IxD Capstone

week 2 - Ideation

Content

User needs

1. Miguel needs to inform his wife about the time I'll be at home, but that could only be done after getting the traffic news and sometimes that's only possible inside the car, because there was no time to fetch the news before
2. Miguel needs to read the newspapers covers, the weather and the traffic every morning, so that he can plan the rest of the day
3. Miguel needs to get the news while driving home, after leaving the office, so that he won't spend too much time walking from the office to the car while reading it in the smartphone, and having to pay attention to crossing the road
4. Miguel needs to know what products he has to buy for home, that have been sent to him by his wife via skype during the day, and needs to be remembered of what are the most common products he usually buys to check if anyone is needed
5. Miguel needs to able to select different stories every night, to put kids asleep, and needs a way to show them (convince them) what were the last used stories, because they like to repeat it very much and Miguel doesn't.
6. Paula needs to check if her father is ok every morning because he is old and lives alone
7. Paula needs to know if there is too much time she doesn't share photos with her family. She needs to avoid repeating last photos and send only new ones.
8. Paula needs someone to manage her agenda and organize what she should be doing. She stresses every day choosing what she should do next.
9. Paula needs to know what to cook every dinner, without repeating last meals, and having healthy food, so that she can keep her husband diet.
10. Hugo needs to know what to eat and where (restaurant), every lunch time, so that he keeps an healthy diet and variety of ingredients. He also needs to update his notes of what he has eaten, to read later, to take "meal decisions".
11. Hugo needs to know if any of his cycling records have been beaten, so that he can plan to beat the new records and talk to friends about it
12. Hugo needs to know where his greatest competitor is cycling today, so that he can plan to train on the same roads to be prepared to beat his competitor times
13. Hugo needs to know, during the night, if his best friend has updates on social network channels
14. Hugo needs to drive while keep up with his stuff of interest, and not deviate attention from the driving.
15. Hugo needs to see his stuff of interest (usually stored, saved, prepared on the smartphone) while indoor cycling during the winter, and keep his hands on the handlebar

Point of view

I observed the usage of the smartphone, for people after leaving the office and commuting home. People with internet have a lot of information available, but only a short part of that is important and worth getting. During that period, a tailored and intelligent dashboard could give people what they want, when they usually want it, in a simple, fast and efficient way. This extends to other periods of the day, where a dashboard that shows what user needs, avoids clicks, switches, searches, browsing and time consuming operations. Besides that, reading a dashboard usually needs only one hand, to turn the screen on and start seeing the roulette of information you care about. I observed people commuting by bus, by car, and mixing walk and car. They just want to know things, but they have to loose time interacting with the UI to get what they want: and that is always the same, every day, at the same moments.

People use the smartphone every moment of the day, and depending on that time, people want to see and do different things. Sometimes people simply doesn't have time to read, just want to hear the information. Sometimes the dashboard is small to see everything. To improve this experience, like the brief says, a "tailored dashboard" could be the solution. That dashboard change according to people needs during different parts of the day and, most of all, it learns with people input and experience to become more and more efficient, and act like a personal assistant. To learn and to act as a personal assistant, the system must receive input from the users and build an internal decision network, used to present the correct information at the correct moment.

Verbal inspiration

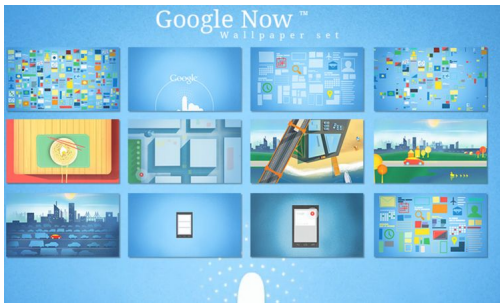
1. Fast
2. Information
3. Now
4. Glance
5. Important
6. Summary
7. Suggestions
8. Handsfree
9. Carrousel
10. Widget
11. Assistant
12. Social
13. Self-learning

Existing inspirations

Siri

With Siri you can talk to your phone and give it orders, ask for help, suggestions, and use it hands free. However siri fails to present you the information you want, when you want it. You have to ask things to Siri, and sometimes you just don't want to speak, you want to keep privacy and silence, stay quiet and receive the information you need. This is inspirational in a way that is a system that reacts to users requests and helps improve the users lives.

Google now



With google now you are aware of many suggestions according to your location and time. These suggestions are set by you, that configures how the app will interact with the user. However you can't ask the system to read the cards for you, letting you act handsfree. The cards are a rigid set of information and the user has to limit to that. Google now is hard to tweak and to train, showing junk most of the time. This is inspirational because it shows many alternatives (cards) to show information to the users.

Anytime organizer

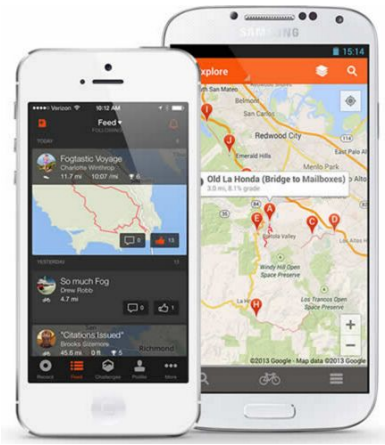
Anytime organizer lets you organize the most important aspects of your life. This is inspirational due to the ability to guide the user through day-to-day tasks. It's very easy to use despite the many features: notebook, expense reports, driving directions, and password managers. Nevertheless it has focus on organizing tasks, not in showing

information that the user needs during different times of the day.

Widgets of android system

Android widgets let the user customize a dashboard to display only relevant information. It is possible to place the widgets per screen, and configure the layout to organize the content. However, these widgets are fixed in the defined layout and the user might need different widgets on the main screen according to distinct times of the day, or else he will have to scroll screens, searching for the one that has the information he wants. This is not a training ready system, since the user cannot train it to react according to his routine.

Strava



Strava tracks the user activities and has a social component that is very inspirational. It has a vast internet community using it and can change people's lives. It is a different application than the one this project is about: tailored dashboard. Nevertheless has abstract inspirations that can be useful.