

Proposal

A Laptop Configurator

Current Understanding

The device upgrade cycle is partly due to necessity (devices get slower, things break, etc.) and corporate greed (throttling devices over time, limiting battery capacity). Both of these factors can be solved with more modular devices that would allow users to exchange deteriorating components for new ones. This would reduce cost and, importantly, the amount of e-waste produced per consumer.

Further Research

There are several barriers to a modular future: technological limitations, corporate directives, and brand loyalty. Expressly, that it is unlikely corporations decide to pursue modular devices given that customers loyal to certain brands will not leave said brand for even the most amazing modular device. It will be my task to see how a configurator can communicate the benefits of modularity to such users. Additionally, I will need to better understand the level of technicality to use in the configurator.

Final Deliverable

I plan on creating an interactive prototype in Figma with mostly intractable components, micro-interactions, and more. I think it will be beneficial to the cohesiveness of the configurator if I can focus on the configuration UI without too much attention to marketing or brand identity. For this reason, I don't plan on showing things like a footer, logos, CTAs, etc. (tentatively). Instead, I think that making a cohesive but compact configurator would be an interesting exercise that would allow me to flex visual skills and focus on interaction.

Tentative Schedule

Monday / Wednesday	First Class / Second Class
March 13-19	Spring Break
March 21 / 23	Product / User Research
March 28 / 30	Personas / User Stories
April 4 / 6	Sketches / Low-fi Wireframes
April 11 / 13	Mid-fi Wireframes / Visual Concepts
April 18 / 20	Visual Mockups / Prototype
April 25 / 27	Interactions / Final Prototype