innovation

I want to introduce Ztylus, a metal iPhone case with additional four camera lens. These camera lens are compactly embedded in a circular disk so that users can revolve around and use the lens that suits their needs. While I always had the aspiration to learn photography, I found carrying DSLR around to be annoying, and more importantly purchasing professional DSLR seemed expensive for my casual pursuit. As I enjoy taking quick photos of sceneries and food with my iPhone, I found Ztylus to be handy as it is affordable and functions as both a robust phone case and additional camera lens.

Ztylus offers four camera lens: macro lens that can zoom in without actually losing resolution; wide-angle lens that approximately doubles the field of view; fisheye lens that can capture almost 180-degree view; and CPL lens that enhances color saturation. With these different types of lens, users can creatively capture and uniquely twist objects.



Images from Ztylus.com

The artifact perfectly fits the notion of portability from *Strangely Familiar*. There is no need to carry the heavy DSLR around anymore. The design of the artifact is efficient and functional: Instead of having four different lens separately apart, the design successfully embeds all four lens compactly in one circular disk. With this disk that can be easily attached to the iPhone case, the artifact is extremely portable. Moreover, because it is cheaper than classic camera devices, there is less worry of being stolen. It is also multifunctional as it can serve as a robust iPhone case whenever the users are not using the lens. Because the revolver lens can be easily attached and detached, users can easily change the use of the artifact.

The artifact has surely invigorated my iPhone camera experience as I can now capture more creative pictures. The design that makes the artifact portable yet fully functional makes me keep using the product. Having the artifact encourages me more to take pictures.

One potential danger of cargo cult design or warning is that the artifact does not necessarily enhance the photo resolution because it is merely adding differently-shaped lens onto the iPhone camera to create its unique visual effects. During the process of explaining or advertising the features, customers can be misled to thinking so. Even though it is just additional lens placed on top of original camera lens, I am satisfied with the artifact so far as I am able to capture unique images of my own.

Sample photos I took using the artifact:



Downtown San Francisco



Mission Dolores Park in San Francisco