

HYPER PERSONAL PROTOTYPING

PROVOCATION 02

due 28 oct 2015

*The artist can show us how to "ride with the punch,"
instead of "taking it on the chin."*

- Marshall McLuhan

Design for all, design for us, design for them. When we are asked to design we often constrain the work by performing a human centered design approach, focusing on designing for a particular demographic or community. Often our designs are customizable or invite personalization, further increasing our emotional connection to these objects and designs. This is often because there is a need to have a market, a demographic that would conceivably purchase your product. That is, the potential market size must be sufficiently large enough to justify such a production run. Often we end up with designs that appeal to everyone equally but no one deeply. What if we could invert this process? What if we were to truly design for one — a design that only made sense for a single person? What would it be like to envision and prototype such a design? Where could such a design go? What new forms, interactions, and experiences might emerge if there was only a single user for which we were designing? In this provocation you will explore this methodology — Hyper Personal Prototyping. Are you down for HPP?

PERSON SELECTION

Rather than designing for a group, demographic, or community, you will select a single individual as your sole user. This should not be a person you live with or close friend. However, it could be a stranger, neighbor, bus-stop companion, friend of a friend, barista, etc. It should be someone outside of your immediate social circle. A good criteria would be to select someone you do not call, text, or correspond with regularly. This person should be an individual that you can meet with in real life. They should be locally accessible for at least the duration of this provocation. In fact you will need to meet with them three times so you will need someone to agree to meet with you three times. You should check with us regarding your final person selection.

PERSONAL ETHNOGRAPHY

The first part of this provocation focuses exclusively and intently on investigating, documenting and analyzing your chosen person. Your goal there is to deeply understand this person's particular habits, schedules, interests, likes, dislikes, activities, goals, passions, etc.

You are required to document and describe the person you selected using the following steps:

Choose Your Individual Person

Initial Interview — Use James Spradley's 3 important principles to facilitate your interview.

- Pre-formulate a series of questions: For example, Grand Tour questions about their typical day, specific questions about their activities, example questions and so forth.

- Your goal is to learn about their habits and daily life so that you can design a unique, highly personal, custom interactive artifact for them to use, keep, cherish, hate, savor, etc.
- Remember that you are trying to uncover concepts and motivation for such an object.
- Video or audio record the interview.

Deep Dive Interview

- Review the initial interview with your group and choose a few focus areas to return to during your next interview with the participant.
- Choose topics and themes that can be used to guide the design of an interactive object. This can be something they carry, hold, wear, sleep with, clip to their backpack, keep hidden in their cabinet, etc.
- Continue using Spradley's question styles and 3 principles.
- Your goal is to glean very specific information so that you can make your prototype as personal and customizable as possible.

Group Brainstorm

- Review your interview footage.
- Brainstorm with your group different types of prototypes that could benefit this user. Make lists, drawings and anything that helps you iterate design ideas.
- Sketch out your selected design & envisioned interaction. Your final design must be interactive.

Prototype

- Using the prototyping skills from class — namely laser cutting, 3D printing, microcontrollers, and electronics — design and develop the core functionality of this Hyper-Personal artifact.
- Document the work using images and video
- In an ideal setting we would return and receive feedback on the design from the final user. There will likely not be enough time to do this. It is not required but encouraged if you have time.

In class you will deliver a presentation to:

- introduce us to your one user
- motivate your design and team expertise in researching the final design
- present a live demo of your project in class
- highlight the specific elements and qualities that make your design Hyper-Personal

You will also hand in the following materials online through hackster.io:

- a title for your project
- one paragraph of text describing your project
- your interview documentation
- design process documentation (intermediate designs, sketches, ideas)
- a brief video (1-2 min) of your prototype in situ
- an instructables-style process document describing the step-by-step making of the work
- any code, schematics, STL, cut, or modeling files along with a BOM (Bill of Materials)