Making research accessible

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The Problem

Dawn M

Resolved Question

Show me another »

Why do people waste money on useless research?

Ok, I know sometimes the things people research that make no sense to me are actually useful... but why do people waste millions or even billions of dollars on reseach projects that are pointless?

ok, like an artical I just read on yahoo it said scientist spent 650 million dollars to make a list of all the fish in the ocean... 650 MILLION dollars people. That could have been used to help with cancer or feed homeless people. How the heck does it take 650 million dollars to make a list of fish???
http://news.yahoo.com/s/ap/20101004/ap_o...

There are other examples, but this one is the lastest I could find... what the heck people?

$123 billion

*US Office of Mgmt and Budget

2011

Wastebook

A Guide to Some of the Most Wasteful and Low Priority Government Spending of 2011

SOLUTION

TestTube

Are you a researcher?

TestTube is an easy way to share your work with a wider audience. It's free to use, so why not create a project now?

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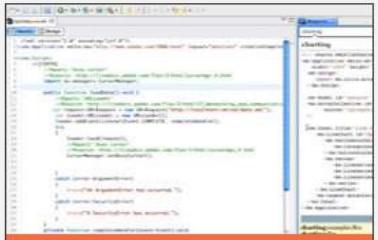
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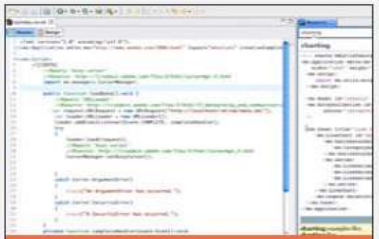
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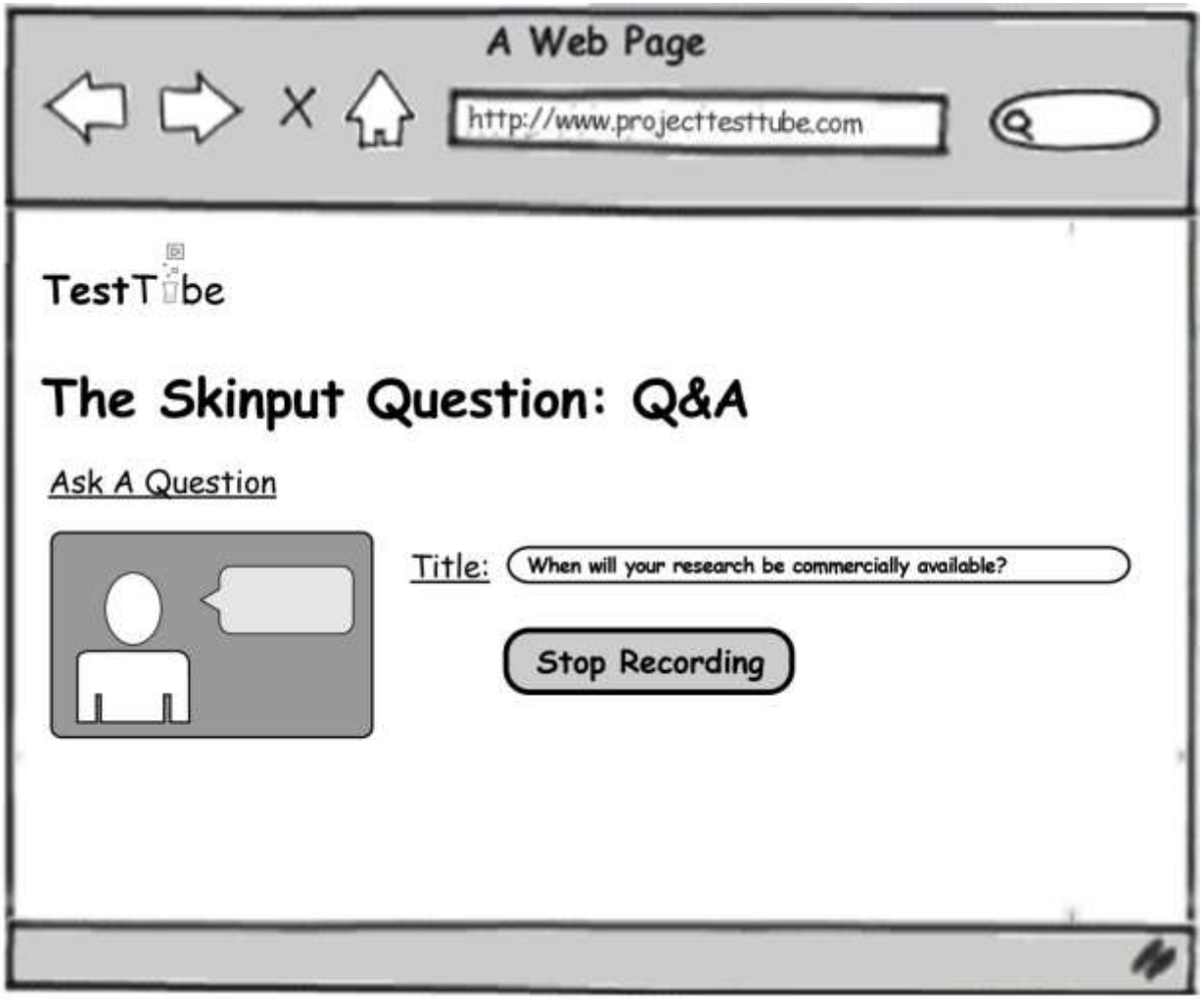
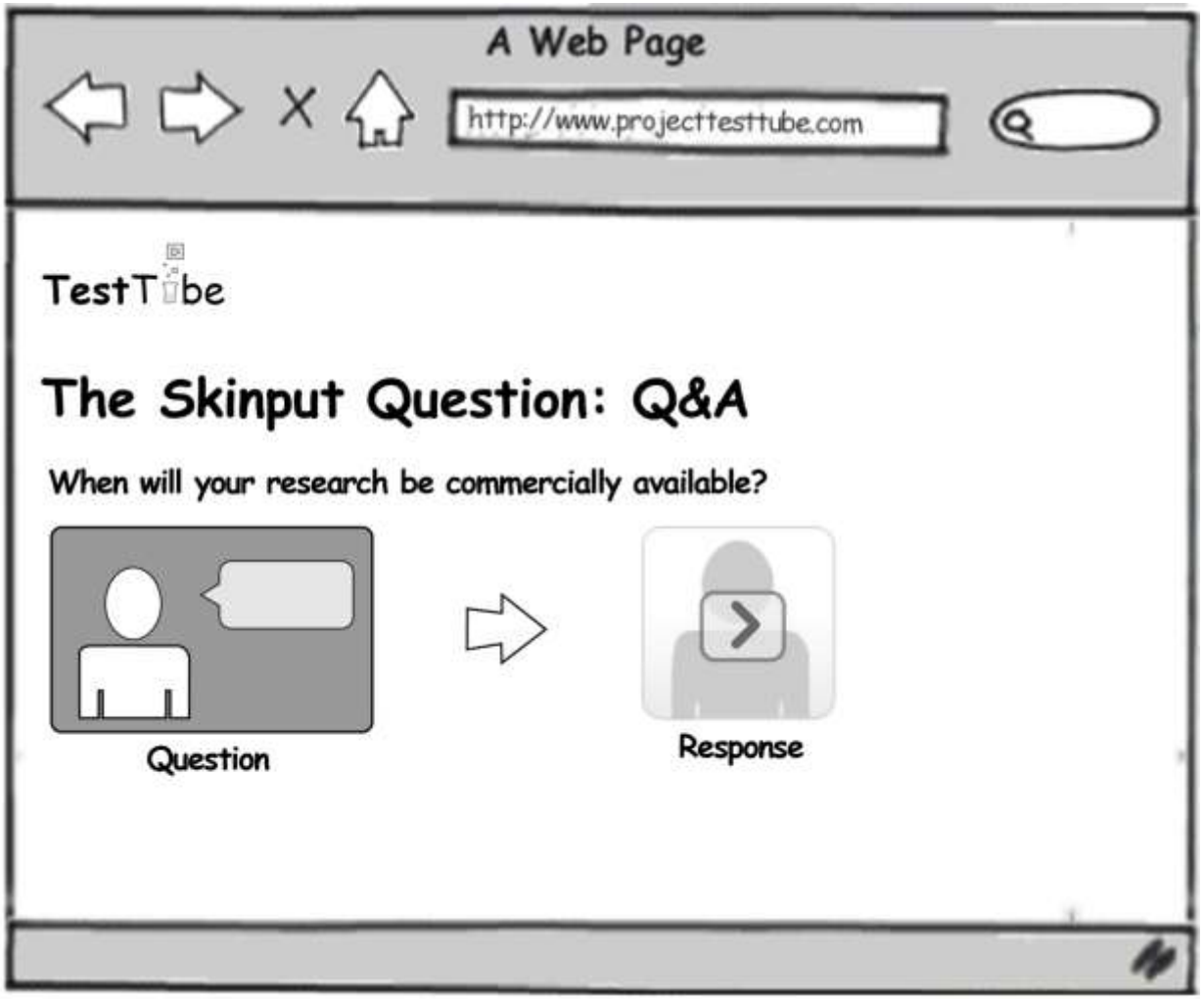
1. Researcher Interview

2. Share Project Page

3. Visitors View and Ask Questions.



4. Researchers Respond.



Process

Needfinding
Ideation
Storyboarding &
Speed Dating
Pitch
Prototype
Understand
Problem
Generate ideas
Show ideas to
real people
Promote idea
Build it

The Problem

FUNNIES
The Daily Newshole
"ALL'S WELL," SAYS GOVERNMENT
NO FURTHER NEED FOR NOSY STORIES

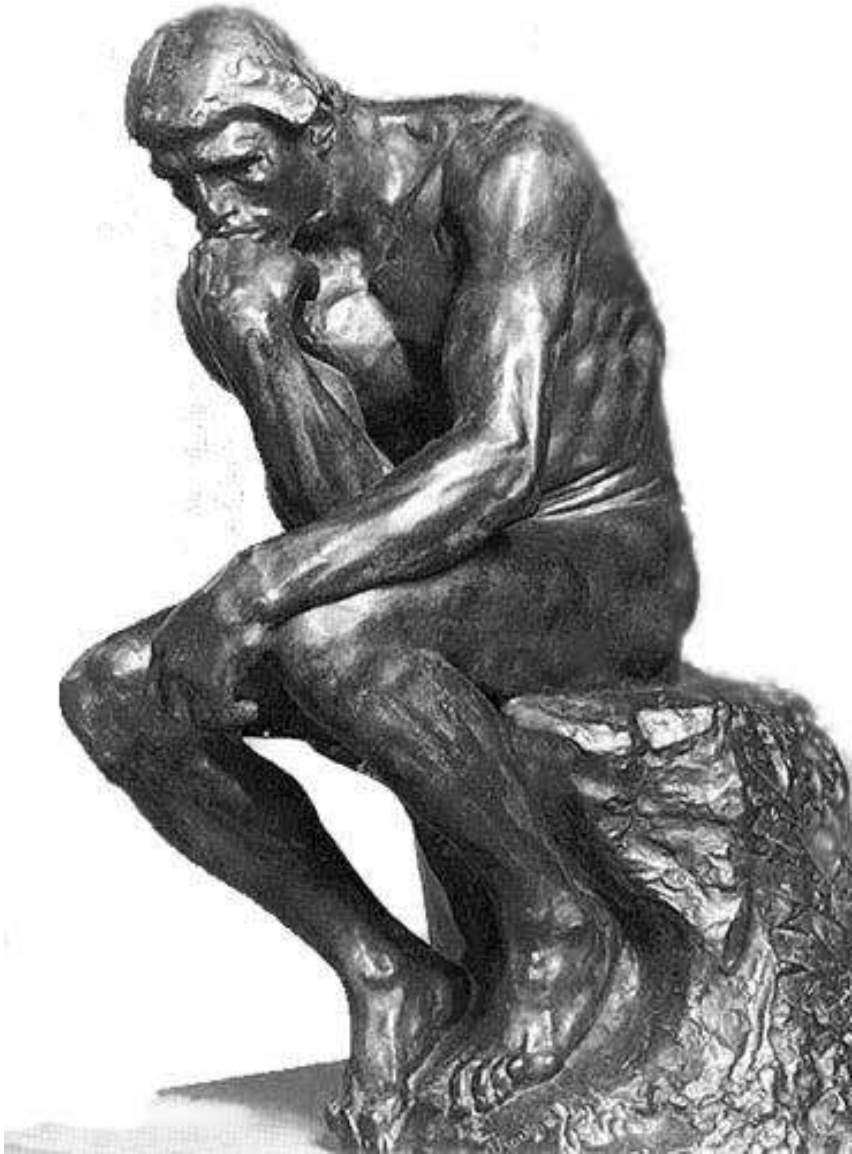
Understanding the Problem

NEEDFINDING

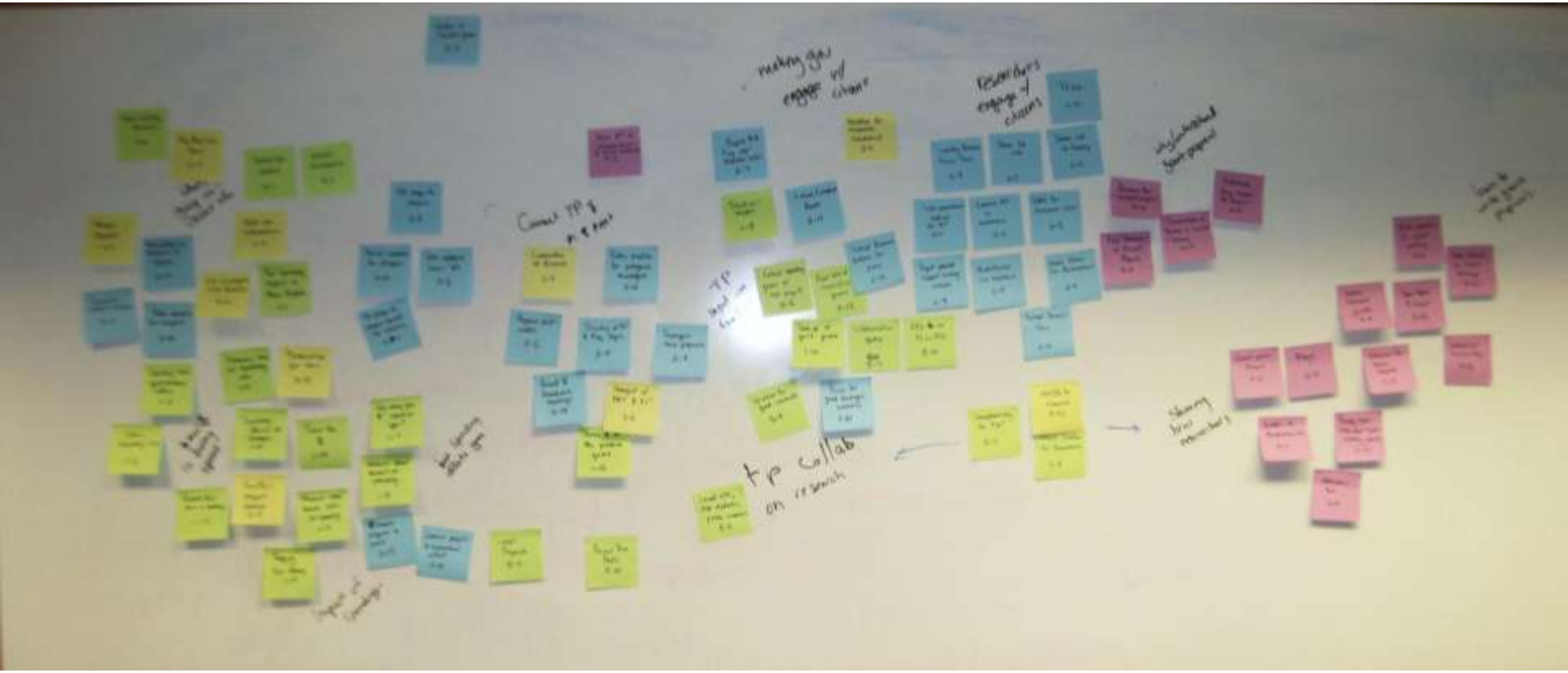
Needfinding Results

5 major issues identified

6 opportunity statements

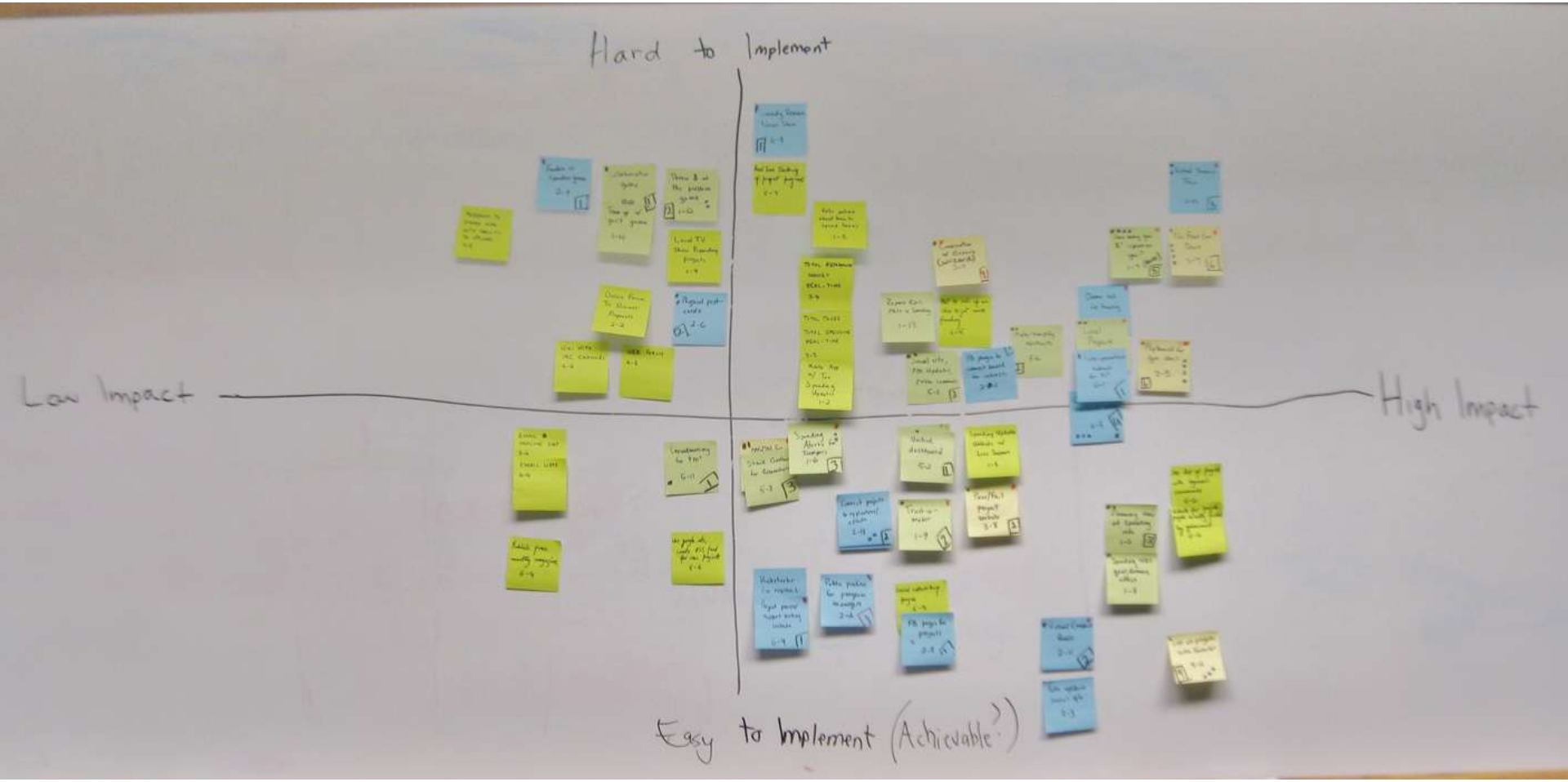


Brainstorming



Crowdsourcing

Synthesis/Selection



Storyboards and Speed Dating

Talk to Me About my Research

Imagine an application that researchers could use to record short videos of themselves speaking about their research and generate a web page with those videos on it.

Dr. Eyenstine made a website so that more people could find out about his research, but he is disappointed that hardly anyone seems to look at his site.

Dr. Eyenstine decides to try out a new application he heard about. He record a few short videos of himself answering questions about his research.

The application automatically creates a new website to present the videos.

Dr. Eyenstine shares the link to his new site. People seem to really like the videos and he is happy that so many people are learning about his research.

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Mindswarms

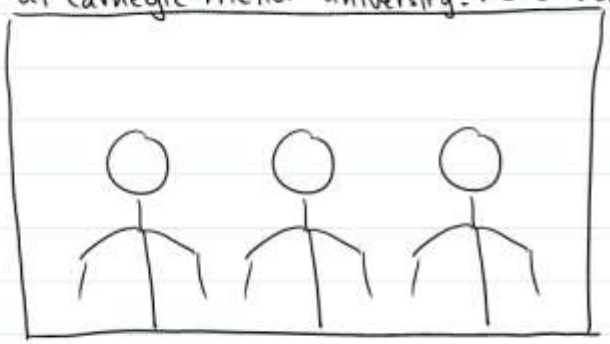
Pick And Pitch

Script

Friday, March 16, 2012
11:49 AM

Intro

Hi! I'm Anuj! I'm Abhinav! And I'm Julia. We're students at Carnegie Mellon University. We're working on something called FromTheLab. It will let researchers publicize their research quickly, easily, and effectively.



Problem

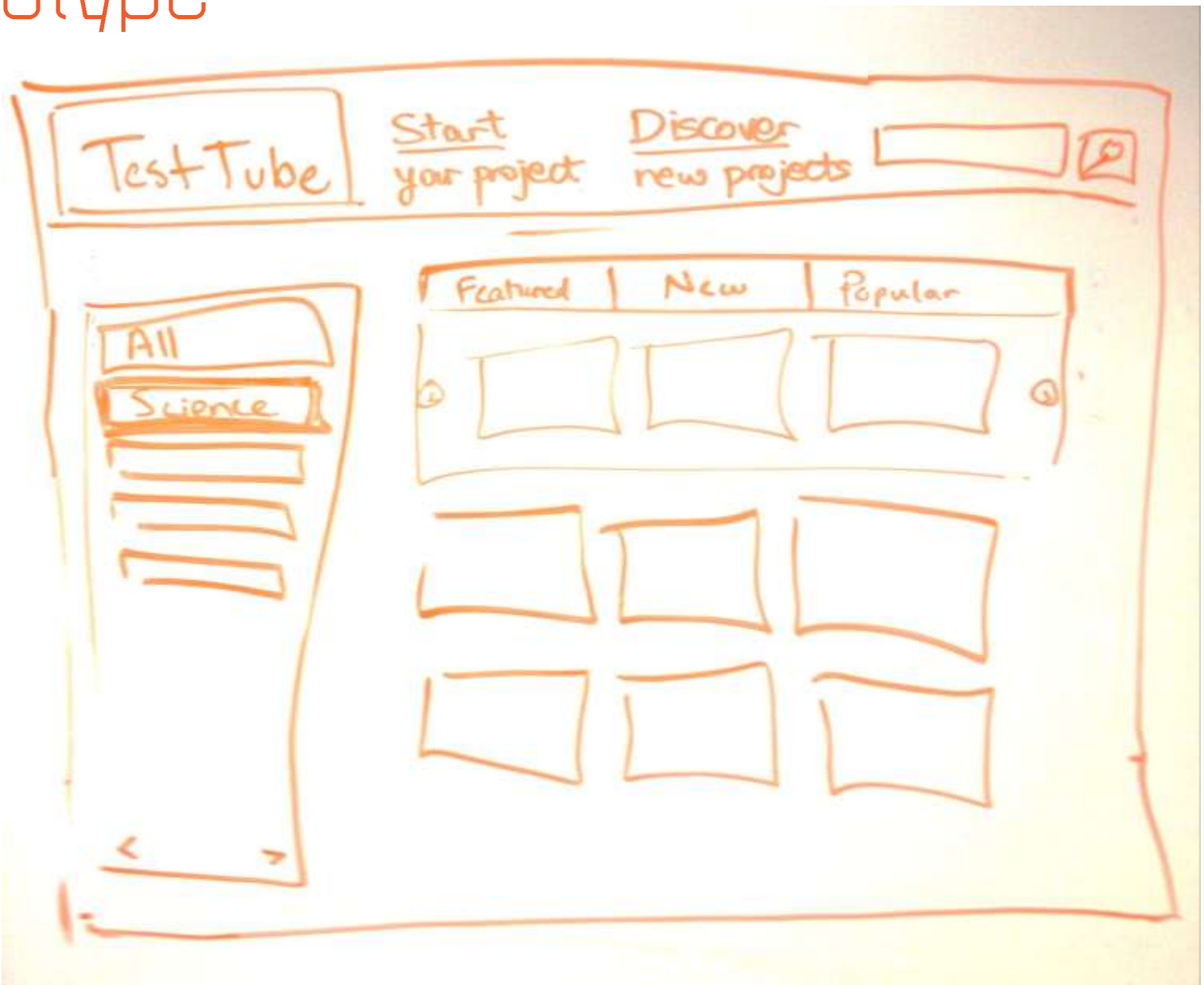
from the outside

The problem is that most research, ~~(much of it funded by taxpayer dollars)~~ seems to only produce research papers. Even though m
research

Not that many ~~[illegible]~~ people and research journals. And

Pick And Pitch

Prototype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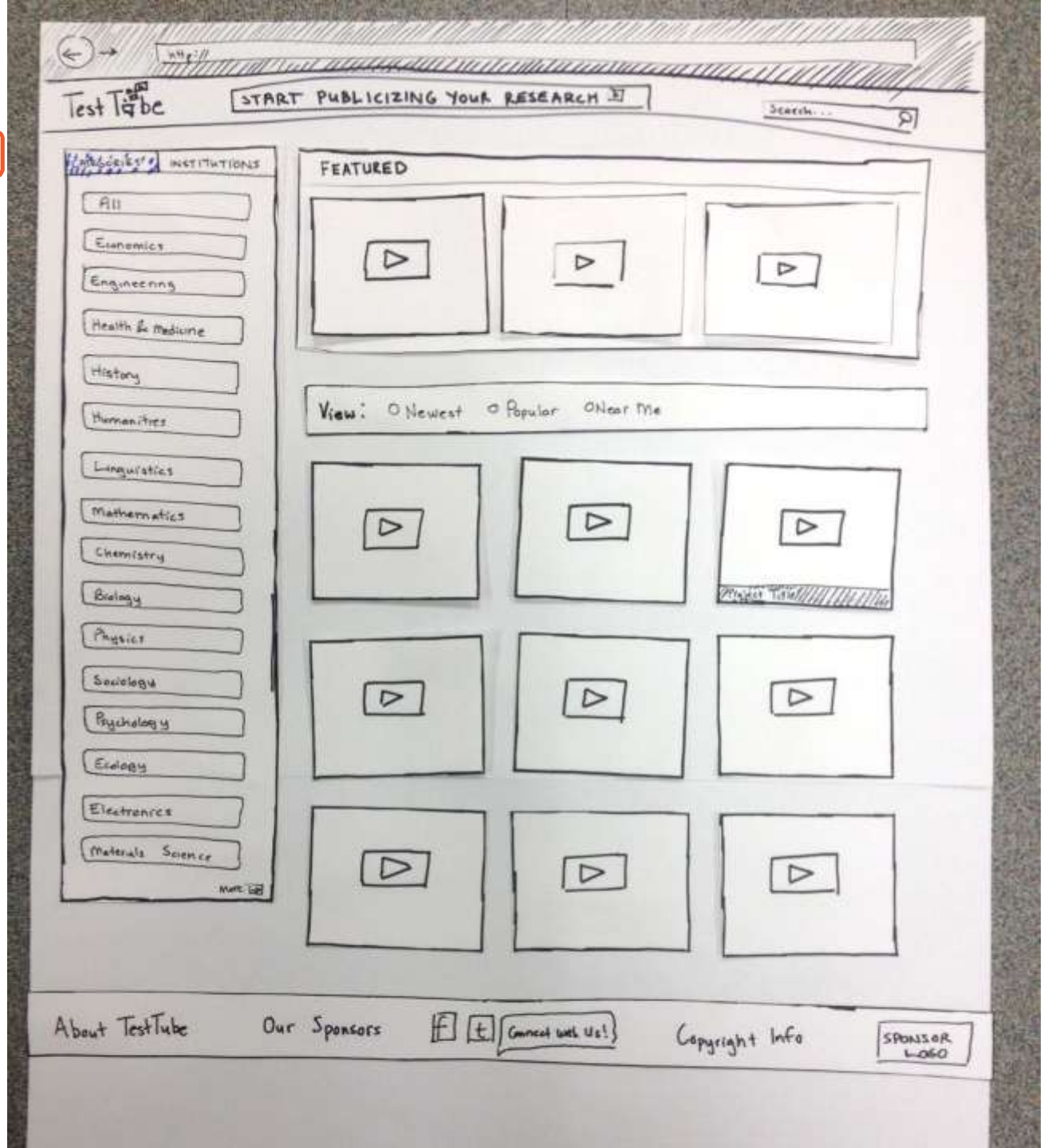
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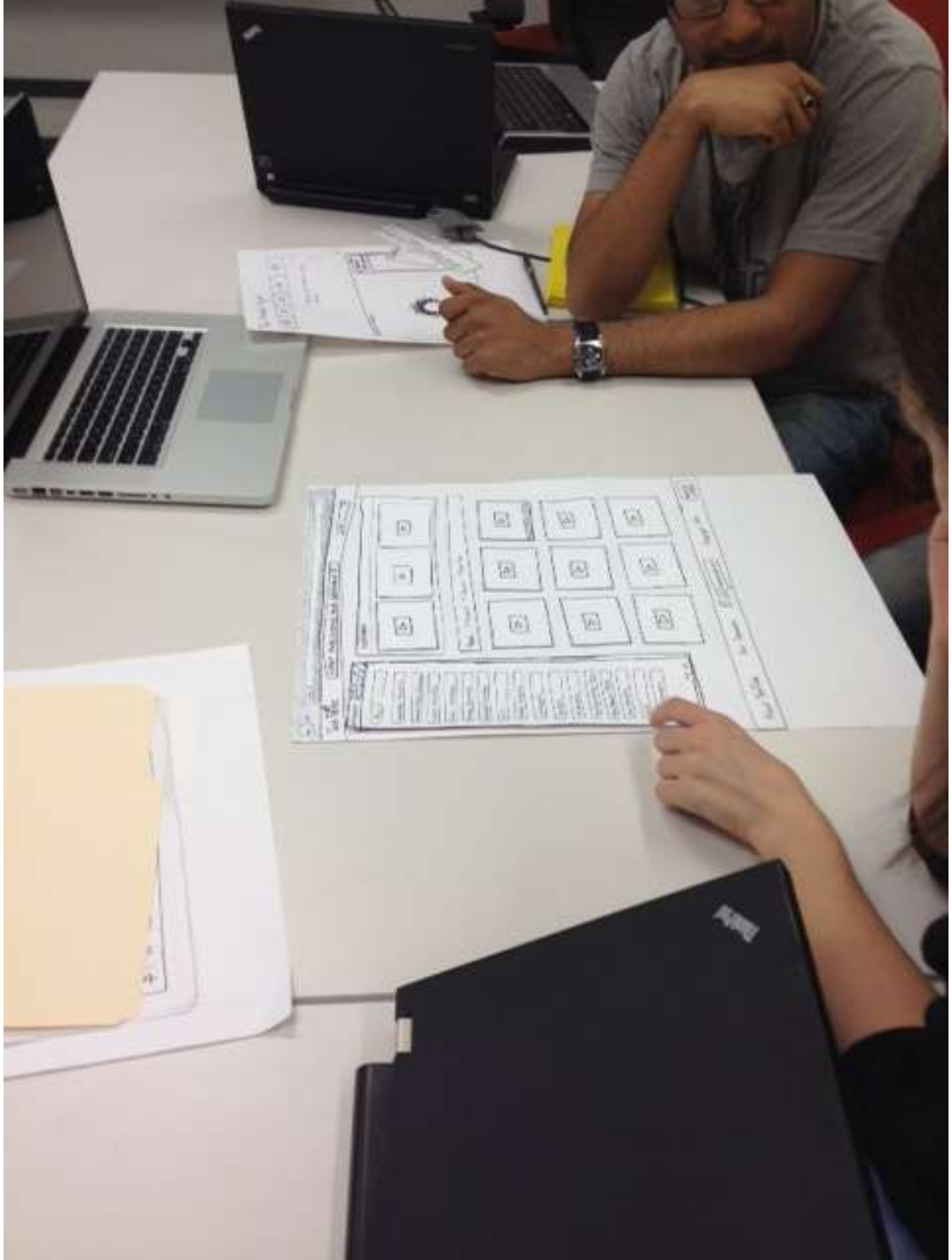
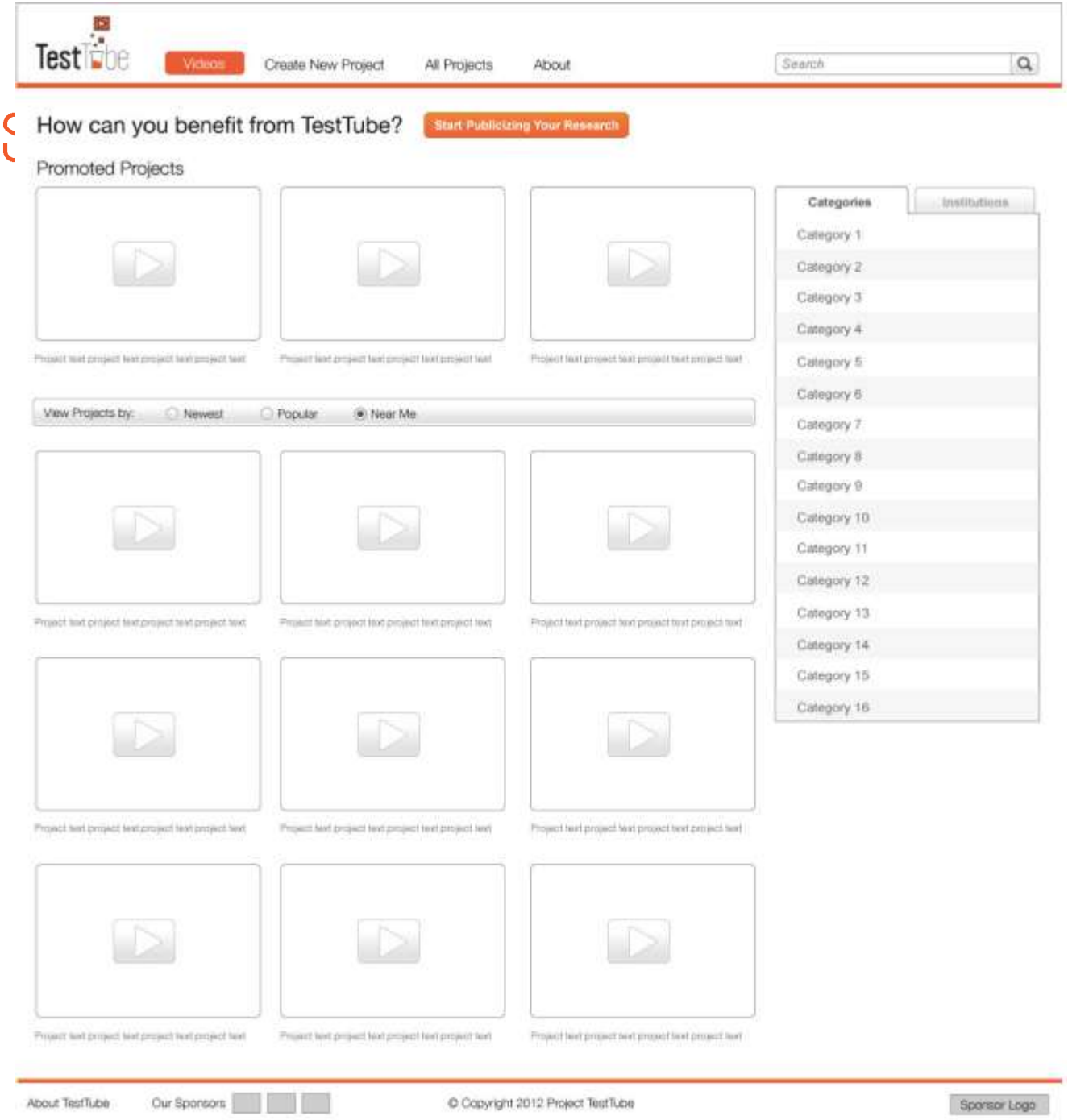


Mockups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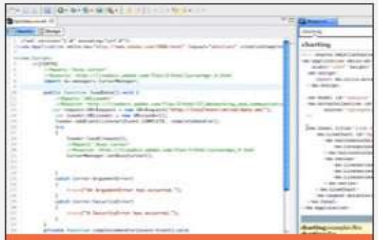
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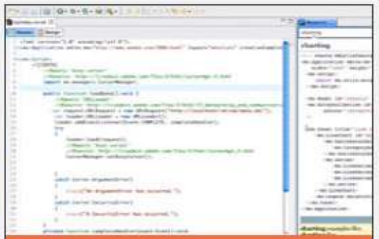
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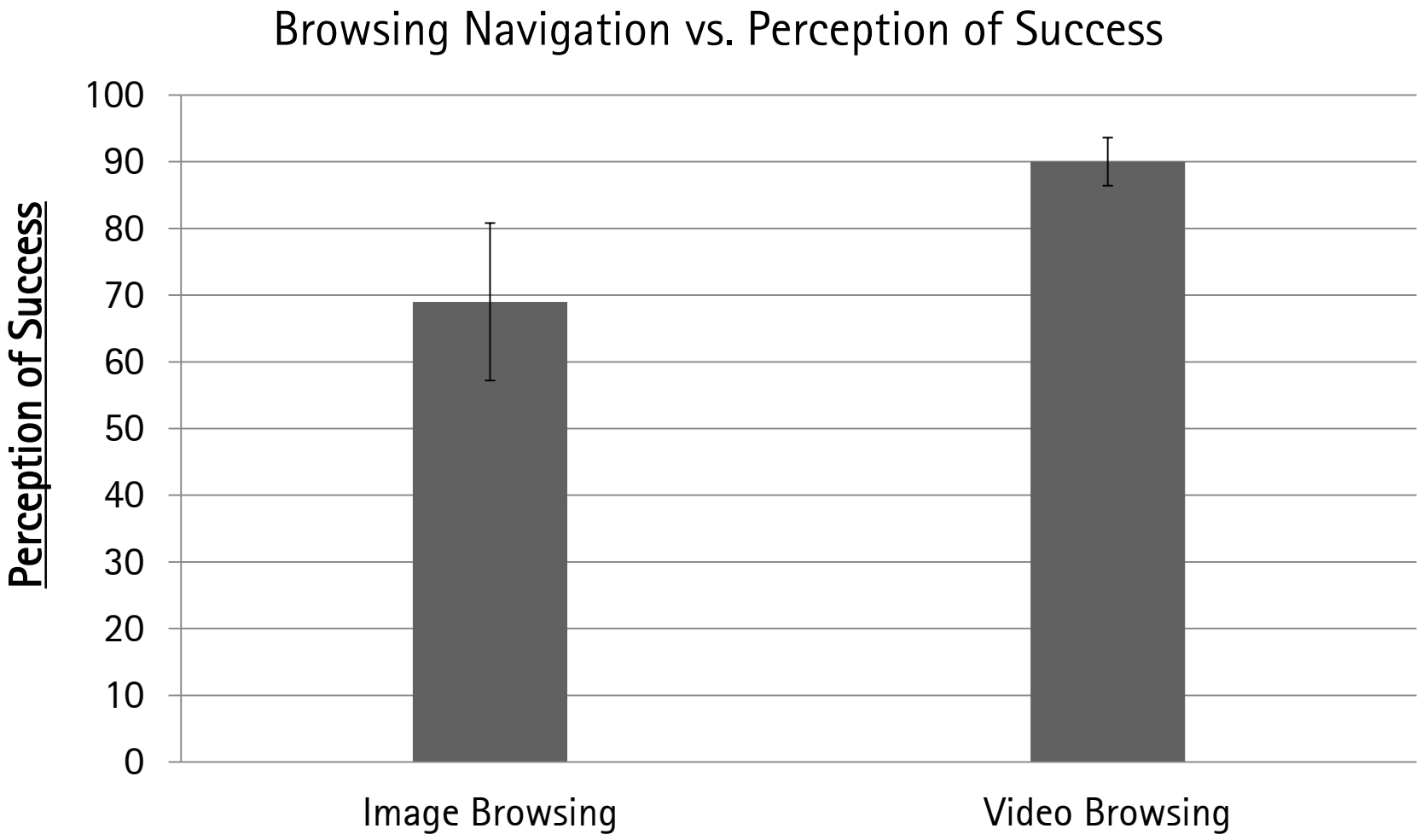
A/B test

Video-based browsing

Image-based browsing

A/B Test Results

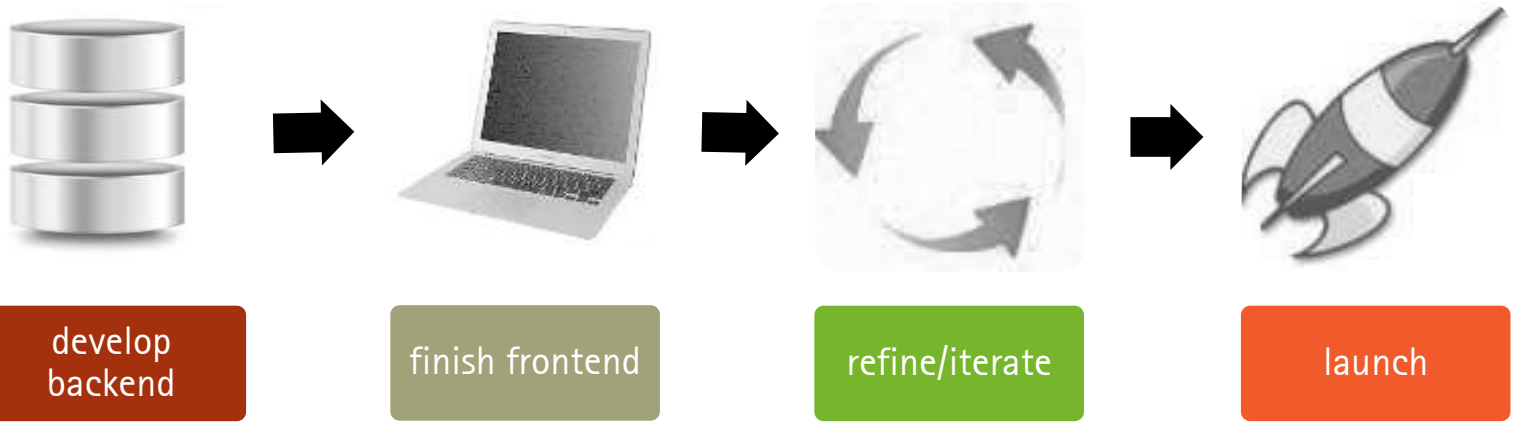
p = 0.038*



Conclusions

Problem

TestTube

Our Solution

Future Work