IxD 210: Systems

Fishery Project

# Introduction

The assignment for this project was to develop a vision for how higher quality information and more reliable information flow could improve the resiliency of a complex system.

The teams were asked to understand the state of the fishery supply chain now in terms of their assigned node (producer, processor, distributor, buyer or consumer) and identify barriers to resiliency for both their node and the system overall. They were then asked to envision how a change in the access to and flow of information could mitigate those resiliency challenges, and to model those changes in a software interface.

The teams were instructed not to worry about how the practicalities of their proposed changes in terms of current flows and technology, and to assume the availability of whatever information and access was required by their optimal future proposal. Therefore, please ignore implementation concerns in your review and focus your critique on how clearly the teams state the change they wish to see, if the change addresses the issues of individual and system resiliency and finally if the vision is communicated through the prototype interface presented.

# Grading Rubric

| **Quality** | **Poor (1)** | **Good (2 - 3)** | **Excellent (4)** |
| --- | --- | --- | --- |
| Presentation | Presentation is disorganized, or unrehearsed or fails to provide sufficient context for evaluating the work. | Presentation is well organized, smoothly presented and explains the problem context, the proposed solution and how solution success is measured. Higher scores for better visual design and narrative flow. | Extremely high quality experience in terms of storytelling, visual appearance or communication style. |
| System Design | The proposal has significant logical flaws, or dubious or unsupported assumptions or is not clearly relevant to the problem space. | A sound proposal that transforms research into a simple story about a system where information flows between related elements in support of a well-defined purpose. Higher scores for more clarity regarding inputs, outputs and feedback. | A particularly elegant analysis of the problem space, or an insightful and innovative vision for the solution opportunity. |
| Prototype | The prototype does not meet all of the functional requirements, has poor production quality or is too simple to be believable. | The prototype tells a compelling story about how it addresses the challenge workflows. Higher scores for better production quality and visual design. | The prototype demonstrates particular elegance with respect to layout, navigation, workflow efficiency or other elements of user experience. |

**Teams**

## Cod (Producer): *Taylor Rogalski, Jasmine Calderon, Vivek Shah*

*Comments: Quality 1 2 3 4*

**Presentation** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**System Design** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**Prototype** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

## Coho (Processor): *Colin Willson, Hiroko Kobayashi, Naomi Kwon*

*Comments: Quality 1 2 3 4*

**Presentation** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**System Design** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**Prototype** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

## Anchovy (Distributor): *Elaine Chu, Levi Mousaw, Mallika Puri*

*Comments: Quality 1 2 3 4*

**Presentation** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**System Design** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**Prototype** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

## Halibut (Buyer): *Brian Wong, Christine Kim, Dana Silberberg Sahar*

*Comments: Quality 1 2 3 4*

**Presentation** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**System Design** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**Prototype** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

## Bluefin (Consumer): *Dorahan Arapgirlioglu, Yinan Qiu, Alex Modugno, Aaron Stevens*

*Comments: Quality 1 2 3 4*

**Presentation** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**System Design** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_

**Prototype** \_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_\_\_ \_\_\_|\_