

UNIVERSITY OF WASHINGTON

DESIGN EXPO 2011
GET CONNECTED, STAY CONNECTED

This year, we had the great pleasure of serving as the liaisons to the University of Washington.

It was great working with students and seeing them push limits. The quality of content and the execution of the ideas are getting better every year.

While this was Nathan's first year helping with the program, Yong has a unique, personal perspective on what this program means, having been a participant a few years back.

HELLO, MY NAME IS



YONG RHEE
UX DESIGNER, OXG



NATHAN
SENIOR UX LEAD,
ALLER
OXG

UW

INTERACTION DESIGN PROGRAM

Now entering its sixth year, the UW Interaction Design program is part of the Division of Design at the UW School of Art.

The approach to interaction design is an interdisciplinary one - design studios are open to all HCI-related interested majors, from Computer Science to Informatics, Human Centered Design, and Engineering. Design students work on teams with HCI students that represent the technology, psychology, and social science perspectives in the development of innovative user experiences.

The UW is in the process of launching a cross-departmental one-year masters degree in HCI+Design in fall 2012, which is being done in a joint effort under the umbrella of the DUB group between the Computer Science and Engineering Department, Human-centered Design and Engineering, the iSchool, and the Division of Design.



ROCK STAR

AXEL ROESLER, PH.D.

Assistant Professor, Interaction Design
Division of Design

Adjunct Assistant Professor
Department of Human Centered Design & Engineering

Leading the students through the Design Expo 2011 projects this year was Axel Roesler.

Axel is an insightful and respectful partner to the student participants, He not only has a great ease in his ability to zero in on an issue or opportunity, but is also able to articulate the critiques and criticisms in such a way that does not put one on the defensives.



SO MUCH GOOD STUFF

THE OTHER PROJECTS

This year's design expo class was offered at the junior level and was comprised 23 students. In five teams the class developed very different projects that addressed the theme of the expo, "Be Connected, Stay Connected."

The design process encompassed all stages of design development from the identification of common practices, salient needs, uncharted terrain and interesting design opportunities, followed by field observation, data analysis, ideation, conceptual design in many variations, and user experience prototyping.

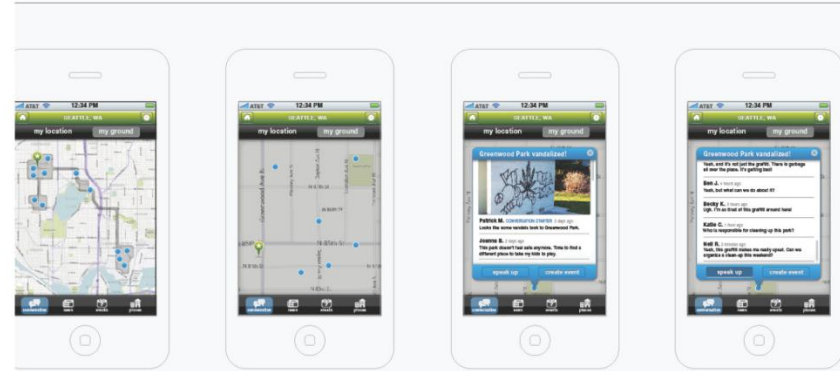
They started with a white sheet of paper and ended with video prototypes of each envisioned experience design.

Connect by taking initiative—
Facilitating volunteering to build community.

Common Ground



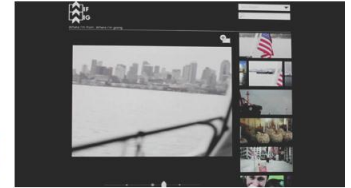
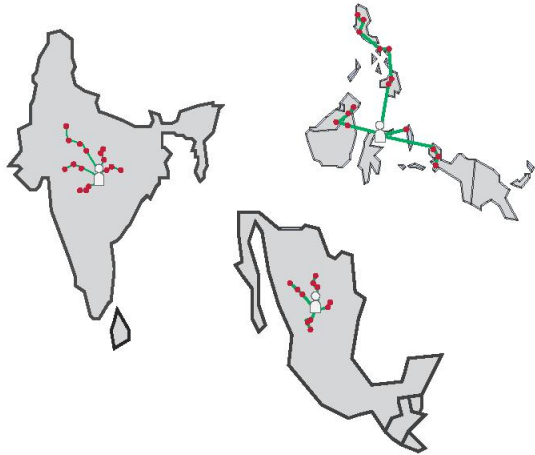
Displaying community information in public allows for information to be accessible for all. In addition, it provides an opportunity to recognize active participants in the community.



Our application develops a unique sense of personal "ground" for each user based upon where they spend their time. Relevant information is delivered based upon the user's defined space.

Photo paths form a collective identity.

Where I'm From Where I'm Going



Camera

+

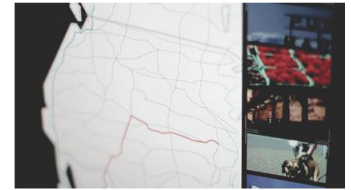


Person

=

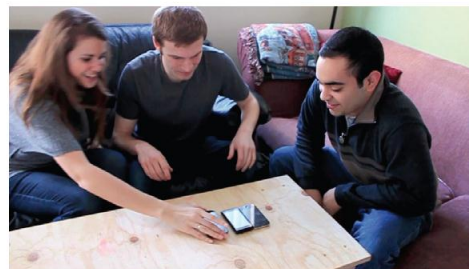


Visual Story



Phones connect in close proximity during social interactions.

Social Phones

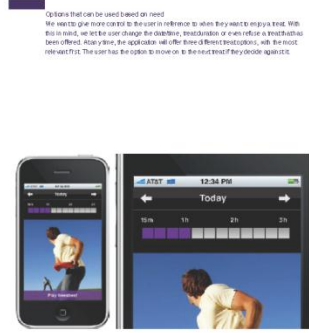


Connect with yourself—treat yourself with something you always wanted wanted to do.

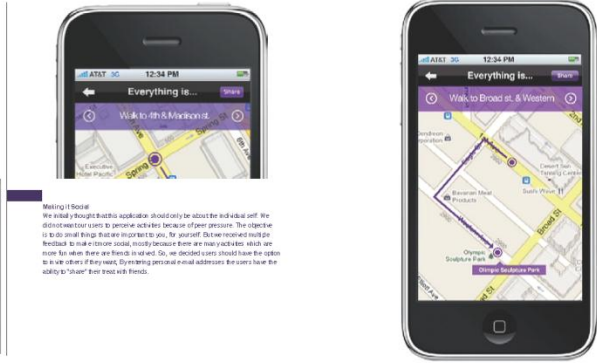
Treat Me



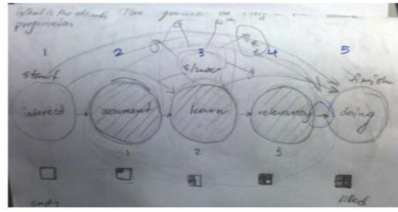
10:00 am — 11:30 am
 March 19th, 2011
 Sunny, 65 F
 1245 Broad Street
 Weekend



Options that can be used based on need
 We needed to give more control to the user in reference to when they want to play a treat. With this in mind, we let the user change the date, time, location or even refer to a treat that has been offered. Along with this, the application will offer 3 friend recommendations, with the most relevant first. The user has the option to move on to the next treat if they decide against it.



Meeting 15 Goals
 We really thought this application should not only be about the individual user. We did not want our users to perceive activities because of peer pressure. The objective is to do small things that are important to you, for yourself. But we received multiple feedback to make it more social, mostly because there are many activities which are more fun when there are friends involved. So, we decided users should have the option to share when they want to try something personal email addresses then users have the ability to "share" their treat with friends.

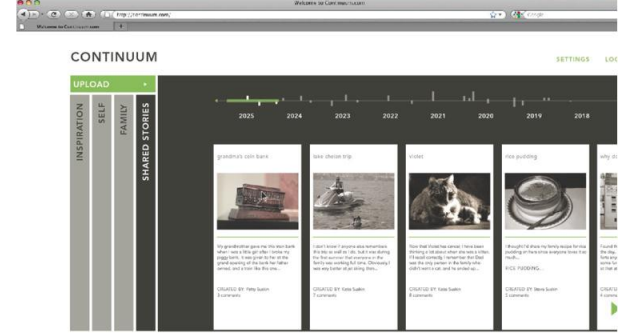


Most of the things we do in life are divided into two categories, fundamental and instrumental. The fundamental things are the ones of who we are as individuals and give us the most pleasure in life. Instrumental activities are things you need to do for a successful future. While running towards these instrumental goals, people usually forget about their fundamental needs and eventually lose touch with themselves. Treat Me application encourages one to pursue their fundamental interests so they can balance their lives between the fundamental and instrumental worlds.



A family network platform across long time spans forms a collective story.

Continuum



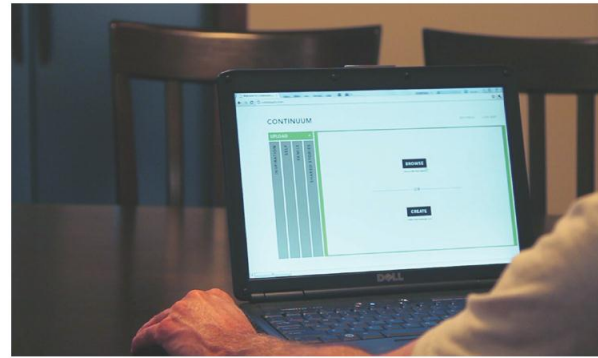
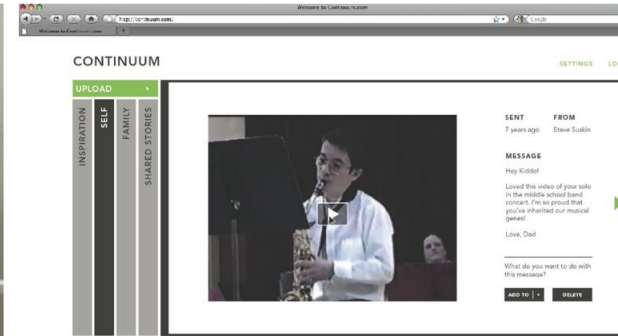
FSD 543 WINTER 2011 CONTINUUM

the interface



FSD 543 WINTER 2011 CONTINUUM

the interface



AND THIS YEARS
SELECTION

ORIGIN

UNIVERSITY OF WASHINGTON

Vu Chu

Ben Mabry

Nicholas Smith

Daniya Ulgen

Jason Wong

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