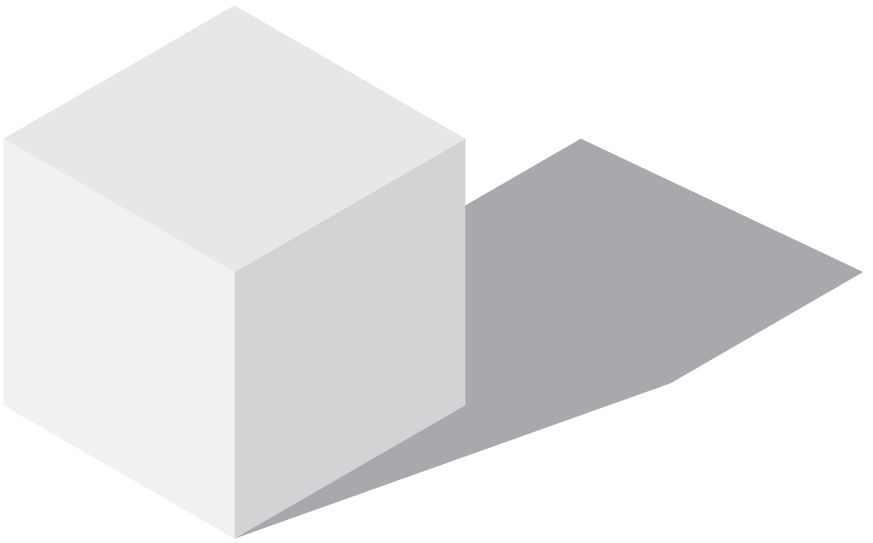


Diecision.

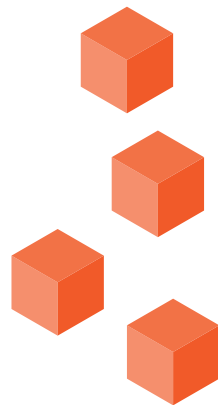


Process Book.

James Tam DES001 A01 Winter 2015 Dr. James Housefield

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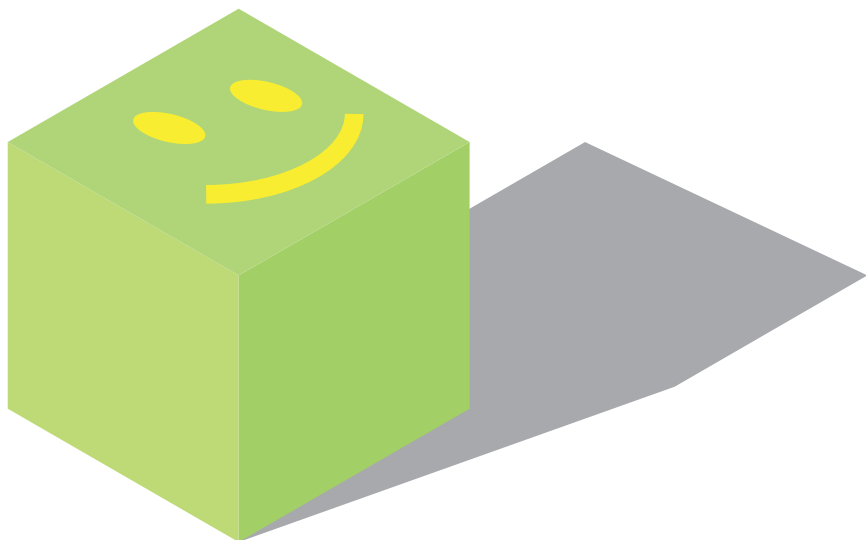


Hello.

We are the team of **Annie Cheng**, **Maggie Xue**, **Mandy Truong**, **Mg Chen**, and myself.

Under the guidance of **Dr. James Housefield** and TA **Kristen Keach**, we have put in a collaborative effort into designing an object that not only presents itself in the spirit of **Emily Pilloton's *Design Revolution*** category of **Play**, but also the relevance in Davis and the world beyond.

Allow me to introduce... the **Diecision** cube.



Write on it. Roll it. Let it decide for you.

Decision has whiteboard characteristics in the form of a die, making it an elegant way to exercise creativity. It can be used as a decision maker, a task keeper, a tool for a game, or something else. Take the opportunity to read about the association we donated to when our product was purchased as you build it.



unassembled



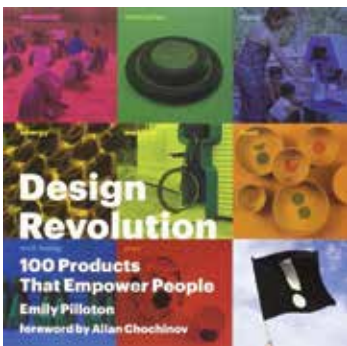
assembled

Research.

Play is an invaluable concept. The examples in Pilloton's book gracefully demonstrate the jubilation evoked by such design, yet consider the wide range of sensibilities that transcend the standard emotion. The designs exhibit relevance to society, the economy, health, and much more.

Play can come in the form of an instinct that promotes experimentation by un-conforming established ideas and boundaries to achieve a new and profound product or goal.¹ In both the perspectives of designers and consumers, play offers the opportunity for the growth of healthy creativity and harmony.

Good design enables and improves life, rather than take up space; it should be meaningful.² We must take into account and mold together the ideas of Pilloton, Rand, and Eames to realize a substantial product.



For our design, we chose to address issues of indecisiveness exhibited by many due to a popular trend of passive personality. My team members and I have experienced this phenomenon all throughout our lives. Friends in Davis also showed this. Hangout choices are always so plentiful, but it is difficult to make a firm choice. It almost seems like people possess a small strain of aboulomania, a mental disorder pertaining to pathological indecisiveness.



We designed a die-like object with whiteboard-esque faces that are writable and erasable. This isn't enough for good design, so we pursued a Do-It-Yourself (DIY) design where we seize an opportunity during the user's building process with their attention on a special concept we incorporated. This promotes the usage of everyday materials, free open-source design, and direct engagement with the user, qualities Pilloton would advocate.² Since we began addressing this very specific illness, why not some more with strong relevance in the world? We thought of the unassembled product as a canvas of information, for education. Here, the builder can read about a topic such as a disease or societal problem, a small association who is proactive about solving the issue, and a success story.

There are many problems in the world; we believe this simple project can provide the necessary exposure.

"Where do you want to eat?"
"I don't care."

Creative Brief.

Project Summary

In DES 001, students are asked to design a product which benefits society in one of the ways discussed in *Design Revolution*, while expressing the spirit of Davis, CA. We put our minds together to identify problems no matter how small and find creative ways to solve them. Our objective is Play, so we discussed our most memorable experiences pertaining to play, and equally pushed our individual ideas into a single product that fulfills qualities of good design.

Audience

We first thought of Davis as a college town and decided to cater to students. We believe that these qualities and benefits are transferrable to audiences younger and older alike. Our special concept reaches out to people in a very meaningful way, through exposure and information. In addition, a percentage of proceeds go to the monthly organization featured on the unassembled product.



Perception

We are opting for elegance; simplicity is arguably the easiest way to find unity, which is why I think the minimalist movement has been prominent for so long. Our cube can be repurposed in many ways which adds to the play factor of our design. The average community will find a fun way to help decide what they want to do, as we had a roulette design in mind during our brainstorm. Still, it is up to the user to come up with creative uses— playing with ideas.

Needs

We are battling the problem of indecisiveness from people around the youthful age group from teenagers to college students alike. My group members are from mostly different parts of California and each experienced similar experiences of indecision. We estimate this is a widespread epidemic and wish to alleviate that with our design. The cube can also meet needs not imagined before, and hope to encourage creativity.

Materials, Tools & Equipment

Our material list is quite short; we need a solid base of cardboard. It needs to be sturdy enough to be rolled and not easily broken, yet lightweight to not break other things or cave in on itself. The faces are covered with whiteboard material to give it the customizability. Since most of the product is cardboard, the material is easily recycled. The tools required to manufacture and build the product is just fine hands, scissors, tape, and glue, striving for the simplicity and harmlessness to the environment.

Timeline

January 27, 2015	-	Initial Brainstorm + Mind Map
February 3, 2015	-	Library Research + Brainstorm
February 23, 2015	-	Curry Dinner + First Prototype
March 2, 2015	-	Hotpot Dinner
March 9, 2015	-	Final Prototype
March 15, 2015	-	Final Prototype (cont.)



*It is important that group members meet in person often enough and perhaps partake in social events such as dinner. The closeness and unity of the group, the *team*, is as valuable as the design we work towards.



Design Process.

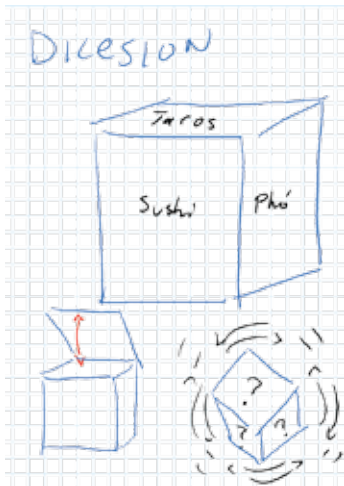
Brainstorm Mind Map



What is Play? How can we demonstrate this in both the design process and final product as well?

These questions got us started; we had to think about the correlations to solving some sort of problem in order for the product to be meaningful. My interviewees have generally stated that Play is fun and relieving.

Initial Design



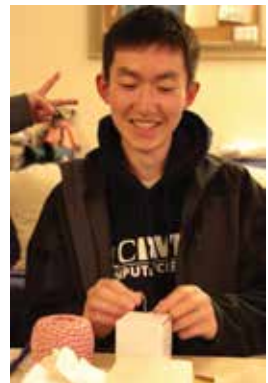
Our early designs focused much on a multifunctional standpoint. We wished to provide meaning in the form of reusability by giving it not only the decision-making capability, but a storage container aspect as well. We realized that this can hinder the structural integrity of the product. What can we produce that isn't a pointless paperweight?

Interim Design

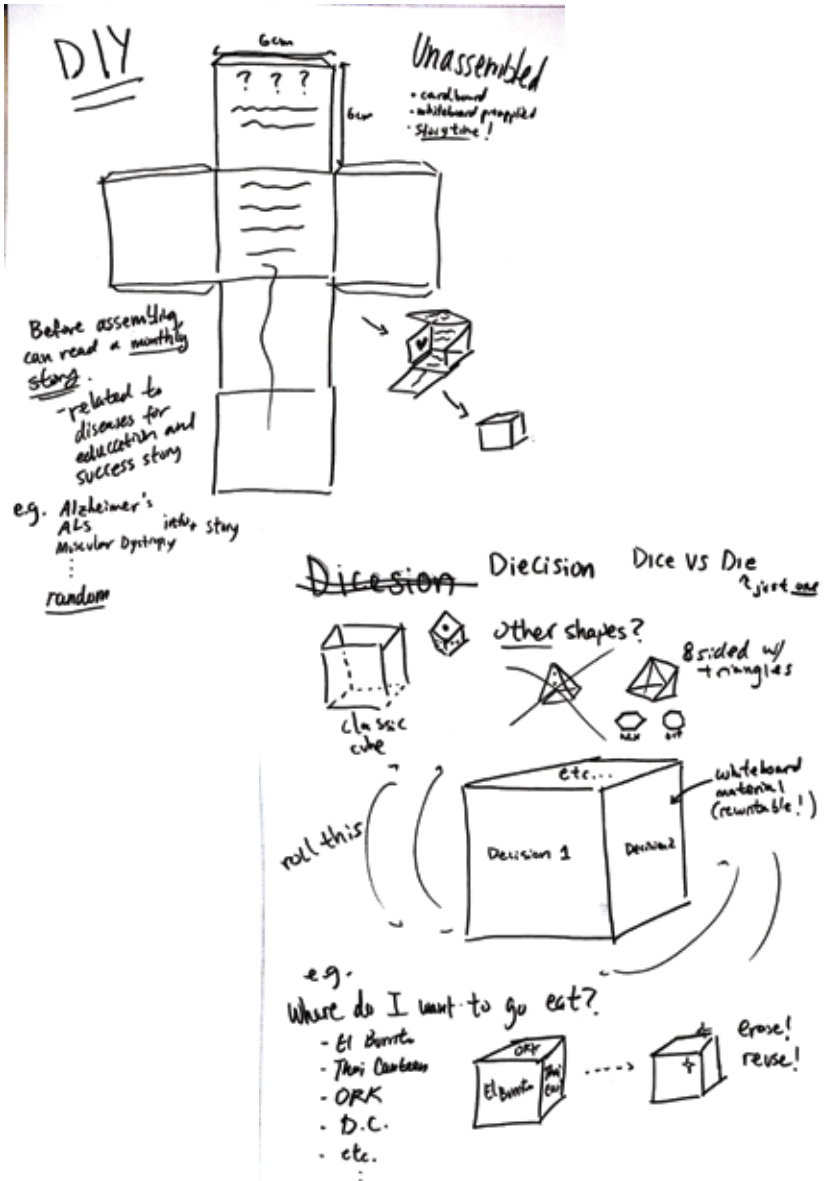


Some of the time was dedicated to research and development where other designs were tested. We made a *rapid prototype* of an 8-sided die with triangular faces. Our idea of having educational info on the cardboard would have been harder to implement so we ultimately scrapped this design.

Group Structure Process *First Design*



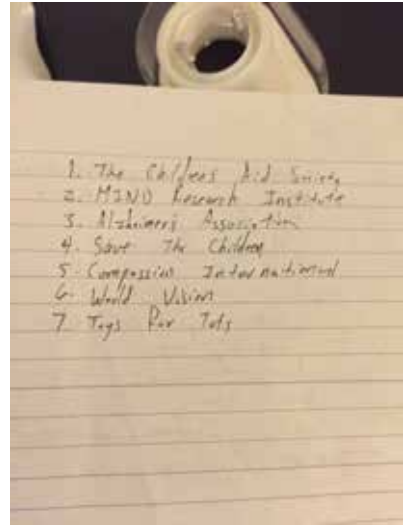
Process Final Design



Process *Final Design*



Materials + Ideas for Awareness



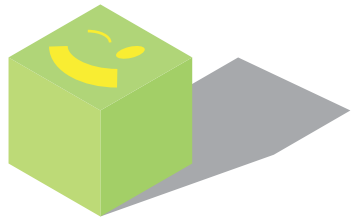
Cube cutout + Whiteboard film



Final Product + Conclusion.



Left to right: rapid, working, final prototypes



This project combined the efforts of like-minded individuals who strive for good design. We looked out for the good of humanity by lending them a creative hand and a charitable one as well. In return, we achieved a satisfaction only reachable through teamwork and friendship.



Citations.

¹ "Paul Rand on the Play Instinct." Paul-Rand.com. N.p., n.d. Web.
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² Pilloton, Emily. Design Revolution: 100 Products That Empower People. New York, NY: Metropolis, 2009. Print.

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Thank you.