

# What's it Good For? (culture, design, ux)

*(Group activity) Students will have to guess the product/service/site and purpose of internet companies based only on the indecipherable trendy net names.*

**Time:** 10 mins

**Core concept:** Form should follow function in every inconsequential choice.

## **Materials:**

- Cards with name/logo printed on one side, actual purpose/product on the flip side

## **Procedure:**

- Show a card to the class. Ask what they think the company/site is/does.
- Write the best/most liked answers on the board.
- Get class to vote on the real answer
- Reveal true answer
- Repeat

[Link to PDF of cards \(company names\)](#)

[Link to PDF of alternate cards \(site layouts with no text\)](#)

[Link to company blurbs \(what they really do\)](#)