

ABOUT PODO

EUNICE KIM
FELIX YIU
VARNA VASUDEVAN
VY LUU

Company Goals

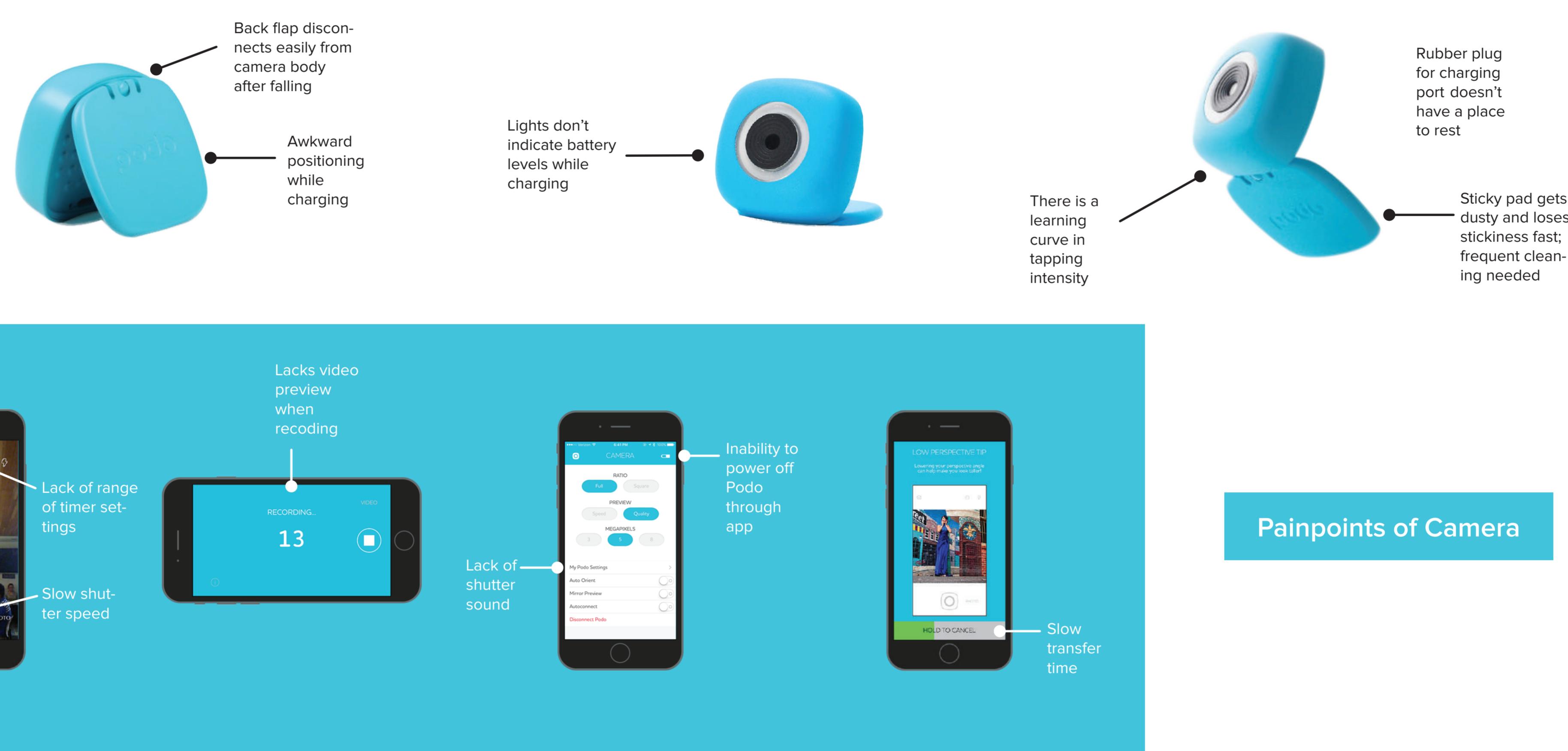
Podo is a wireless, re-stickable camera that turns any surface into a photo booth. Just stick, snap and share, using your phone as a viewfinder and remote.

Our Goals

- Define user personas among college students to help Podo Labs target specific user types in their marketing and branding.
- Provide insights into the usability of Podo and its app, the overall intuitiveness and functionality.
- Design an accessory for the Podo camera based on user feedback.

USER RESEARCH

Painpoints of Camera



Painpoints of Camera

PERSONA CREATION

Typical Camera Use

Professional/Enthusiast

- Photoshoots/ Portraits
- Traveling photography
- Stop-motion filmography

Routine

- Family photos
- Shared camera use with friends and family

Adventurous

- Vlogging
- Trick Shots/Cool Angles
- Travelling Documentation

Fashionable

- Fashion accessory integrated into lifestyle
- Pictures of daily novelty encounters

Frustration with Current Cameras

- Traditional tripod-and-camera setup is limiting (size and weight)

- Difficult for people of limited photography knowledge to use
- Easily damaged by children
- Need tripod and set up to take family group photos

- Not easily adjustable in 360°
- Burden to carry in physically intensive or high-risk activities
- Hard to use in isolated travel destinations

Expectations/Needs

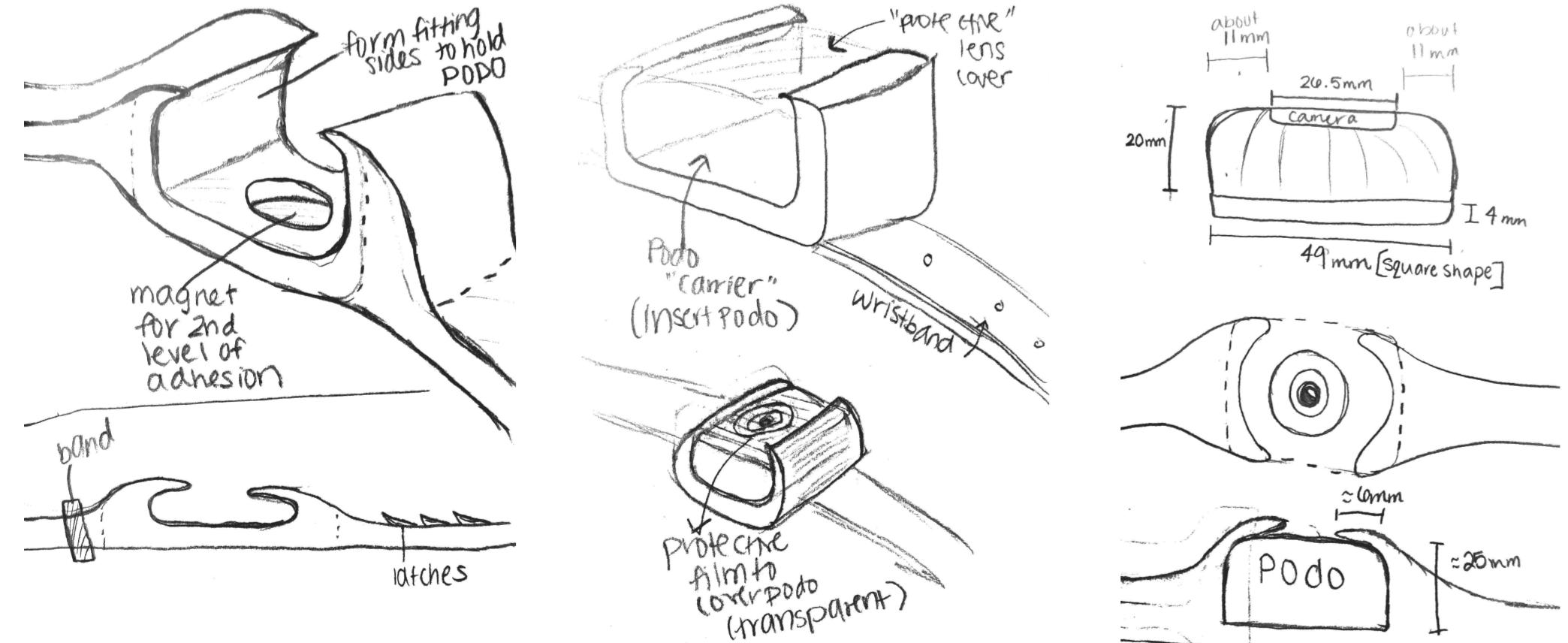
- Unique and creative angles
- Extreme portability
- High speed without sacrificing quality
- Professional, sleek, elegant look of product

- Long-term lifetime of product (durability, quality of product and material)
- Easy to operate for people with limited knowledge and experience in photography
- High portability and versatility

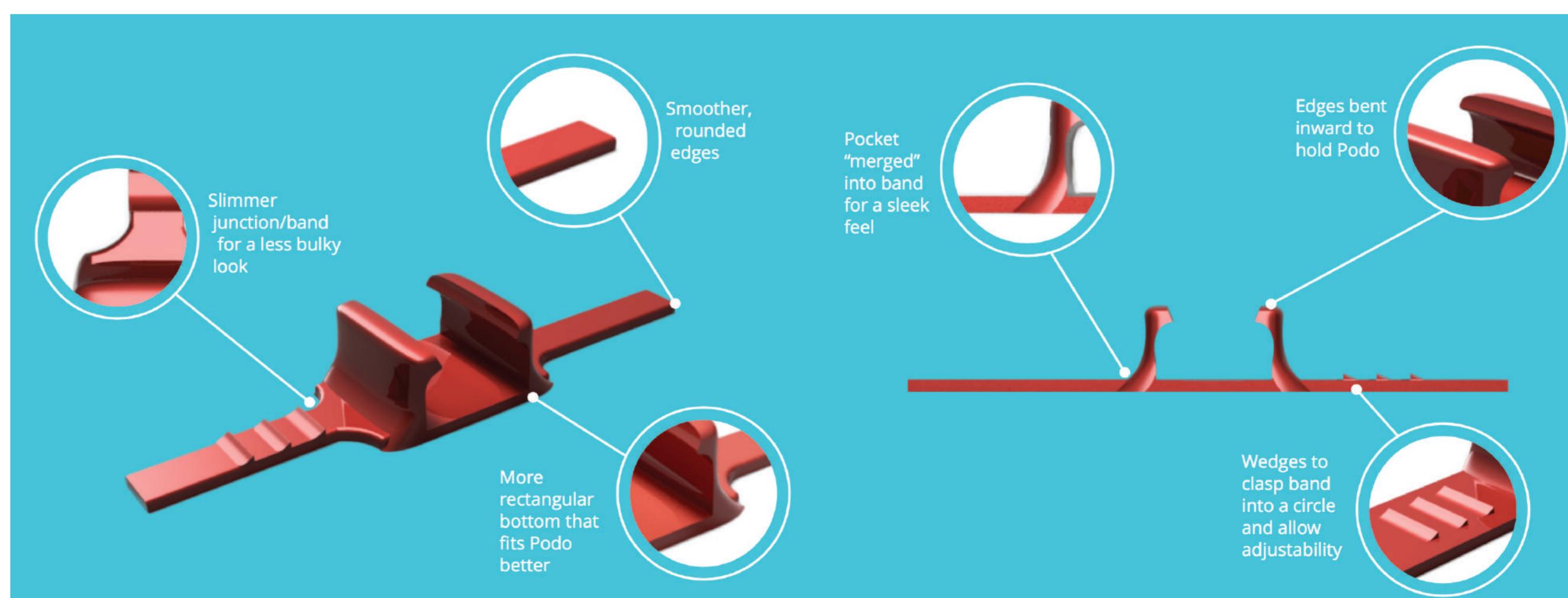
- Unique angles and usable for trick shots
- Small, lightweight, easy to carry product during vlogs, hikes, and other travels
- Durable and impactable cases to prevent damage from shots taken from high-risk angles

- Fun colors to use cameras as a fashion accessory
- On top of new trends and gadgets
- Update the look of the product on a regular basis
- Functional to provide quality photos for social media

Lo-Fi Sketches



Mid-Fi: CAD Models



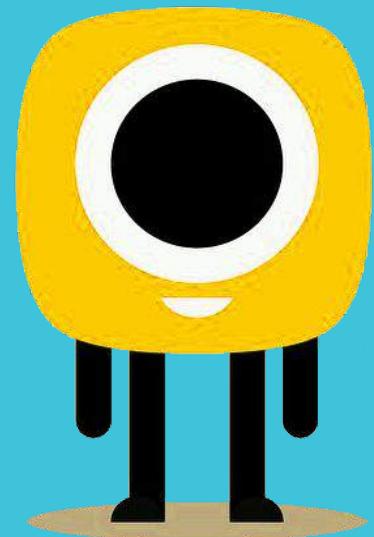
Hi-Fi: Physical Prototypes



INDUSTRIAL DESIGN

pod

Berkeley Innovation
Spring 2016



Consulting Team



Eunice

Cognitive Science
Class of 2016



Vy

Mechanical
Engineering
Class of 2019



Felix

Architecture
Class of 2018



Varna

Mechanical
Engineering
Class of 2019

About Podo

Company Goals

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Our Process



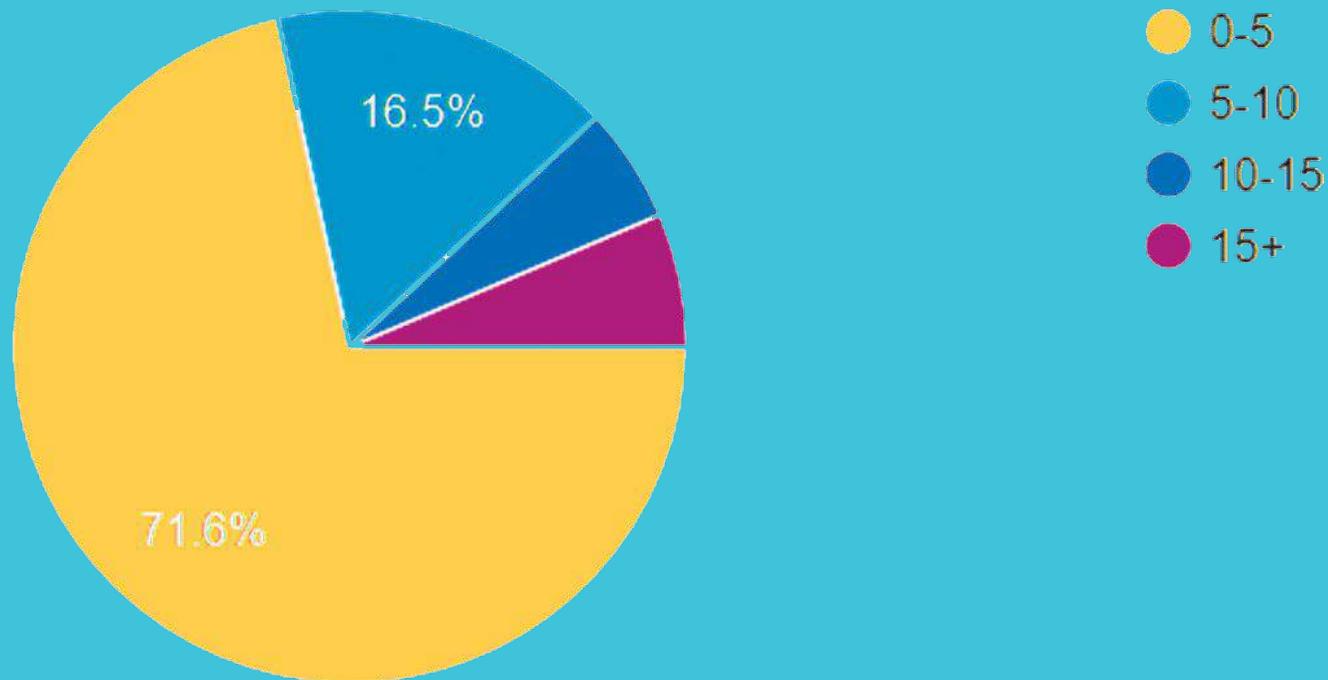
1.

User Testing: Phase 1

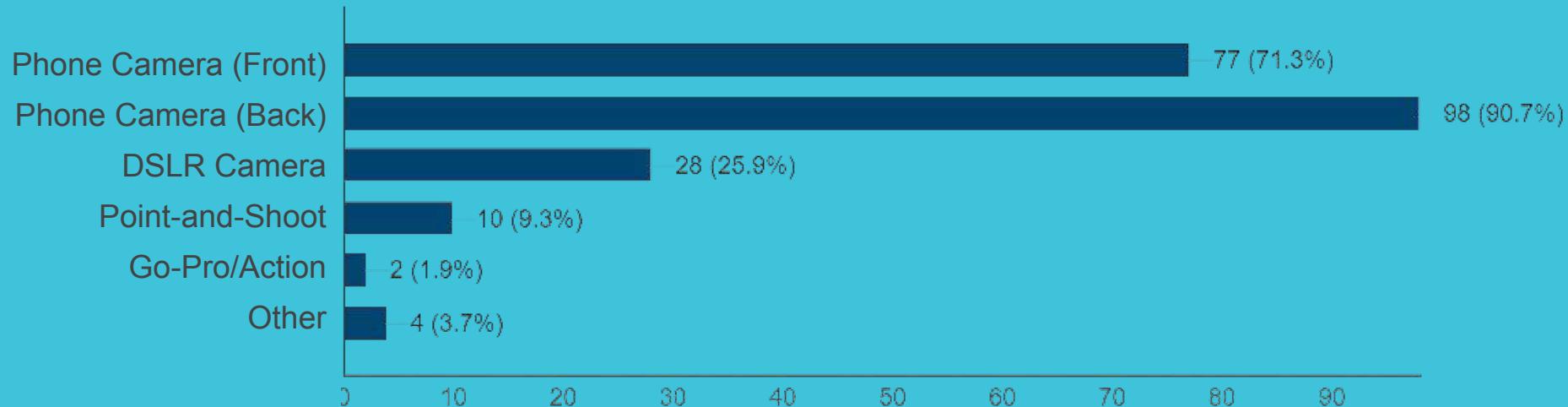
Analysis of Podo App v1

Existing Camera Use Research

How many pictures do you take a day?



What camera(s) do you use the most frequently?



Persona Development

	Professional/Enthusiast	Routine	Adventurous	Fashionable
Typical Camera Use	<ul style="list-style-type: none">• Photoshoots/ Portraits• Traveling photography• Stop-motion filmography	<ul style="list-style-type: none">• Family photos• Shared camera use with friends and family	<ul style="list-style-type: none">• Vlogging• Trick Shots/Cool Angles• Travelling/Photo Documentation	<ul style="list-style-type: none">• Fashion accessory integrated into lifestyle• Take pictures of food and various novelties encountered daily
Frustration w/ Current Cameras	<ul style="list-style-type: none">• Traditional tripod-and-camera setup is limiting (size and weight/bulkiness)	<ul style="list-style-type: none">• Difficulty in use for people of varying photography backgrounds, ages• Easily damaged by children• Need tripod and set up to take family group photos	<ul style="list-style-type: none">• Bigger cameras not easily adjustable in 360 degrees• Burden to carry in physically intensive or high-risk activities• Hard to take photos in isolated travel destinations	<ul style="list-style-type: none">• Mundane, unstylish appearance (Limited color and customizability)
Expectations/Needs	<ul style="list-style-type: none">• Unique and creative angles• Extreme portability• High speed without sacrificing quality• Professional, sleek, elegant look of product (Grayscale colors)	<ul style="list-style-type: none">• Long-term lifetime of product (durability, quality of product and material)• Easy to operate for people with limited knowledge and experience in photography• High portability and versatility	<ul style="list-style-type: none">• Unique angles and usable for trick shotsSmall, lightweight, easy to carry product during vlogs, hikes, and other travelsDurable and impactable cases to prevent damage from shots taken from high-risk angles	<ul style="list-style-type: none">• Fun colors to use cameras as a fashion accessory• On top of new trends and gadgets• Update the look of the product on a regular basis• Functional to provide quality photos for social media

2.

User Testing: Phase 2

Analysis of Podo App v2



Common Behavior in Interactions

Before



- Orient Podo in portrait with the 'Podo' logo faced upward
- Look for a power button or lightly double-tap Podo to **turn on**
- No qualms have been expressed about **Bluetooth connection**

During



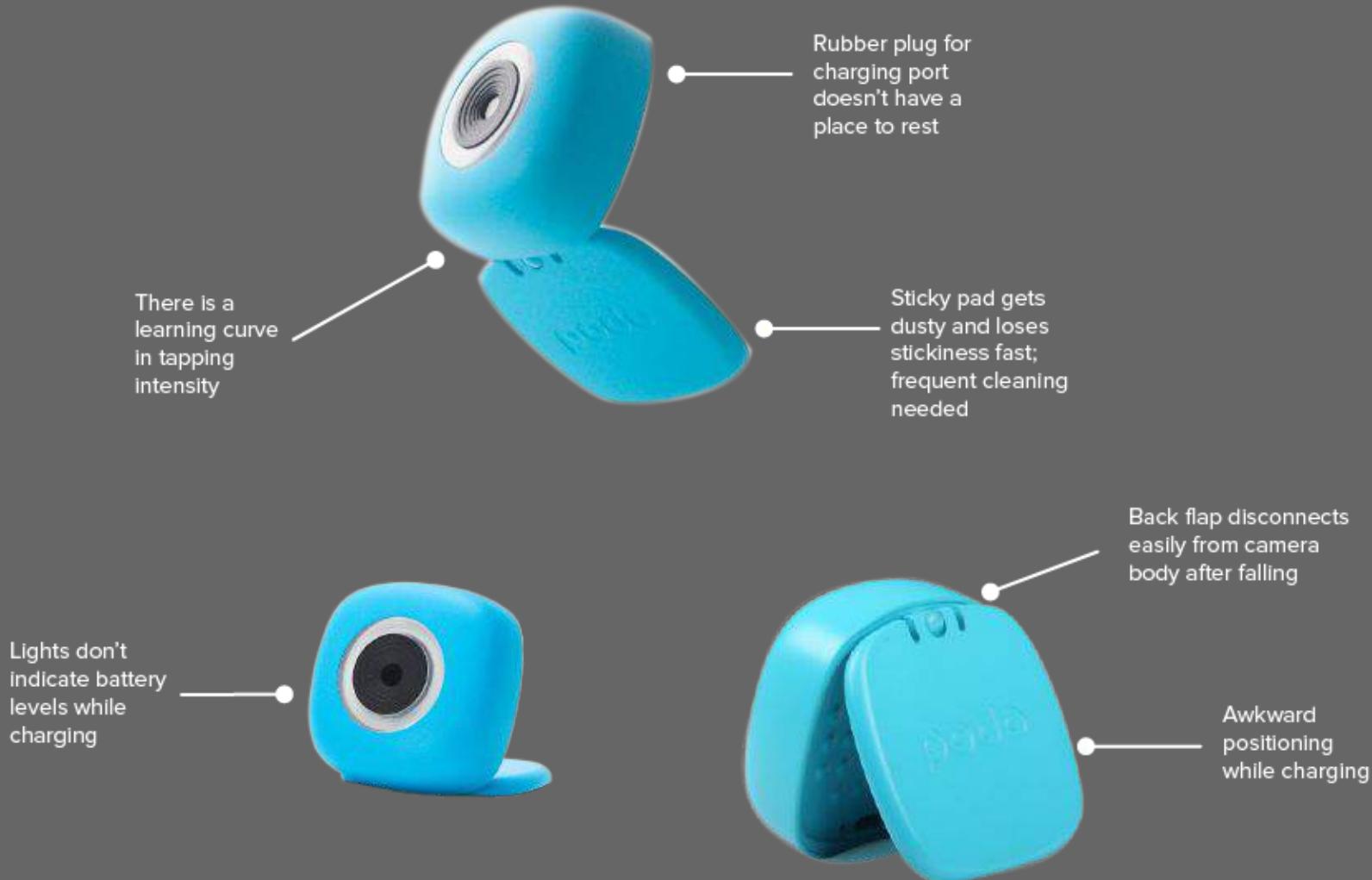
- Not happy with slow and grainy **preview**
- Struggle to find in-app **gallery**
- Find it more natural to **swipe right** to go to gallery
- Do not notice **tooltip icon**
- Hold **Record button** to record videos
- Mixed opinions about **timer**
 - Want to adjust vs. Good as is
- Too much freedom in **time-lapse** settings

After

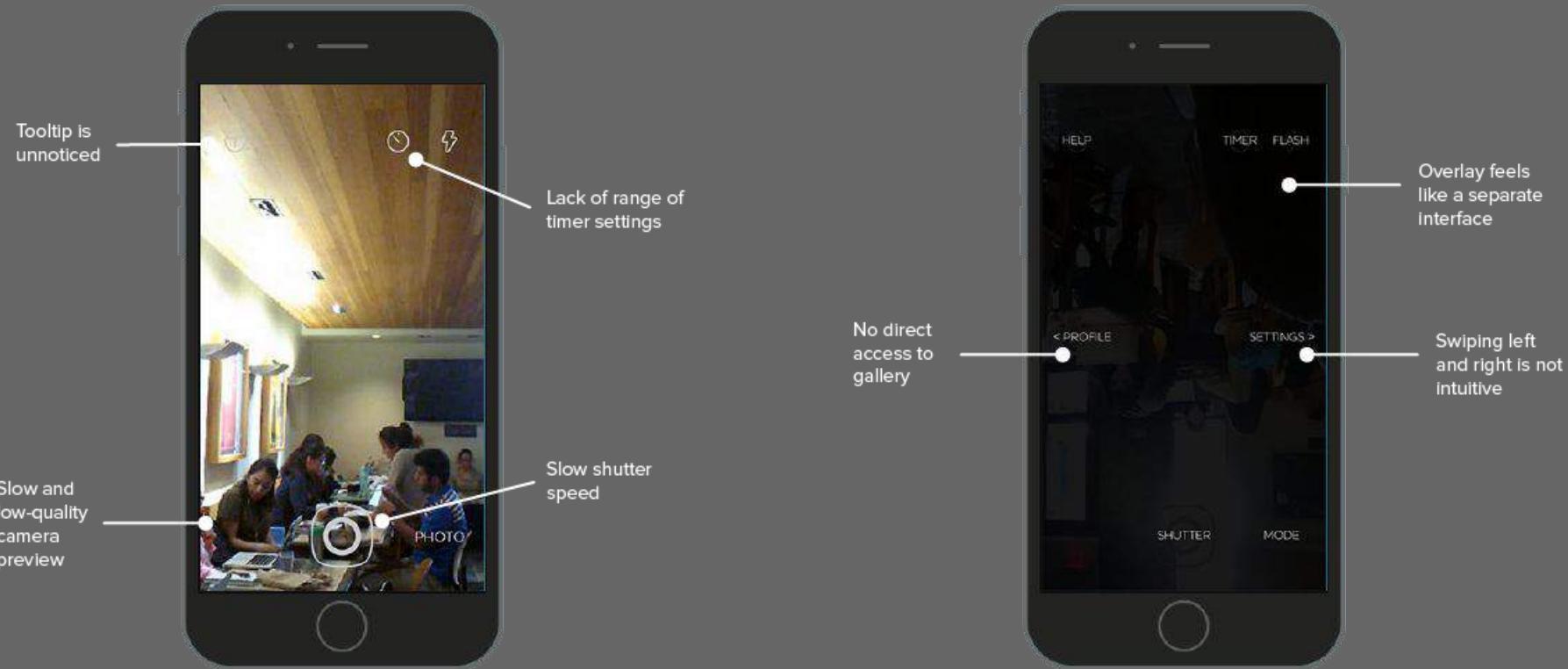


- Cannot find the **charging port**
- Stickiness of sticky pad fades away quickly and requires constant **washing**
- Fear that **washing** will make sticky pad even less sticky after **washing**

Pain points of Podo

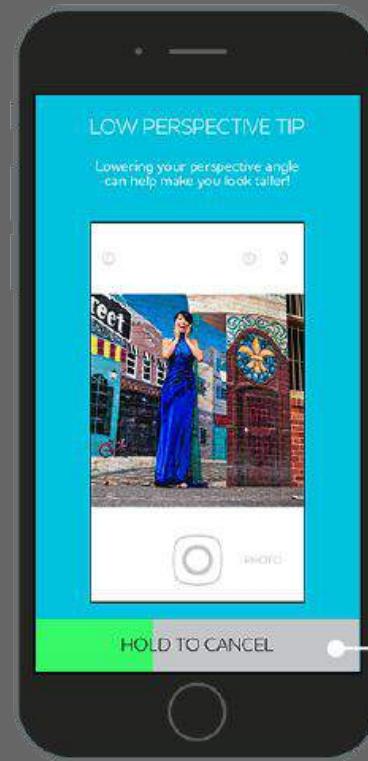


Pain points of Podo App

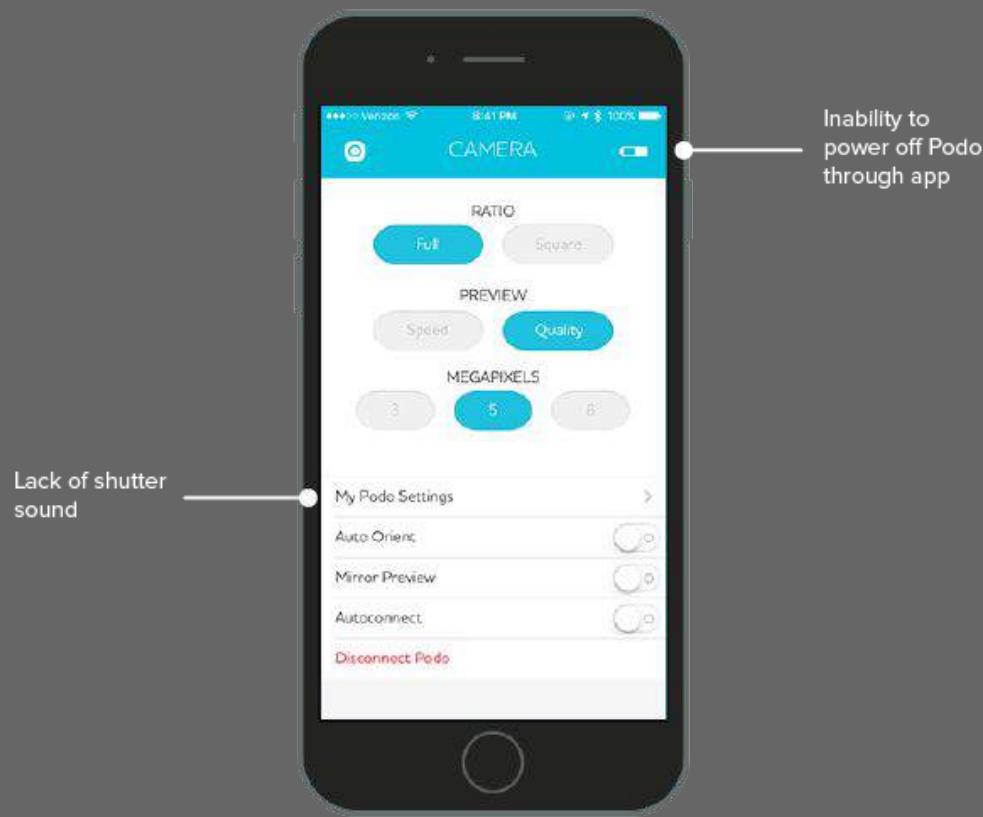




Lacks video
preview when
recording



Slow transfer
time



3.

Industrial Design: Phase 1

Accessory Ideation &
Lo-Fi Prototyping



Motivation for Industrial Design

User's Needs

Based on feedback from user testing, we synthesized that users wanted protection both while carrying Podo, and during use of the product. Users wanted to take advantage of high-risk photo angles and desired to protect both the lens and outer shell of the camera from damage.

Our Constraints

Must take into consideration that our protecting accessory should highlight the unique "look" of Podo. Our deliverable should aid in the user's quick and easy access to the Podo product. The final design should integrate into the small, portable nature of the product.

■ DELIVERABLE: PHYSICAL PRODUCTS

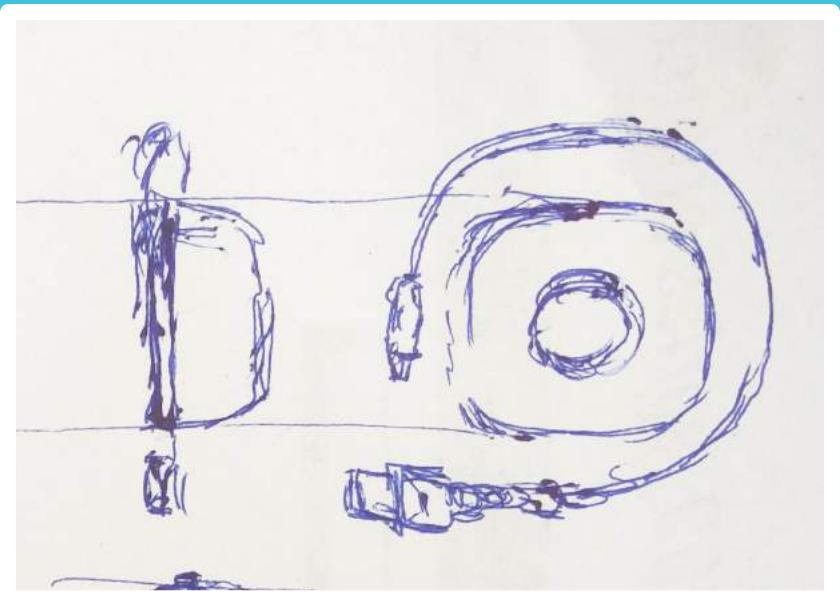
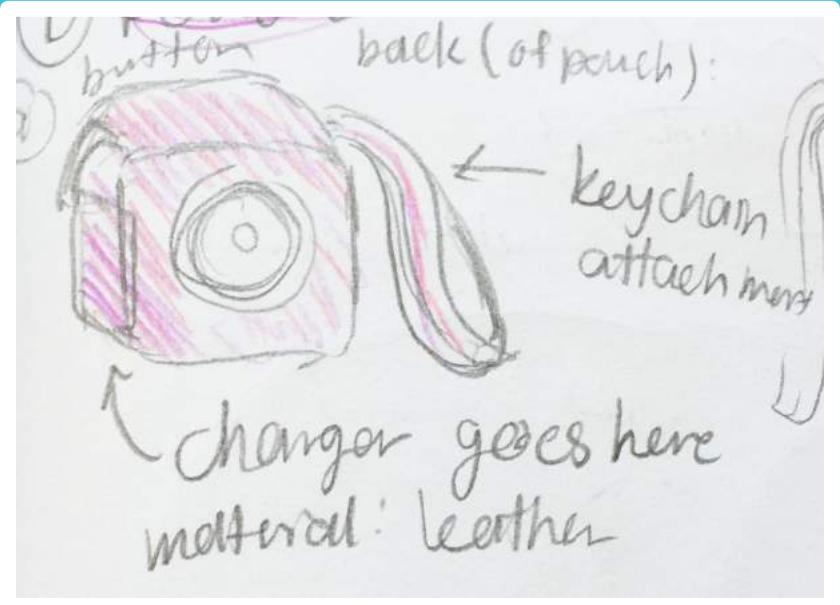
Bumper

- Practical protection for v2
- Features:
 - Asymmetry (e.g., finger grip)
 - Two-part (top covering part of lens and side band) for easier disassembly
 - Edges protruding upward (by 1-2 mm) to provide protection for lens and LED
 - Edges bent inward to help stay on better
- Material
 - Hard, Elastic (Think: phone cases)

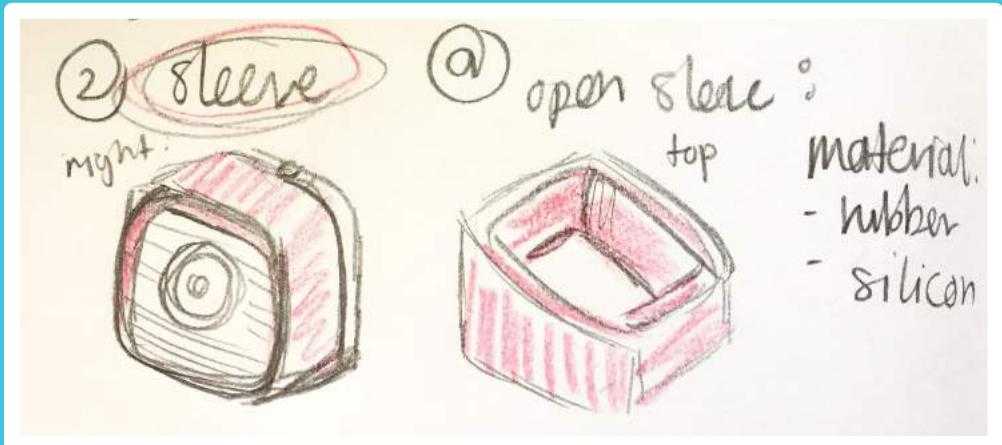
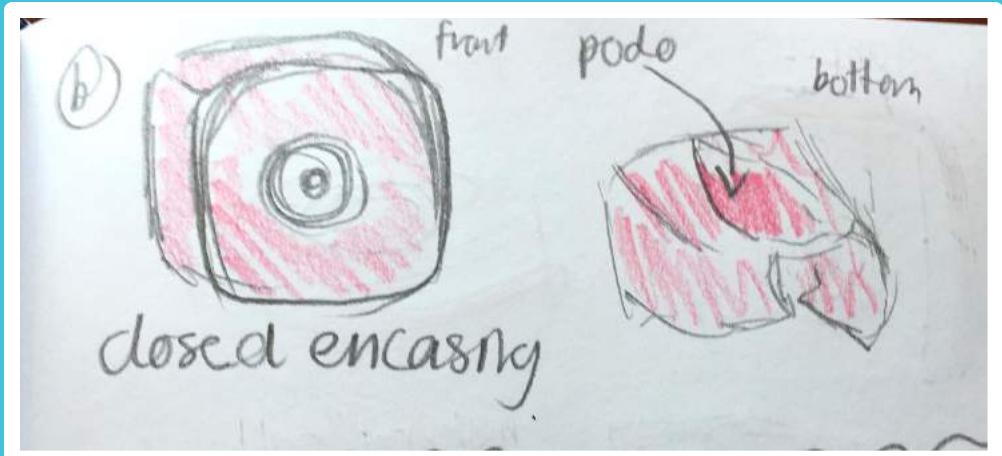
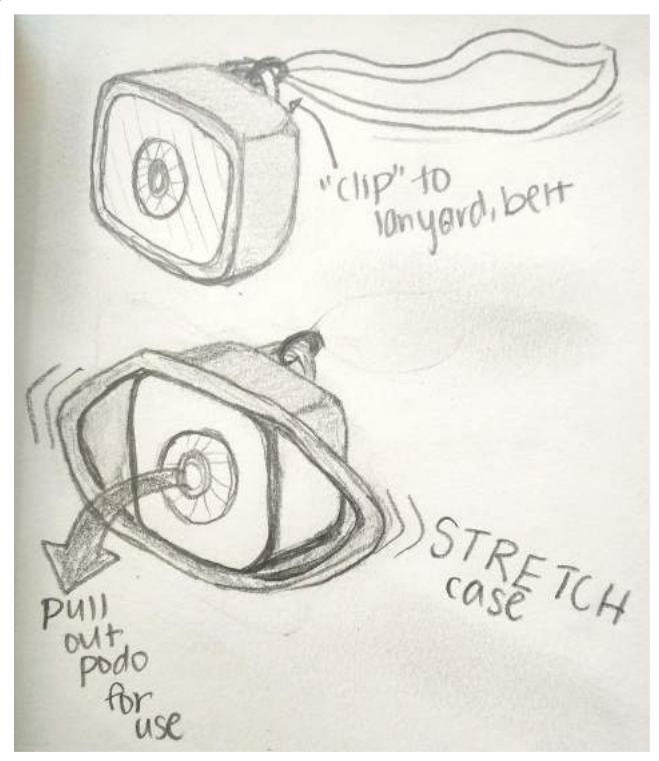
Wristband

- Marketing & branding for the future
- Features:
 - Wedges on band to hold together
 - “Pocket” for camera “merges” into band to give a sleek feel
 - Magnet in pocket for extra carrying protection
- Material
 - Hard rubber/Flexible plastic (Think: Fitbit, Apple Watch)

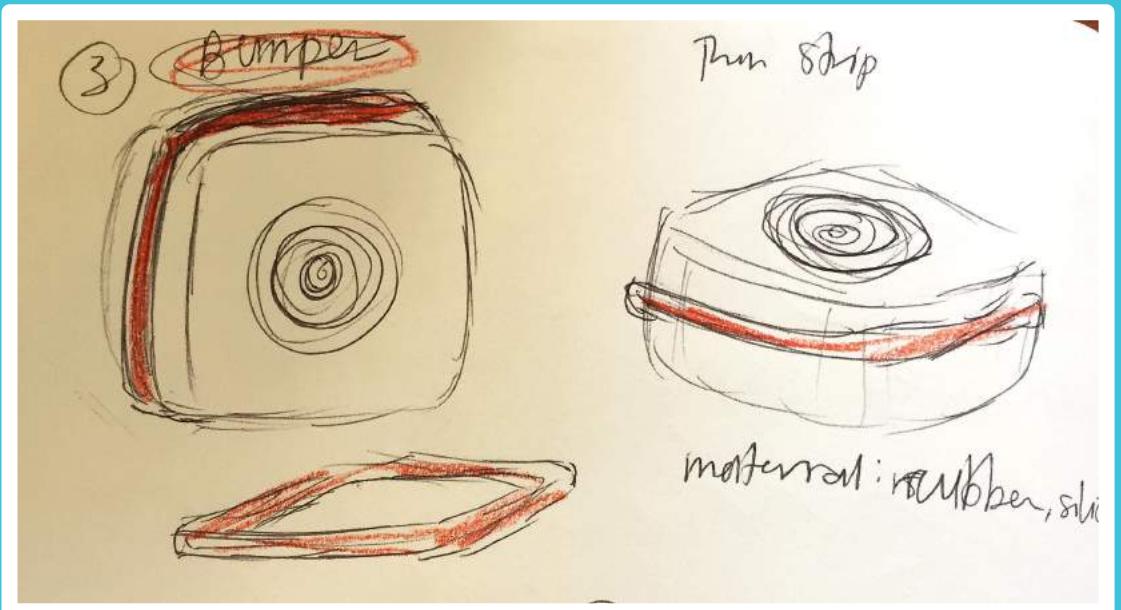
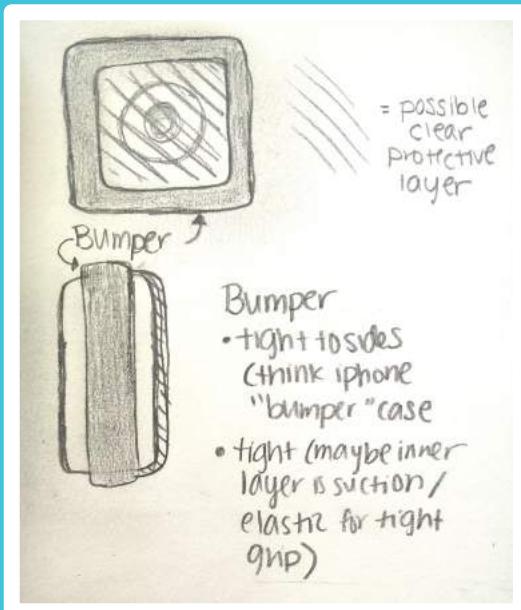
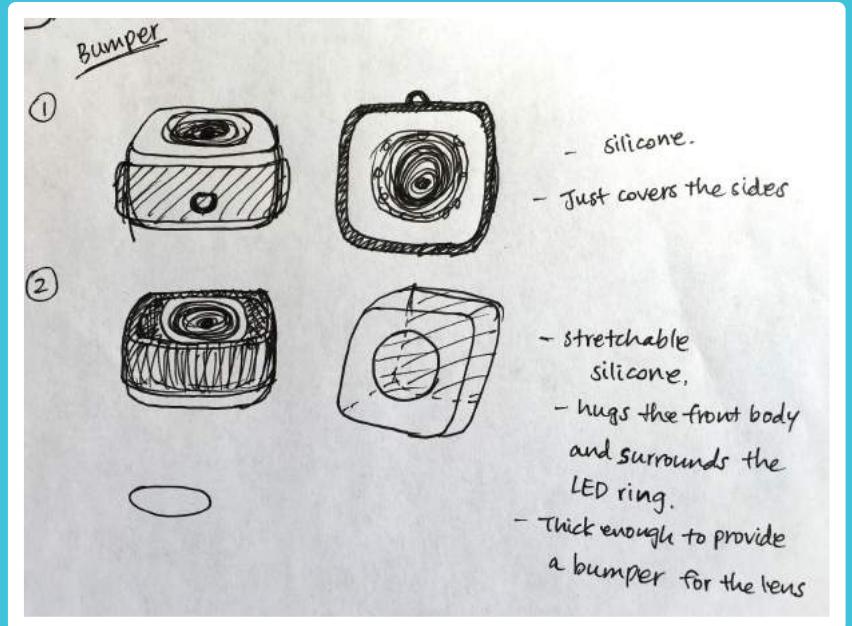
CONCEPT 1: Pouch



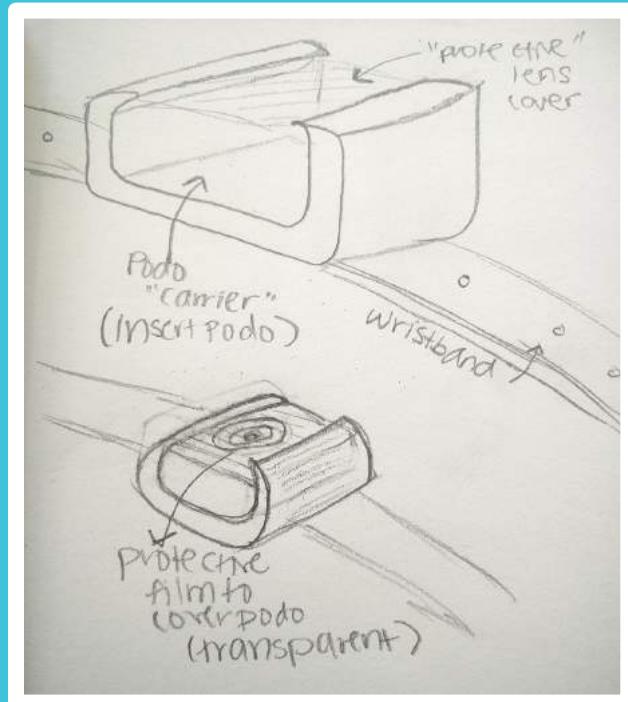
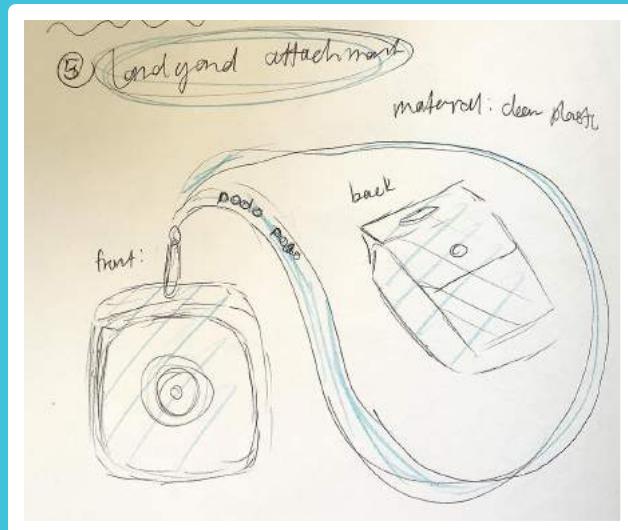
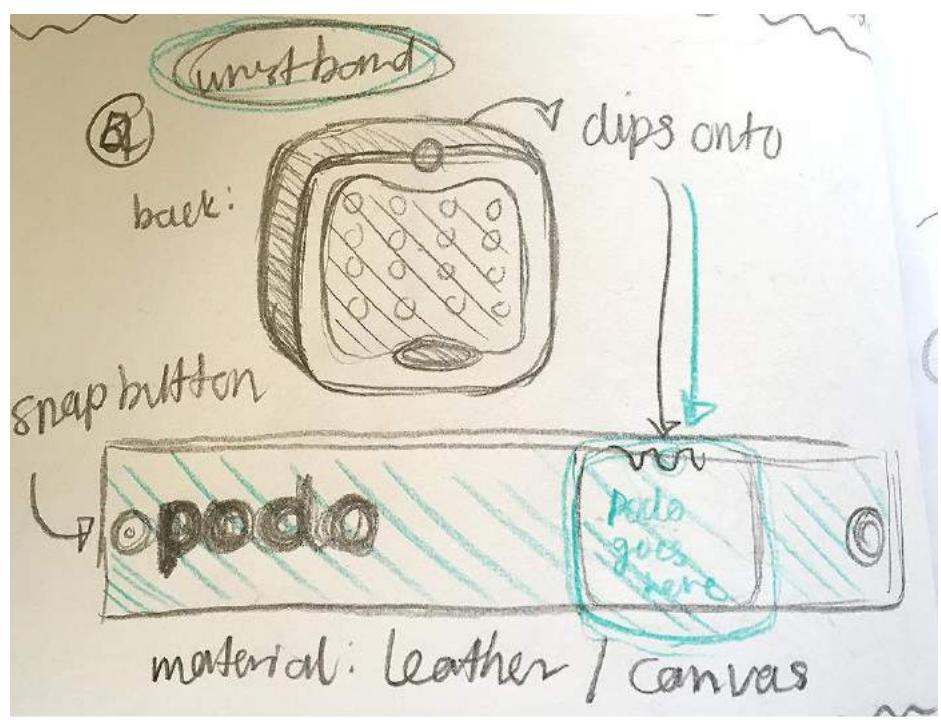
CONCEPT 2: Sleeve



CONCEPT 3: Bumper



CONCEPT 4: Wristband/Other



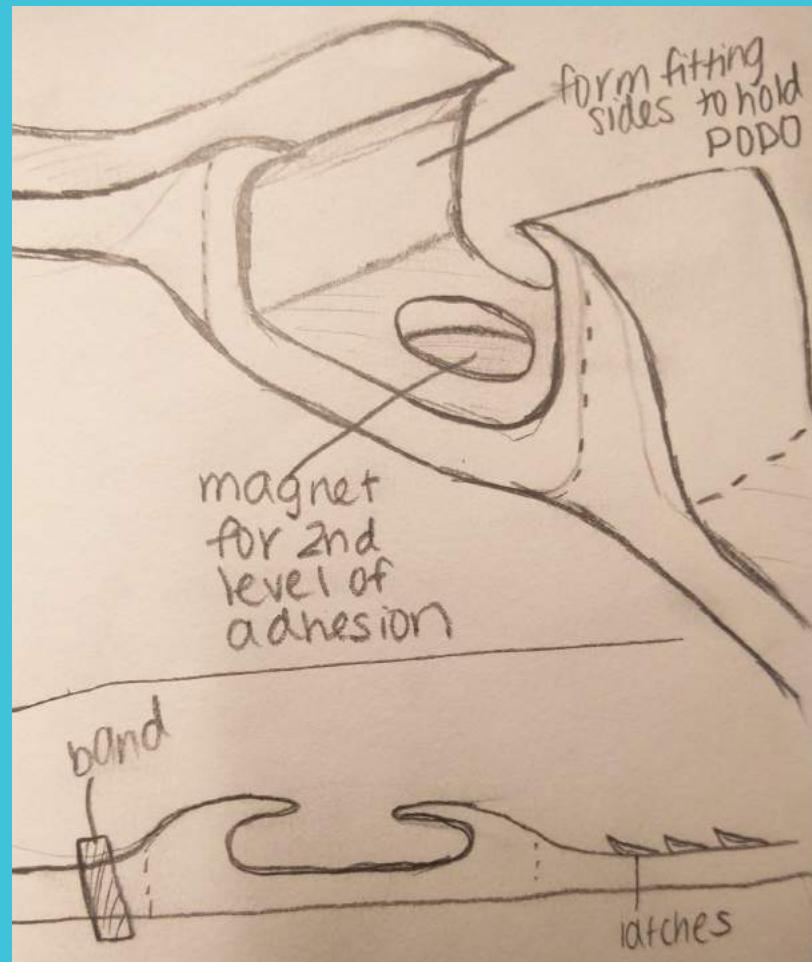
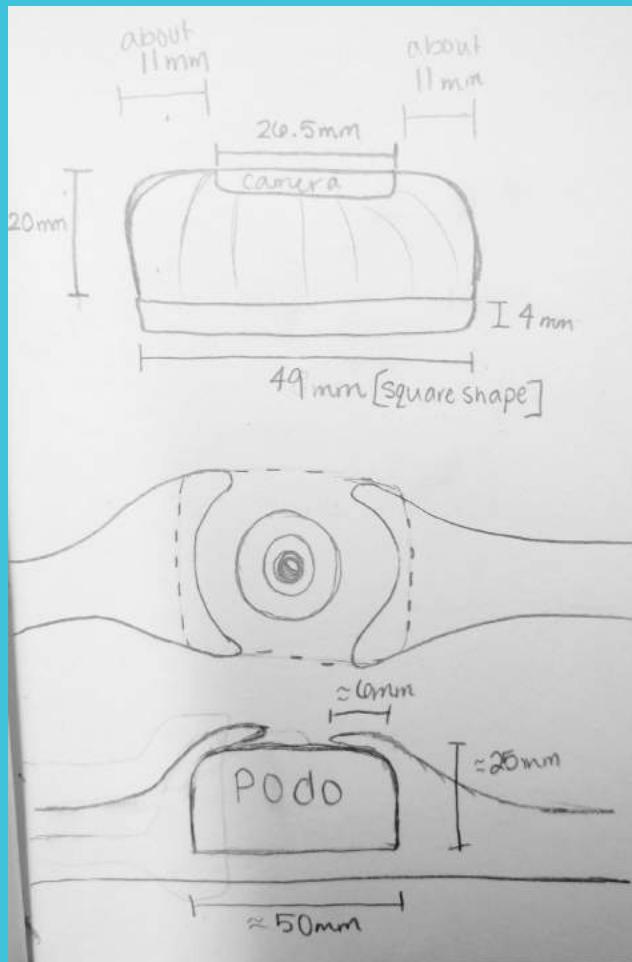
Weighted Criteria Decision Matrix

Question To Answer: Which Industrial Design Project Should We Focus On?

Criteria (Categorized)	Weighting (1-10)	Options and Rankings (1-4)						Wristband	Weighted Score
		Pouch	Weighted Score	Sleeve	Weighted Score	Bumper	Weighted Score		
Creation/Presentation of Prototype									
Graphic Design Mockup	5	3	15	1	5	2	10	4	20
3D CAD File	9	1	9	2	18	4	36	3	27
3D Printed Prototype	7	1	7	2	14	3	21	4	28
Ease of Manufacturing (Minimal use of Sewing/Other Materials)	2	2	4	1	2	4	8	3	6
TOTAL	23	TOTAL	35	TOTAL	39	TOTAL	75	TOTAL	81
Overall Criteria for Prototype									
Feasibility of Prototype Implementation	10	2	20	1	10	3	30	4	40
TOTAL	10	TOTAL	20	TOTAL	10	TOTAL	30	TOTAL	40
Usefulness (User Testing)									
Protection during Use	7	1	7	3	21	4	28	2	14
Protection during Carrying	5	4	20	3	15	2	10	2	10
Ease of Access	9	1	9	2	18	3	27	4	36
TOTAL	21	TOTAL	36	TOTAL	54	TOTAL	65	TOTAL	60
Final Product									
Aesthetics	6	4	24	1	6	2	12	3	18
Customizability	4	3	12	1	4	4	16	2	8
TOTAL	10	TOTAL	36	TOTAL	10	TOTAL	28	TOTAL	26
TOTAL	0	TOTAL	0	TOTAL	0	TOTAL	0	TOTAL	0
Net Decision Ratings	64		127		113		198		207



FURTHER WRISTBAND IDEATION:

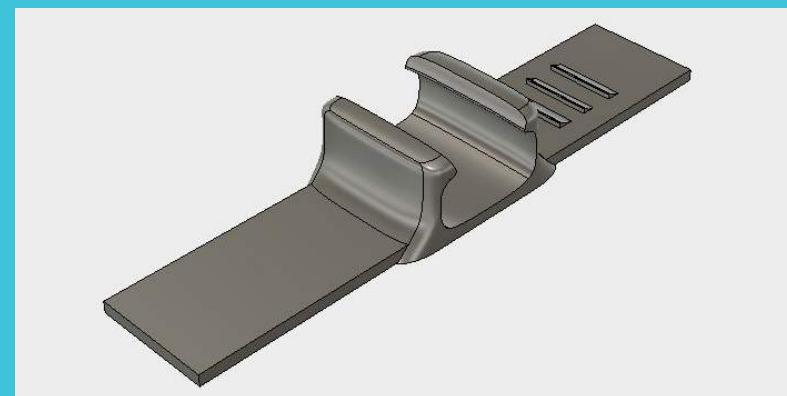
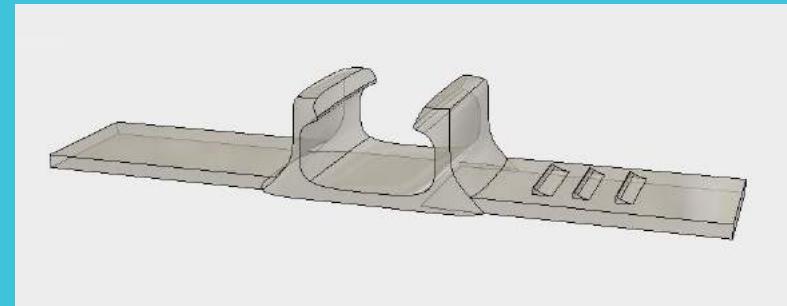
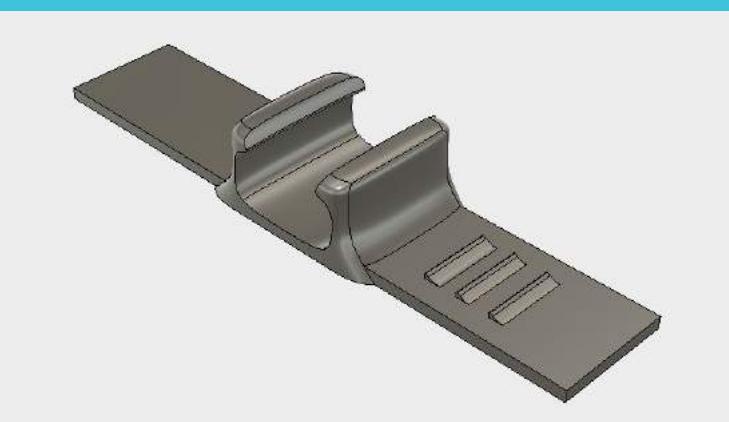
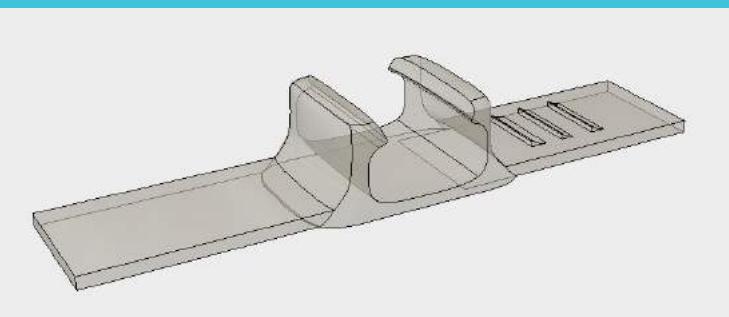


4.

Industrial Design: Phase 2

Mid-Fi and Hi-Fi
Prototype & Iteration

1st iteration



Pocket
“merged”
into band
for a sleek
feel



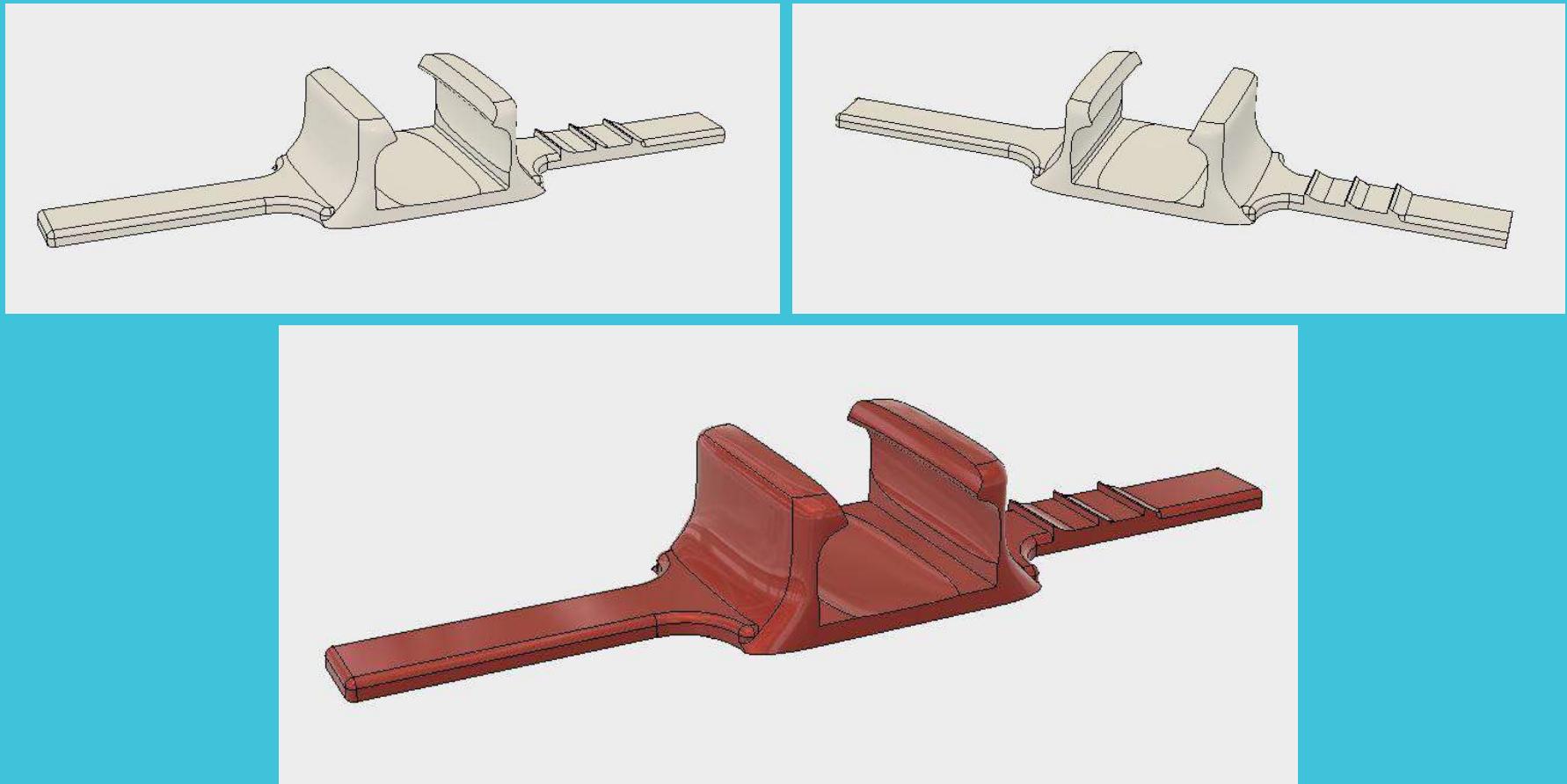
Edges bent
inward to
hold Podo

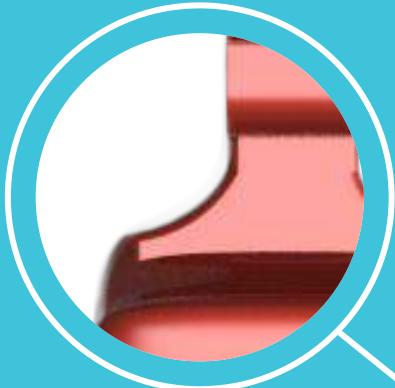


Wedges to
clasp band
into a circle
and allow
adjustability

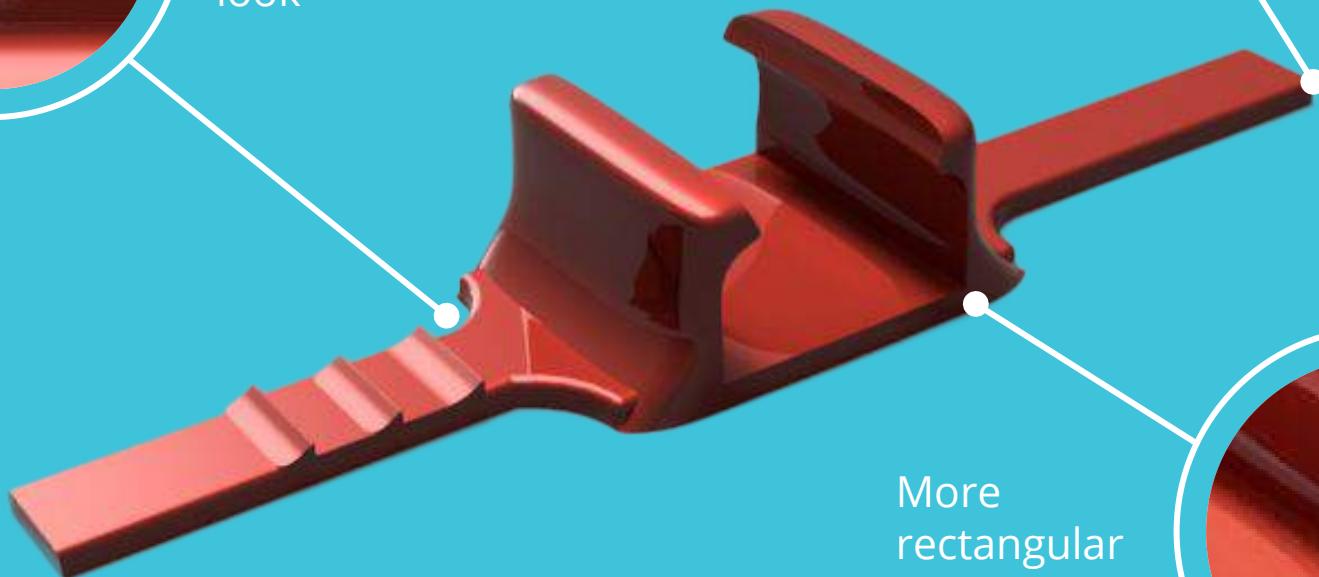


2nd iteration

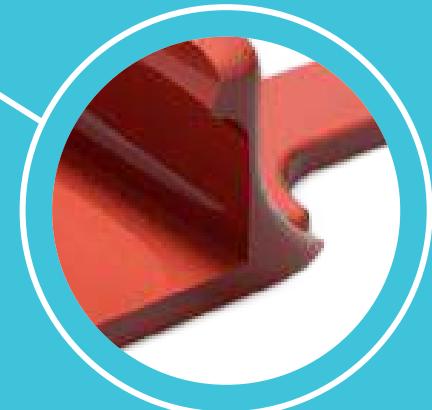




Slimmer junction/band
for a less bulky look



Smoother,
rounded
edges



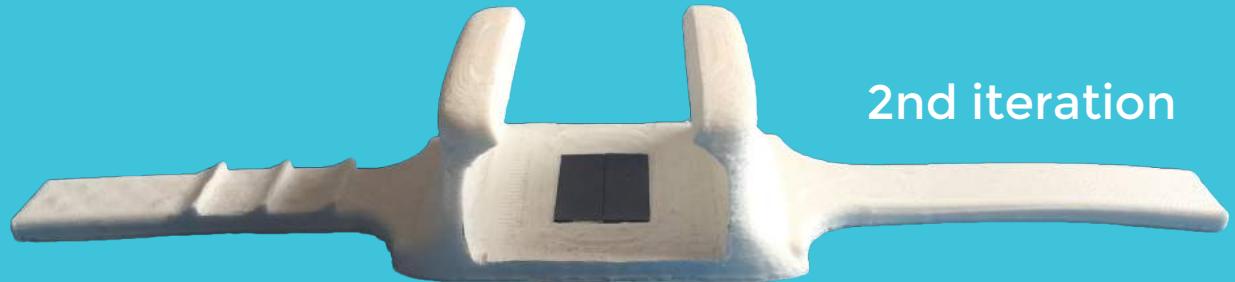
More
rectangular
bottom that
fits Podo
better

DELIVERABLE: PROTOTYPES

1st iteration



2nd iteration



Two 3D-Printed Iterations

Strength

- Accurately represents band and encasement of Podo, with
 - Wedges that slide into the band to adjust circumference of wristband
 - Magnet on which rests the Podo to allow firm adherence

Weakness

- Does not conform to dimensions precisely owing to 3D printing constraints
- Does not demonstrate flexibility of band

Material

- PLA (Type A 3D Printer)
- Magnet



Movable Prototype

Strength

- Demonstrates flexibility of wristband and the ability of the product to be worn on wrist

Weakness

- Not fully representative of all details of product design

Material

- Laser-Cut and Scored Chipboard and Plywood
- PLA (3D Printed Shell for holding Podo)