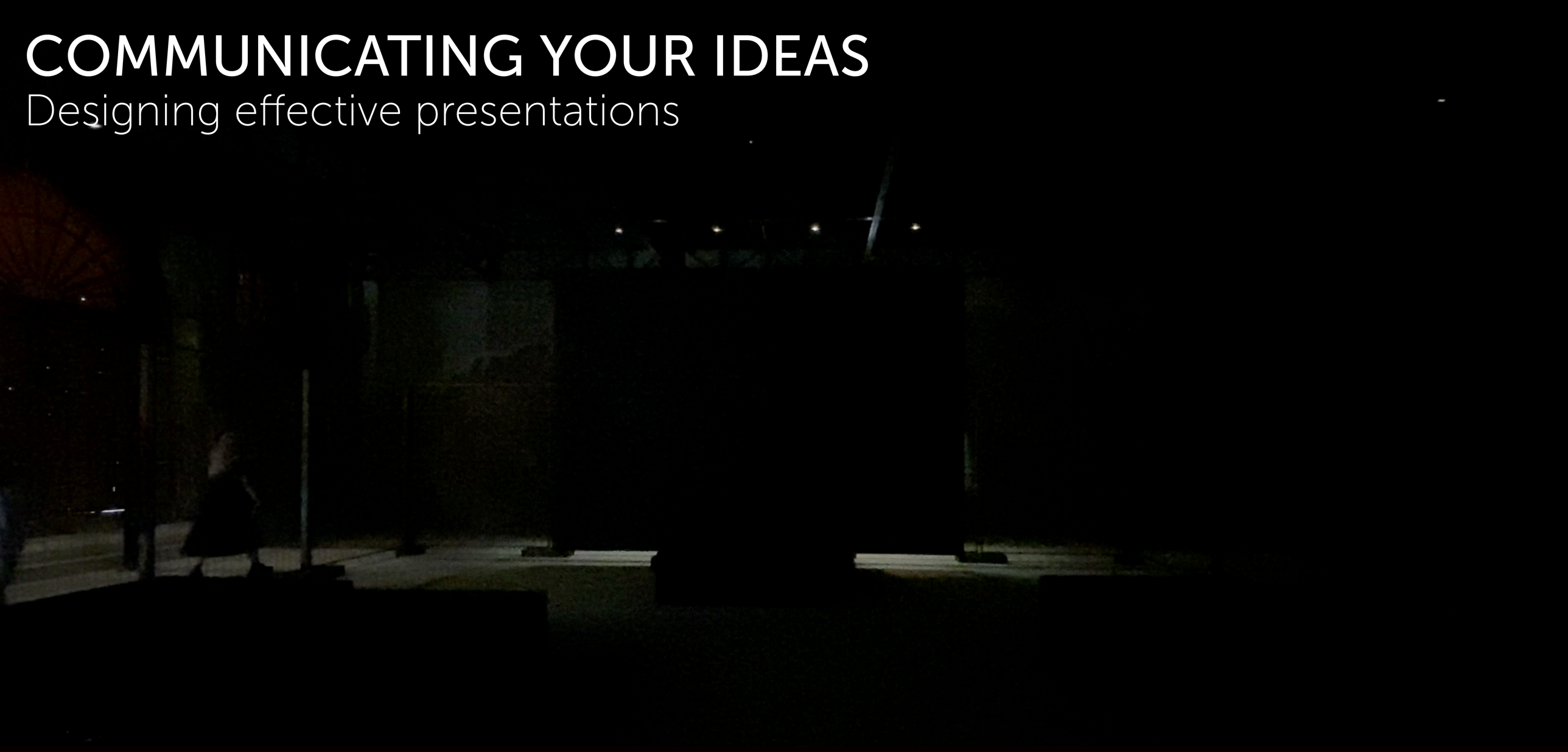
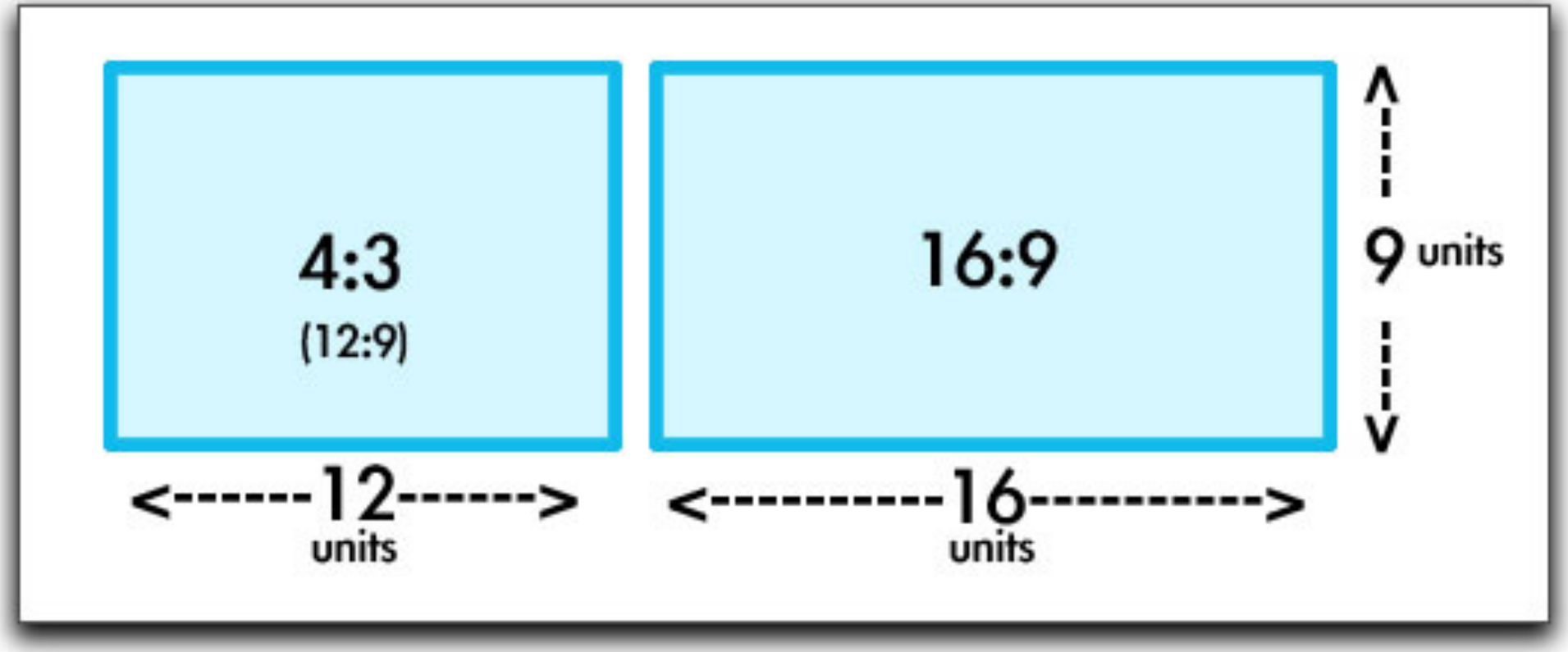
COMMUNICATING YOUR IDEAS

Designing effective presentations



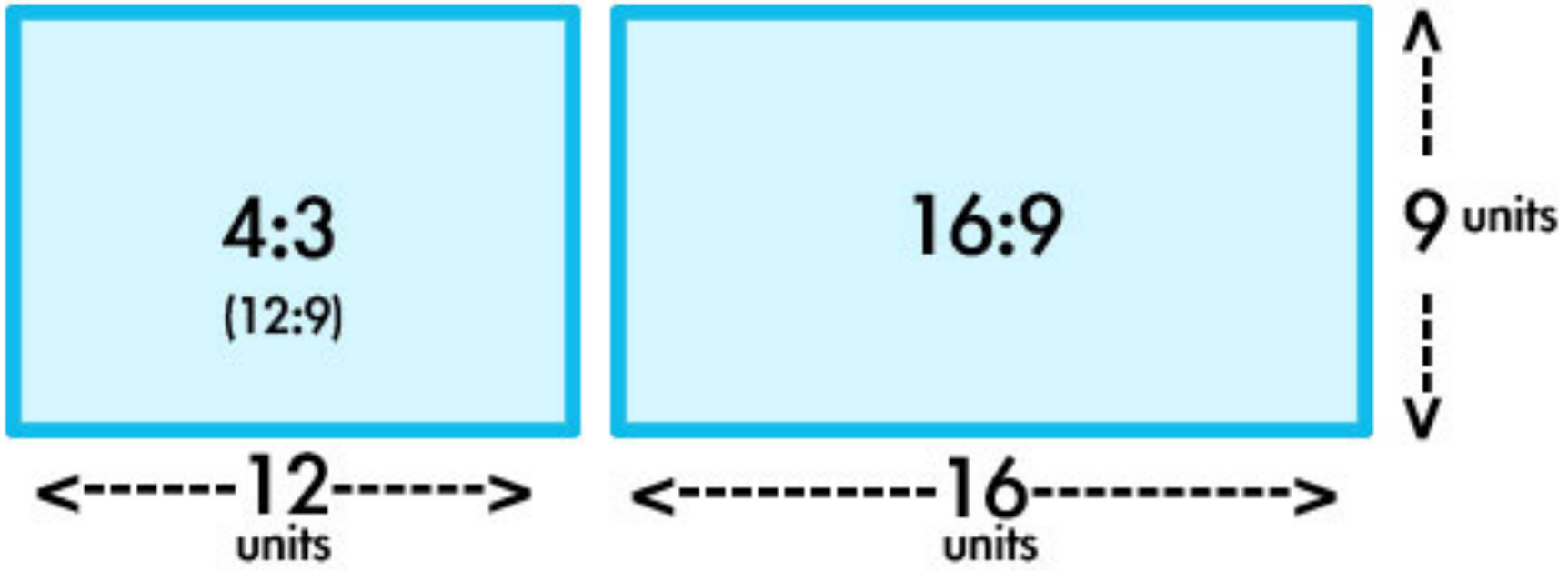
Eric Paulos • Professor Electrical Engineering and Computer Sciences
Founder/Director, **Hybrid Ecologies Lab** • Director, **Jacobs Institute for Design Innovation**
Director, **CITRIS Invention Lab** • **Berkeley Center for New Media** • **UC Berkeley**

USE WIDESCREEN



This means 16:9 aspect ratio rather than 4:3

USE WIDESCREEN



This means 16:9 aspect ratio rather than 4:3

FROM COMMANDS TO INTENT

Three eras of telling a computer what to do

1960s →

Command line

You learn the machine’s language.

```
cp ~/*.doc /backup
```

1980s →

Direct manipulation

You point at what you want.

```
drag files → Backup
```

2020s →

Intent

You describe the outcome; the system works out how.

“Back up everything I edited this week”

The 1997 Shneiderman–Maes debate — direct manipulation vs. interface agents — is suddenly live again.

EVERYTHING

COUNTS

In the new computer age, the proliferation of typefaces and type manipulations represents a new level of visual pollution threatening our culture. Out of thousands of typefaces, all we need are a few basic ones, and trash the rest.

— Massimo Vignelli



BOARD OF TRANSPORTATION OF THE CITY OF NEW YORK

Station Guide
IRT DIVISION
New York City Transit System

Owned by the City of New York
and
Operated by the Board of Transportation

LEGEND

- IRT DIVISION
- IND DIVISION
- BMT DIVISION
- EXPRESS STOP
- LOCAL STOP
- ELEVATED LINE

SCALE OF MILES (Approximate)
0 ½ 1 1½ 2

How To Use This Map

Each route of the New York City subway system is identified by its own number or letter(s) and a color.
The number or letter(s) are shown at the beginning and end of each line and at intervals along the routes on the map, for example:

IND A
BMT QB

Stations on each route are shown by a ● in the color line of that route. Since certain trains may stop at some stations during special hours only, consult the route guides at right for details.

for example:

2 **7 Av. Exp.** All times.

In Manhattan, uptown is north and downtown is south. Downtown Brooklyn is the area the nearest downtown Manhattan.

Key

Local Station (Light Type)

Express Station (Bold Type)

4 Terminal Station

Free Transfer Stations are side-by-side,

clustered,

or connected.

LIRR Long Island Railroad
PCRR Penn Central Railroad
PATH Port Authority Trans Hudson Railroad

Rush hours: Mon-Fri approx 6:30 AM-9:30 AM, 4 PM-7 PM
Normal hours: Mon-Fri approx 6 AM-8 PM
Off hours: Mon-Fri approx 8 PM-6 AM
and all day Saturdays and Sundays.

Lost Property Office. MA 5-4200: Open 9:00 AM-4:45 PM Mon-Fri incl. 370 Jay St, Bklyn, NY (Subway Concourse level) Direct entrance from Jay St-Borough Hall Station.

Travel Information. For further information consult signs in stations or call 802-9200 for 24-hr travel information service.

IRT

1. **Broadway Local.** All times. Some trains skip 215 St., 207 St., 157 St., 145 St. to Manhattan AM rush hours.
2. **7 Av Exp.** All times.
3. **7 Av Exp.** Mon-Fri 4 AM-10:30 PM (Sun,Sun & AM & PM) between 148 St-Lenox Terminal and Flushing-Main St. Late nights between 148 St-Lenox Terminal and 135 St-Lenox Av.
   Lexington Av Exp. Between Woodlawn and Atlantic Av at all times. Extended to Utica Av running express between Atlantic Av and Utica Av) Mon-Fri 3 PM-4:30 PM, 7 PM-10:30 PM, Sat-6:30 AM-8 PM, Sun noon to 9 PM. Also extended to Flatbush Av rush hours and Mon-Fri 10:30 PM-1 AM (running express between Atlantic Av and Franklin Av) and Mon-Fri 10:30 PM-6 AM (making all stops between Atlantic Av and Franklin Av). Skips 138 St rush hours AM to Manhattan and all stops Bronx.
4. **Lexington Av Exp.** Between Dyre Av and Atlantic Av normal hours. Extended to Utica Av rush hours. Between Dyre Av and South Ferry Mon-Fri 7 PM-11:30 PM, and Sat Sun 6 AM-9:30 PM. Between Dyre Av and E 180 St Mon-Fri 11:30 PM-5:30 AM, Sat-Sun 9:30 PM-6 AM.
   Lexington Av Thru Exp. Rush hours only. Between 241 St-White Plains Rd and Utica Av skipping all stations between E 180 St and 149 St-3 Av to Manhattan AM rush hours, from Manhattan PM rush hours.
5. **Lexington Av Local.** Between Pelham Bay Park or 177 St-Parkchester and Brooklyn Bridge or Flatbush Av. Extended to Manhattan AM rush hours, from Manhattan PM rush hours.
   Pelham Exp. Between Pelham Bay Park and Brooklyn Bridge to Manhattan AM rush hours, from Manhattan PM rush hours. Express in Bronx between 177 St-Parkchester and 3 Av-E 138 St, local in Manhattan.
6. **Flushing-Times Sq Local.** All times.
   Flushing-Times Sq Exp. To Manhattan, leaving Main St Mon-Fri 6:25 AM-12:45 PM; from Manhattan, leaving Times Square Mon-Fri 12:50 PM-7:30 PM.
7. **7 Av Local.** All times.
   Times Square-Grand Central Shuttle. All times.
   Bowling Green-South Ferry Shuttle. Normal hours only.

IND

A. **8 Av Exp.** Between 207 St and Lefferts Blvd at all times. Through service, or connecting service at Euclid Av or Broad Channel, to and from Far Rockaway and Rockaway Park at all times.
A. **8 Av Local.** All times except rush hours.
B. **6 Av Express (6 Av) Exp.** (BMT in Brooklyn) Rush hours: between Coney Island and 168 St- Washington Heights (skipping DeKalb Av, 14 St-23 St). Other times: Between Coney Island and 57 St-6 Av. Express between Pacific St and 36 St 6:00 AM-8:00 PM every day.
B. **6 Av Local.** Rush hours only.
C. **8 Av of Americas (8 Av) Exp.** (BMT in Brooklyn) Rush hours: between Coney Island and Canal St. Extended to Coney Island off hours. Express in Manhattan at all times. Express in Brooklyn normal hours. Express in Bronx to Manhattan AM rush hours, from Manhattan PM rush hours.
D. **8 Av Exp.** Between 179 St-Jamaica and Hudson Terminal at all times. Extended to Far Rockaway and Rockaway Park rush hours. Express in Queens between 71 Continental Av and Queens Plaza at all times. Express in Manhattan and Brooklyn rush hours only.
D. **Broadway Local.** (BMT in Manhattan) Normal hours only.
E. **8 Av of Americas (8 Av) Exp.** Between 179 St-Jamaica and Coney Island at all times. Additional rush hour service between 179 St-Jamaica and Kings Highway. Express between 71-Continental Av and Hudson Terminal at all times. Express between 179 St-Jamaica and 71-Continental Av rush hours only. Trains make all stops except express between Kings Highway and Jay St to Manhattan AM rush hours, from Manhattan PM rush hours.
F. **Brooklyn-Queens Crosstown Local.** Between 71-Continental Av and Smith-9 Sts at all times. Extended to Church Av rush hours.

IND

G. **Archer Av Local.** Between 207 St-Jamaica and Coney Island at all times. Additional service to Chambers St leaving 169 St Mon-Fri 7:45 AM-8:30 AM. Additional service to 95 St. leaving Chambers St Mon-Fri 4:30 PM-5:30 PM.
G. **Franklin Av Shuttle.** All times.
G. **Culver Shuttle.** All times.

BMT

KK. **Av of Americas (6 Av) Broadway (Brooklyn) Local.** (IND in Manhattan) Rush hours only. Skips 137 St, 111 St, Woodhaven Blvd, Forest Pkwy, Crescent St, Cleveland St to Manhattan AM rush hours.
LL. **14 St Local.** All times.
M. **Myrtle Av Exp.** Normal hours: between Metropolitan Av and Broad St. Off hours: between Metropolitan Av and Broadway-Myrtle Av. Express between Broadway-Myrtle Av and Marcy Av to Manhattan AM rush hours, from Manhattan PM rush hours.
N. **Broadway Exp.** All times. Skips DeKalb Av rush hours. Express between Pacific St and 59 St normal hours. Express between Pacific St and 36 St Sat 6 AM- 8 PM.
QB. **Broadway Exp.** To Manhattan, leaving Coney Island Mon-Fri 7:10 AM-8:15 AM. From Manhattan, leaving 57 St-7 Av Mon-Fri 4:45 PM-5:30 PM. Express in Manhattan, local in Brooklyn.
Q. **Broadway (Brooklyn) Exp.** Normal hours: between 168 St-Jamaica Av and Coney Island. Off hours: between 168 St-Jamaica Av and Broad St. Express between Eastern Parkway and Essex St to Manhattan AM rush hours, from Manhattan PM rush hours. Skips 180 St, Queens Blvd, Metropolitan Av, 103 St, Cypress Hills, Norwood Av, Van Siclen Av, Alabama Av to Manhattan AM rush hours.
RR. **Broadway Local.** Between 95 St and Astoria at all time. Additional service to Chambers St. leaving 96 St Mon-Fri 7:40 AM-8:30 AM. Additional service to 95 St. leaving Chambers St Mon-Fri 4:30 PM-5:30 PM.
SS. **Franklin Av Shuttle.** All times.
SS. **Culver Shuttle.** All times.



The Metropolitan Transportation Authority Revised Map of Rapid Transit Facilities of New York City Transit Authority

New York City Transit Authority

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Garamond, 1532
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni, 1788
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Expanded, 1900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura, 1930
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Roman, 1931
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica, 1957
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Stand out from the crowd

TYPOGRAPHY QUANTITY

ZESTY ELECTRONICS

Interactive electronics that burst with flavor, buoyancy, and punch bringing in the zest of life

ZESTY ELECTRONICS

Interactive electronics that burst with flavor, buoyancy, and punch bringing in the zest of life

ZESTY ELECTRONICS

Interactive electronics that burst with flavor, buoyancy, and punch bringing in the zest of life

CHARATER SPACING

ZESTY ELECTRONICS

Interactive electronics that burst with flavor, buoyancy, and punch bringing in the zest of life

ZESTY ELECTRONICS

Interactive electronics that burst with flavor, buoyancy, and punch bringing in the zest of life

CHARACTER SPACING

ZESTY ZIGGURATS

electronics that burst

ZESTY ZIGGURATS

electronics that burst

ZESTY ZIGGURATS

electronics that burst

ZESTY ZIGGURATS

electronics that burst

ZESTY ZIGGURATS

electronics that burst

TYPOGRAPHY WEIGHTS

This is Helvetica

Nice if you also have a variety if weights to play with

THIS DEMO IS **LIVE**

DON’T BE AFRAID TO USE COLOR

EVEN DIFFERENT GREY COLORS CAN BE NICE

STAY AWAY FROM SATURATED COLORS

TYPOGRAPHY WEIGHTS

This is Helvetica

Nice if you also have a variety if weights to play with

THIS DEMO IS **LIVE**

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THIS DEMO IS **LIVE**

DON’T BE AFRAID TO USE COLOR

EVEN DIFFERENT GREY COLORS CAN BE NICE

STAY AWAY FROM SATURATED COLORS

TYPOGRAPHY SIZE

Also watch font size

In general stay > 30 point

This is 64 point

This is 48 point

This is 32 point

This is 30 point

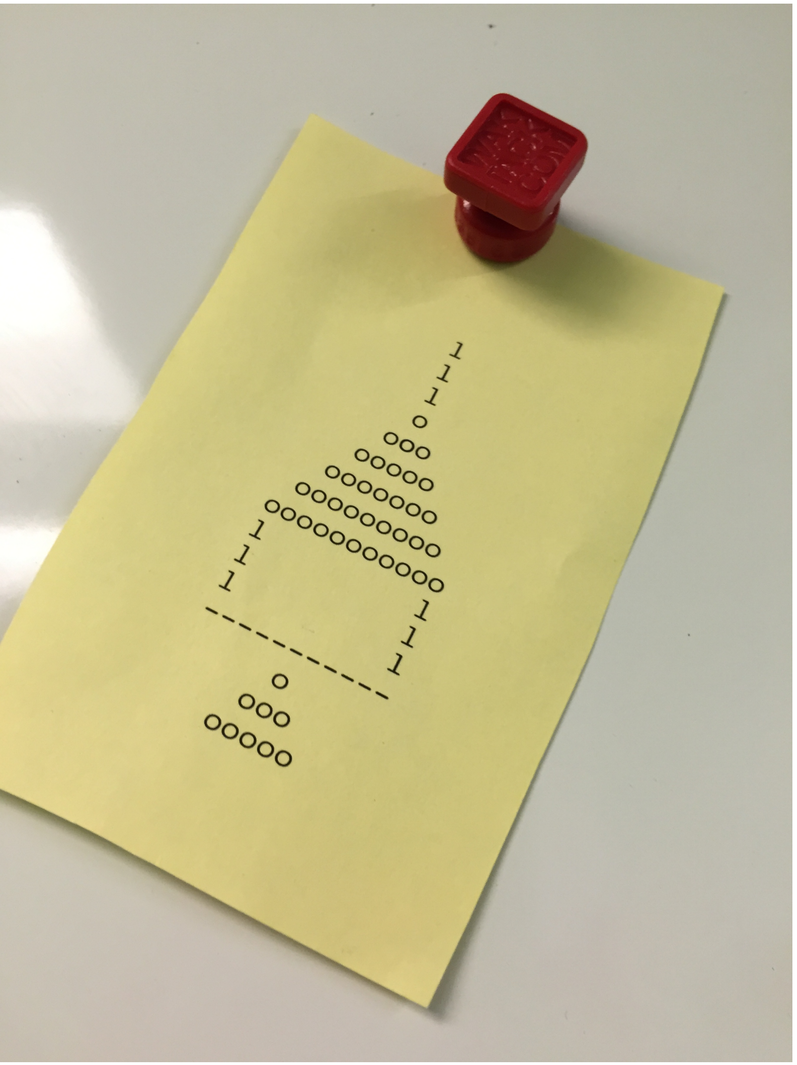
This is 28 point

This is 24 point

THE PRESENTATION

- What's the current situation? (“problem")
- Why should we care about it?
  …and why is it important to you (the student)?
- How might the situation be better?
- Who is affected?
- What does that person need or want? Why or why not?
- What is the process to get to your proposed solution?
- What is the resulting technology and what makes it novel?
- Now tell us a story about the experience that person will have with what you propose.

WHAT IS YOUR GOAL?



What are the 1–3 key things I need to communicate?

What immediate action do I want from the audience I am pitching to?

Why do I want this reaction?

What followup next steps are desired?

WHAT IS YOUR GOAL?



Who am I in relationship to this pitch?

What is my role?

How do I want to be seen in the long term?
…my brand…my team

Every presentation is a chance for self promotion…use it!



WHO IS THE AUDIENCE?

What do the different groups here want?

…in the short-term and the long-term?

What do they think about me, my team, my department … prior to this presentation?

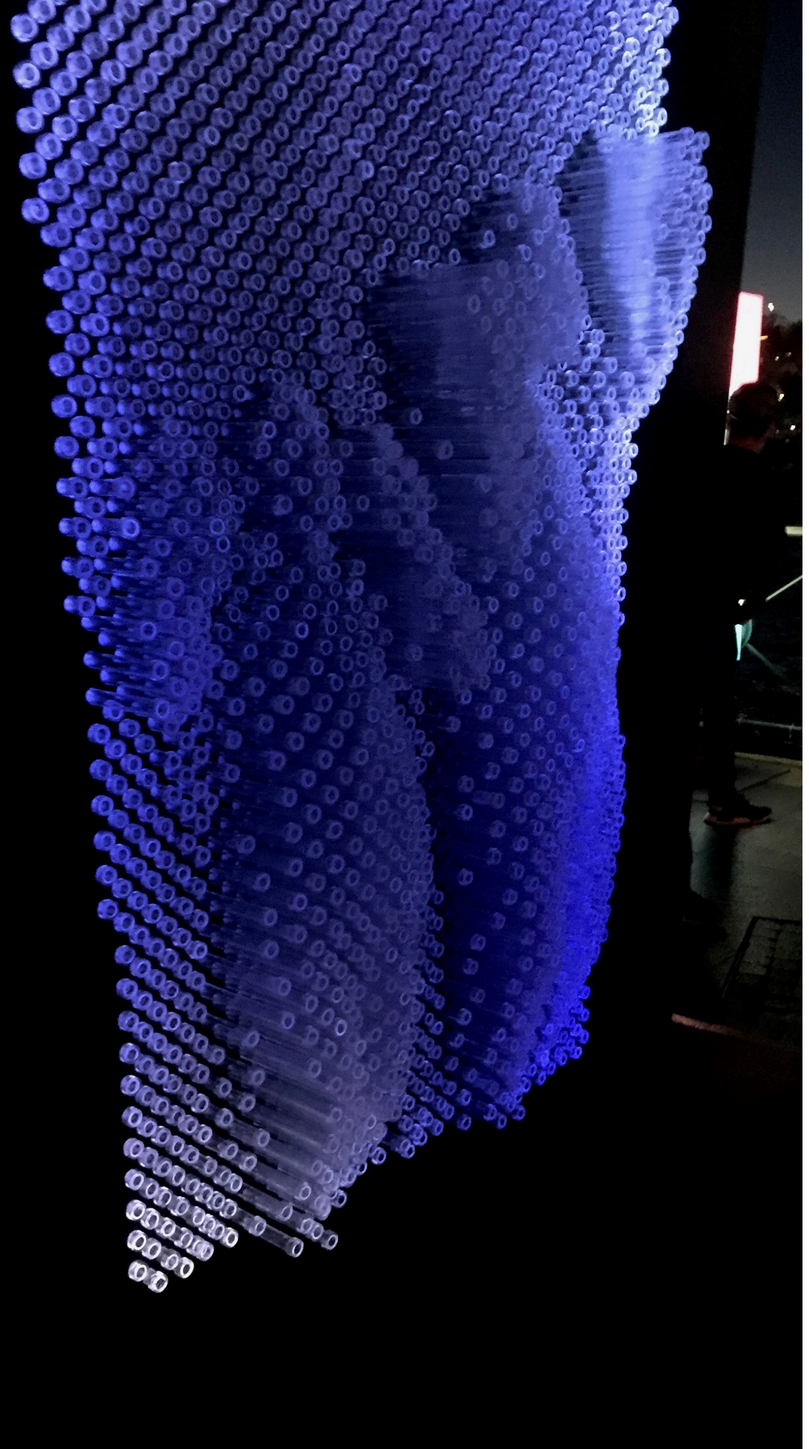
WHO IS THE AUDIENCE?



What will the initial reaction to my request be?

Are we going in the same direction or do I need to re-direct them?

Be the right person at the right time for the right audience



FRAME THE PROBLEM

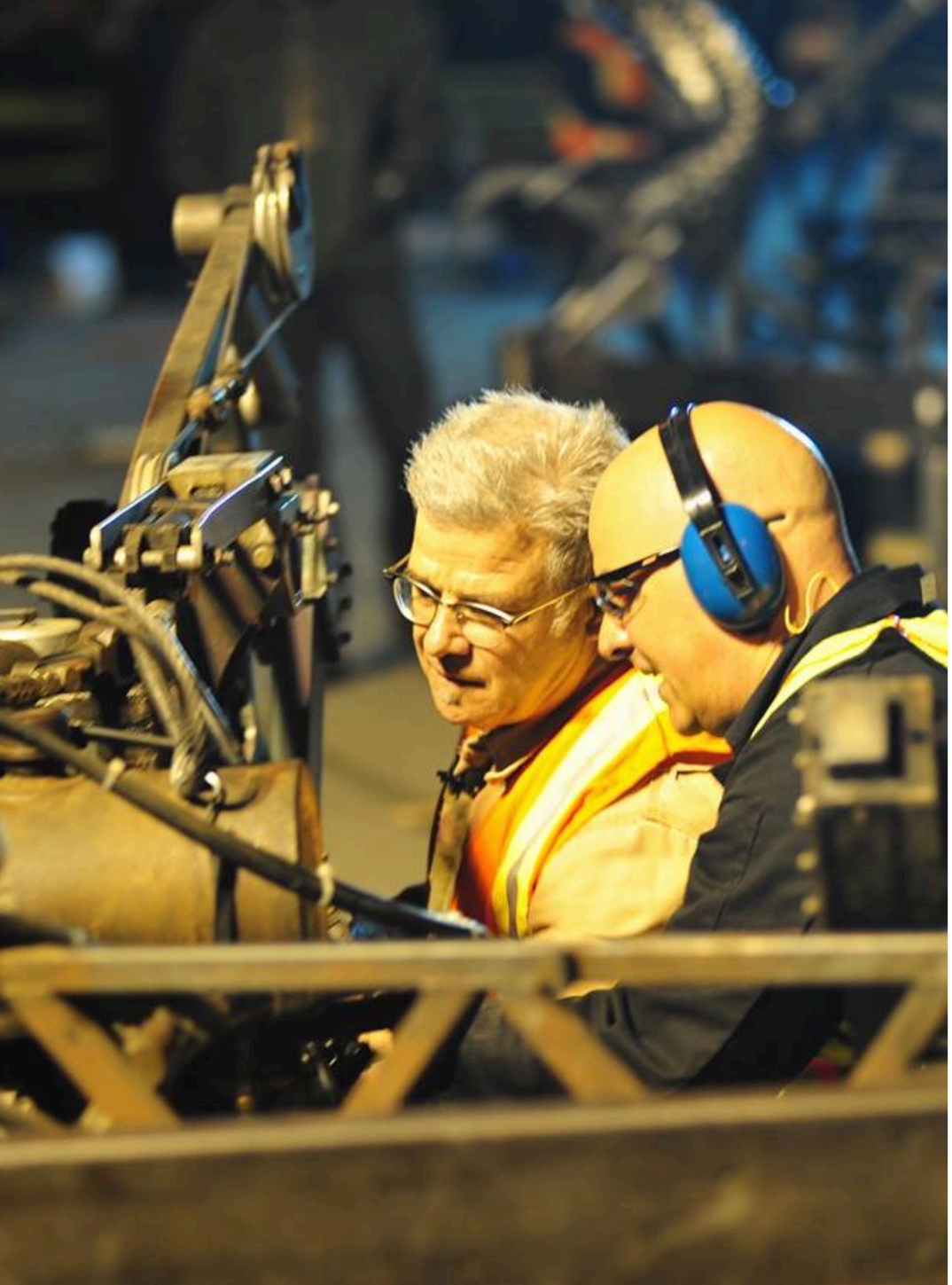
What is the problem or opportunity?

How real/big is it?

What might we do about this?

Do I have a plan?

How can I make them believe I have insights that are valid and novel?



TECHNOLOGY

You are seen as technology experts

Do not struggle with your own tech

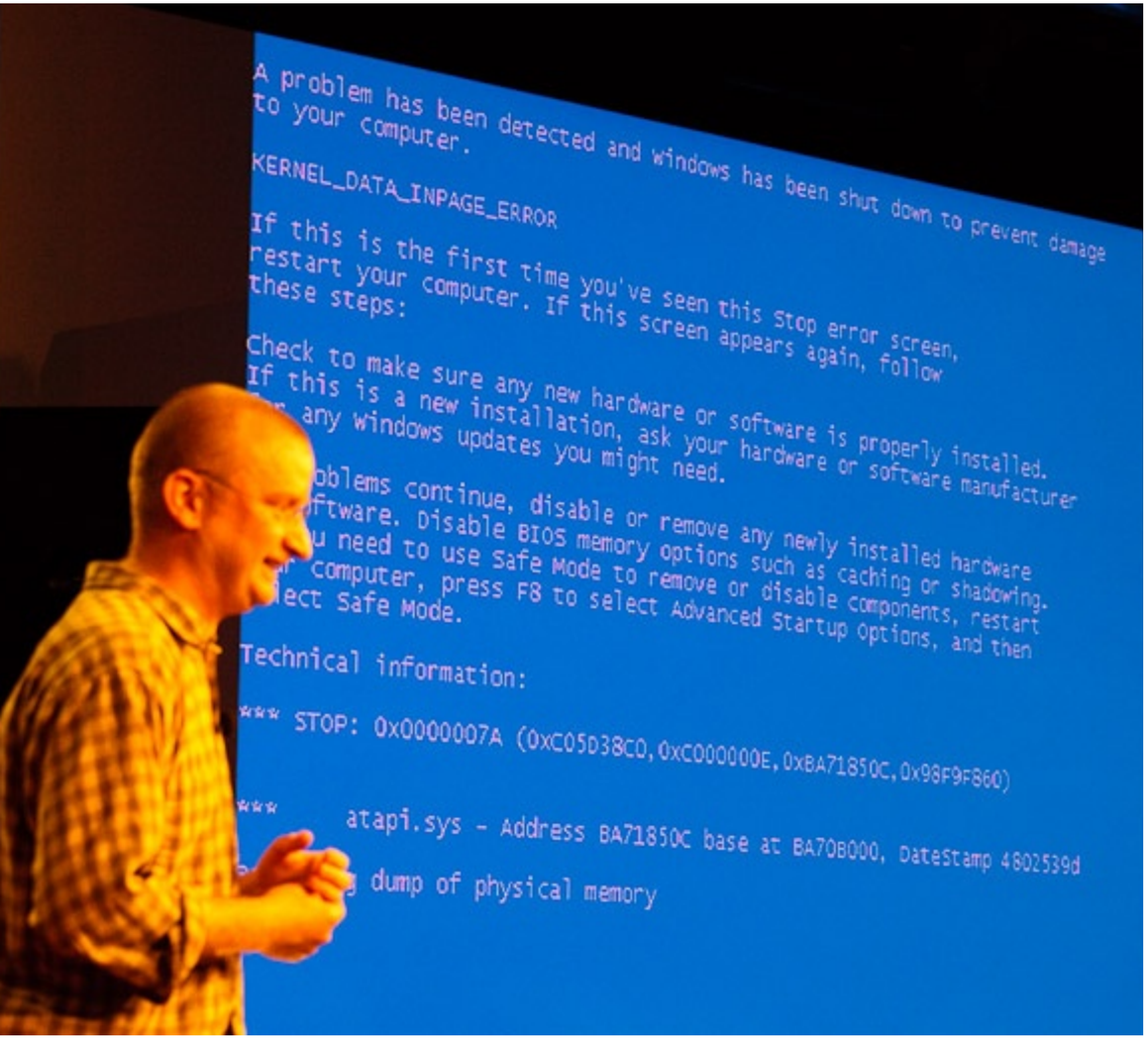
Bring a video adapter

Turn off screensaver

Disable chats and notifications

Play presentation full screen

TECHNOLOGY



Test the audio

Test the screen resolution

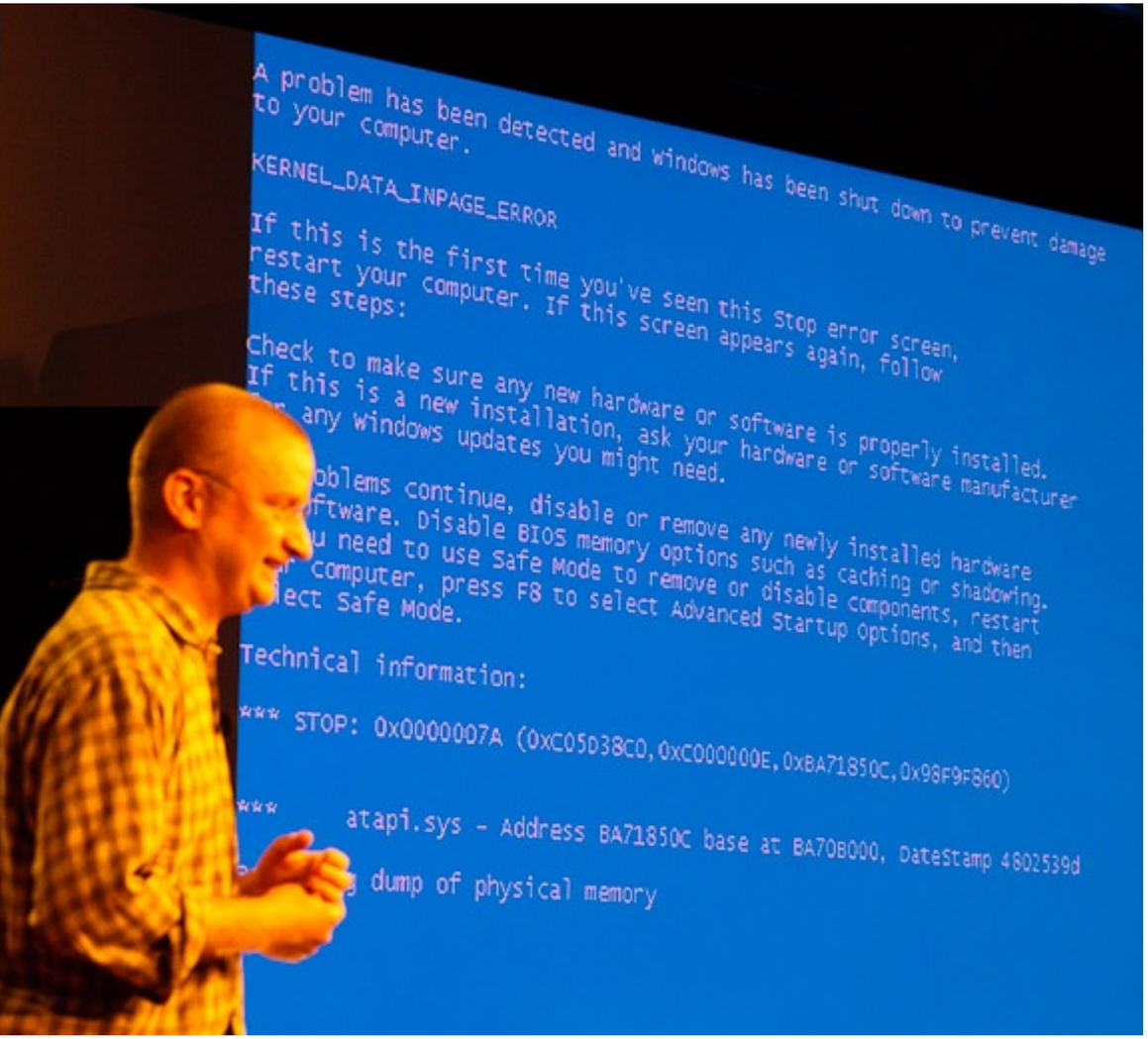
Test color gamut

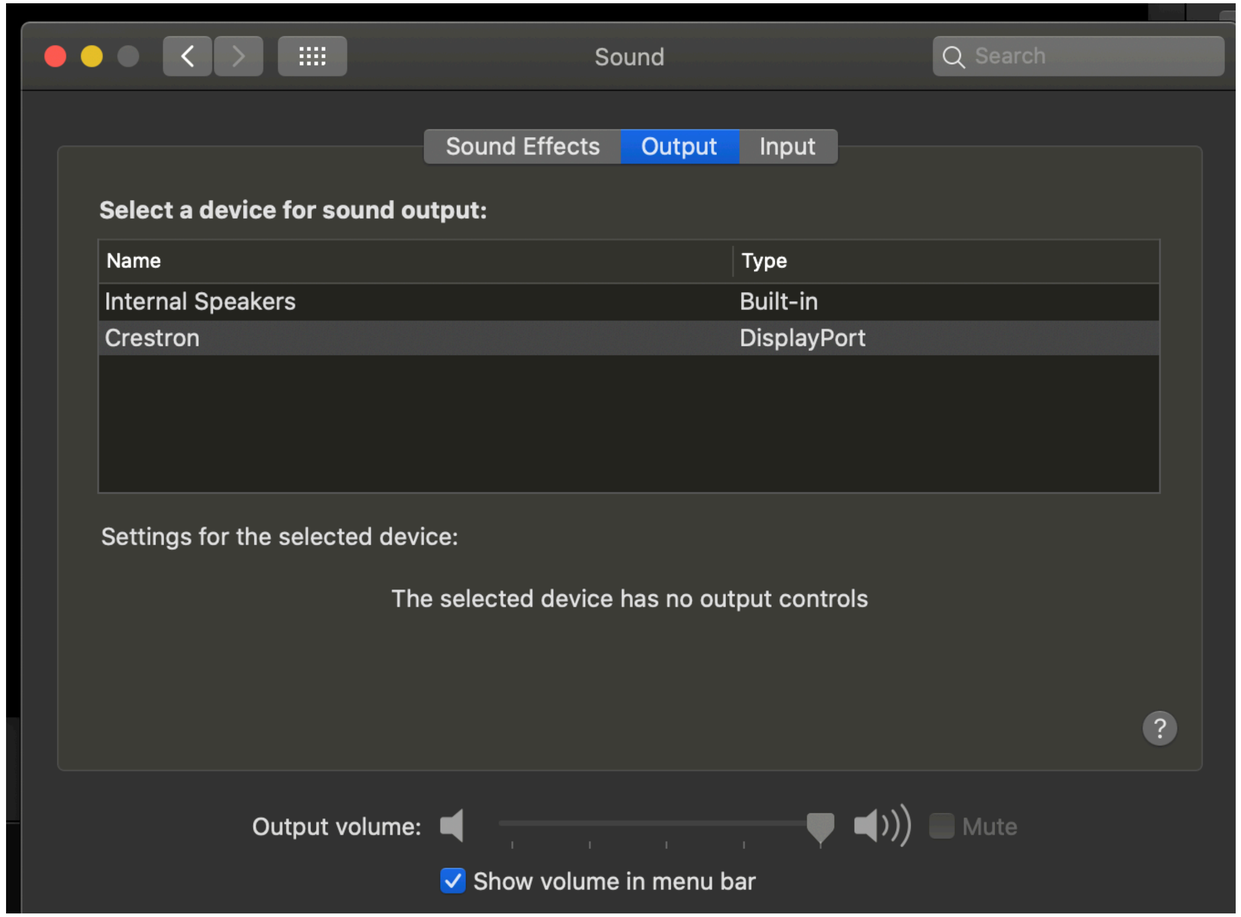
Test background images

Test demos

Have a backup plan

TECHNOLOGY


A problem has been detected and windows has been shut down to prevent damage
to your computer.
KERNEL_DATA_INPAGE_ERROR
If this is the first time you've seen this Stop error screen,
restart your computer. If this screen appears again, follow
these steps:
Check to make sure any new hardware or software is properly installed.
If this is a new installation, ask your hardware or software manufacturer
any windows updates you might need.
oblems continue, disable or remove any newly installed hardware
ftware. Disable BIOS memory options such as caching or shadowing.
u need to use Safe Mode to remove or disable components, restart
computer, press F8 to select Advanced Startup Options, and then
lect Safe Mode.
Technical information:
*** STOP: 0x0000007A (0xC05D38C0,0xC000000E,0xBA71850C,0x98F9F860)
***
atapi.sys - Address BA71850C base at BA70B000, Datestamp 4802539d
dump of physical memory


Sound
Search
Sound Effects
Output
Input
Select a device for sound output:
Name
Type
Internal Speakers
Built-in
Crestron
DisplayPort
Settings for the selected device:
The selected device has no output controls
Output volume:
Mute
Show volume in menu bar



TECHNOLOGY

Download everything!

Do not count on WiFi working

Check sharing issues with Google Slides

Do not count on being able to see your slide notes!

Do not directly read your slide notes



TIMING

Rehearse

Too many people present as if seeing the slides for the first time

Look at audience

Extremely tight timing needs – use PechaKucha

20 slides 20 sec each auto advance = 6:40 min



STRUCTURE

Introduce yourself

Introduce your team

Introduce your audience to each other

Give people “handles” for communicating

MOTIVATION





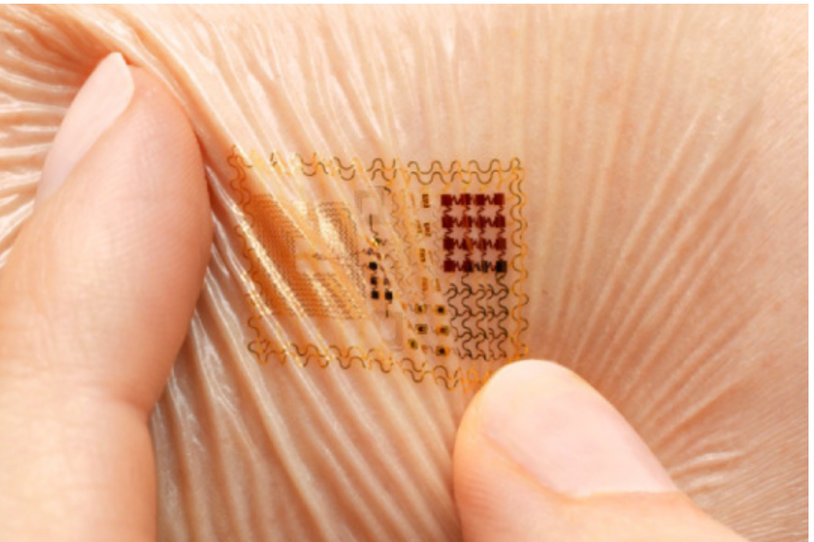
Why should anyone care about what you are doing?

Make audience care by building on their personal experiences

Shared pain points and empathy

Make the audience care





EVIDENCE

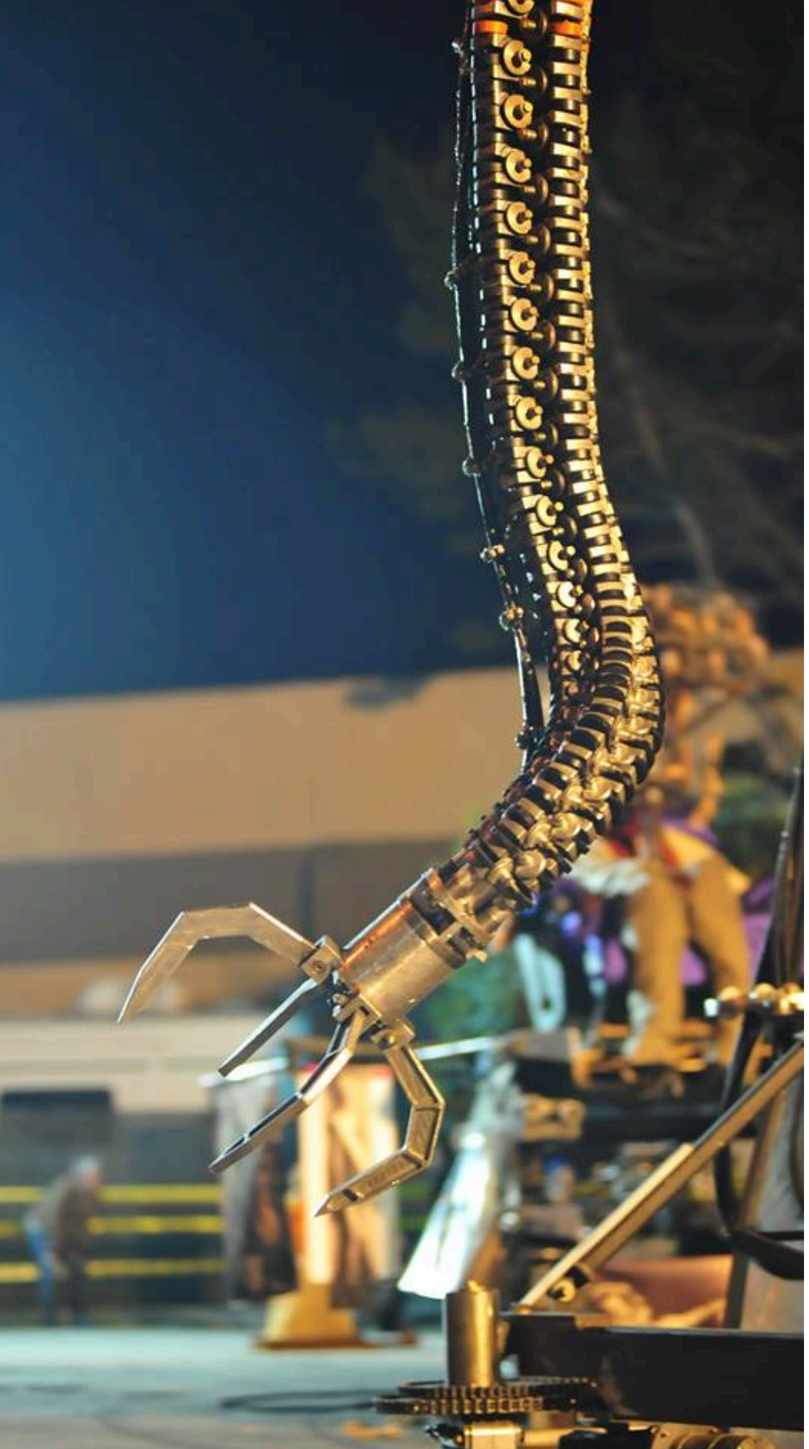
Show what you did to build belief that the findings are real

Show what you did not expect to be true
…the new insight
…the new perspective

Make yourself seem brilliant … show what you discovered that the audience could never have thought of



HISTORY AS INSPIRATION



DRAMATIC ARCS

Divide pitch into sections of dramatic arcs

Slowly build and then release tension as you move from one section to the next

Not a chronological story

Not an accurate history of your actions

Use foreshadowing

- **NEW: Active hybrid protection** with
- **NEW: AutostartManager** accelerates
- **NEW:** Completely re-engineered **user**
- **IMPROVED:** New **BankGuard** techn
- **IMPROVED: Behavior monitoring** p
- Hourly updates ensure that even new
- **Resource saving** thanks to fingerpri
- Additional **real-time data compariso**
- **Recommended by gamers:** Top pro
- **Service Center:** We are there to assi
- Protect your **Android™ smartphone**



STORYTELLING

Reveal design through stories

People cannot remember lists of features

People process information and connect via narrative

STORYTELLING





Designers make artifacts

Transform these artifacts to tell your story

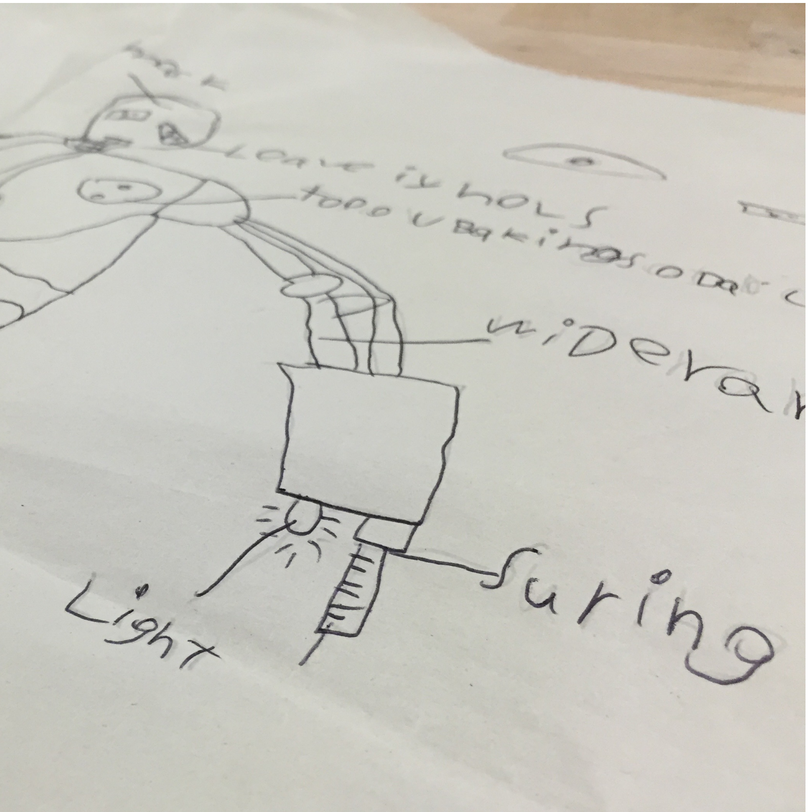
Show me … don’t tell me

Bring artifacts to pass out

Tell a story of use that ends with a positive outcome

USE IMAGES





Crop, rotate, and scale image as needed

Does image need callouts?

Is image clear and well lit?

Remove distracting background clutter









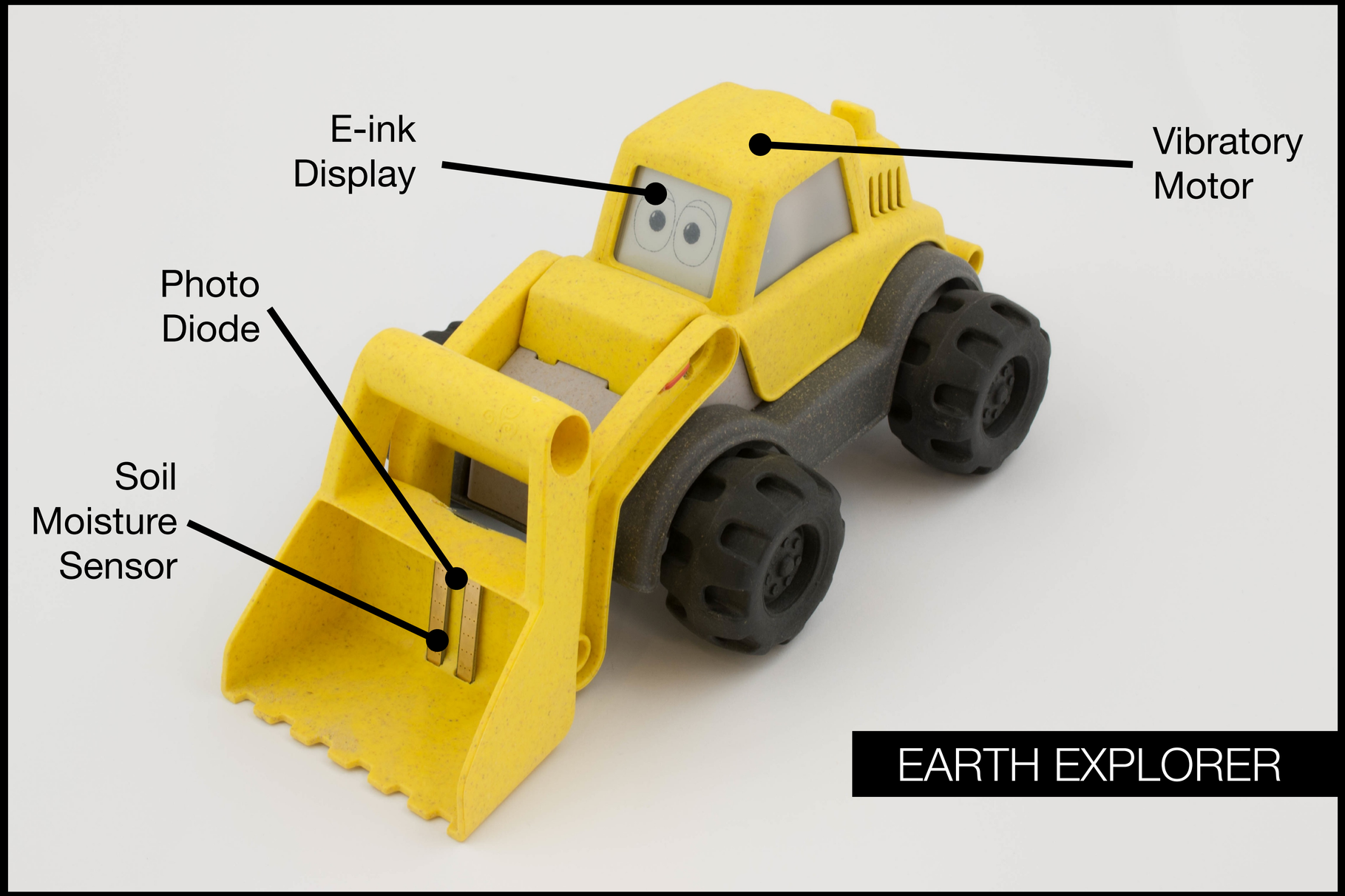
AIR EXPLORER

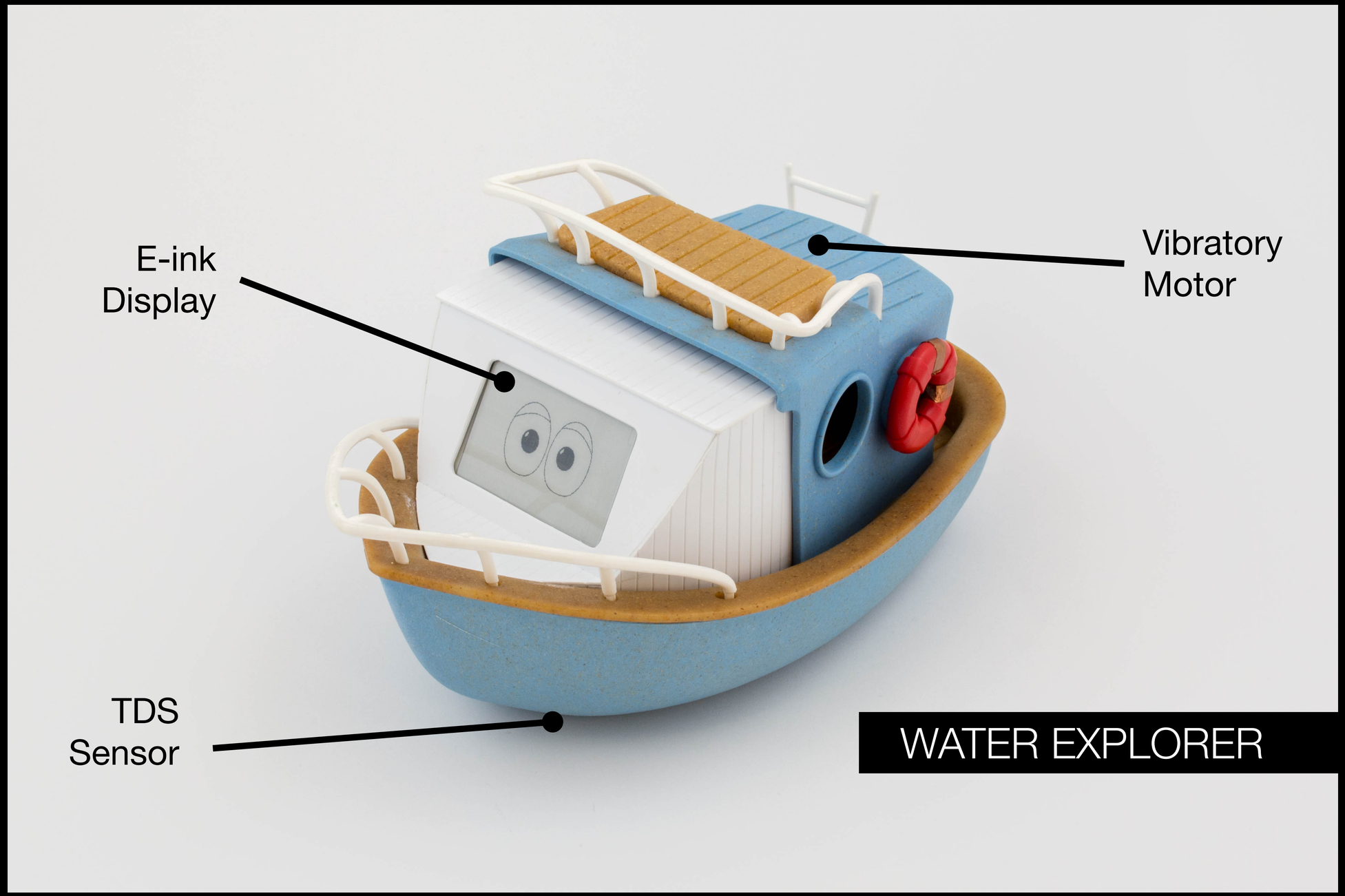


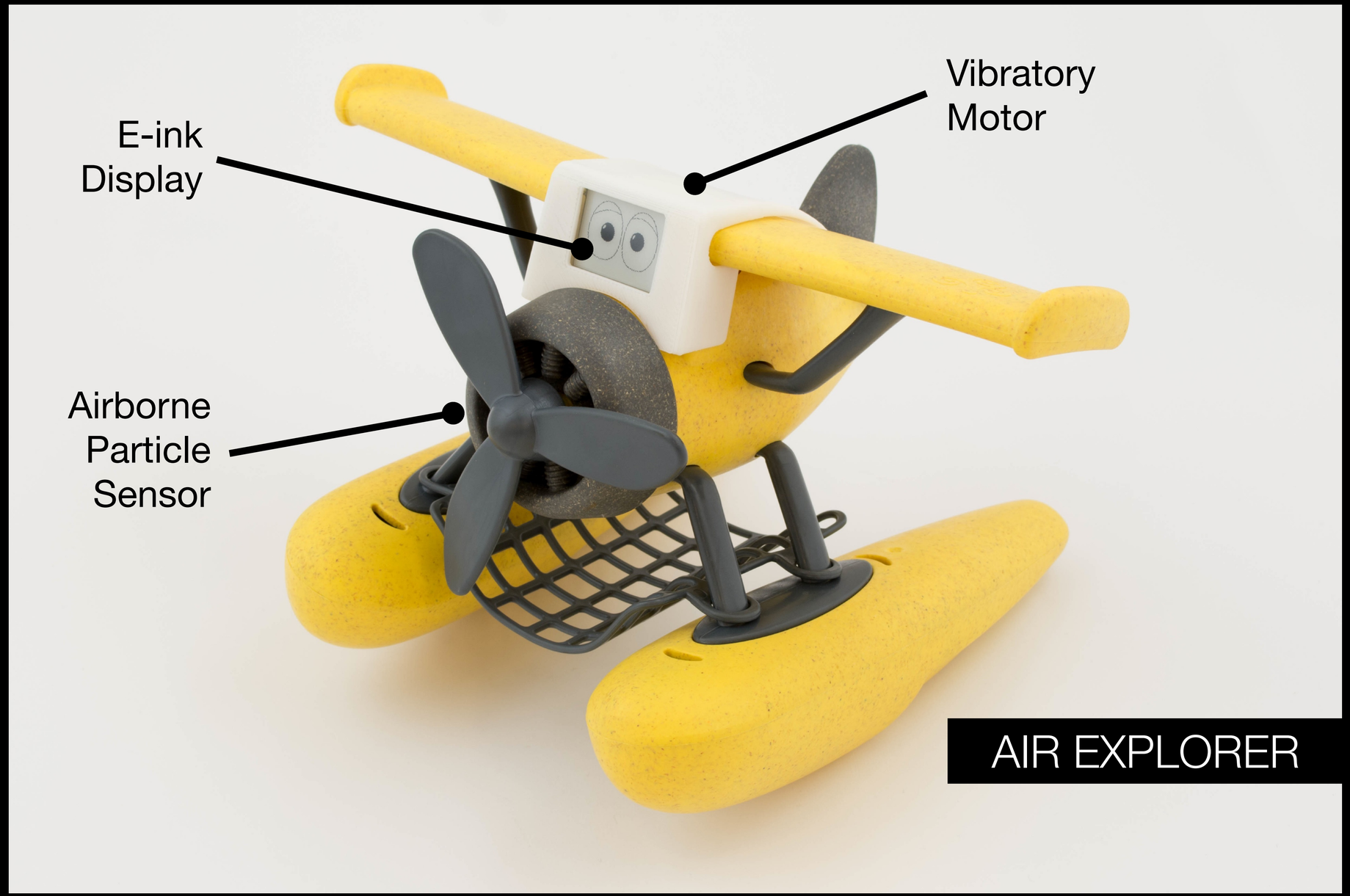
WATER EXPLORER



EARTH EXPLORER


E-ink
Display
Vibratory
Motor
Photo
Diode
Soil
Moisture
Sensor
EARTH EXPLORER


E-ink
Display
Vibratory
Motor
TDS
Sensor
WATER EXPLORER

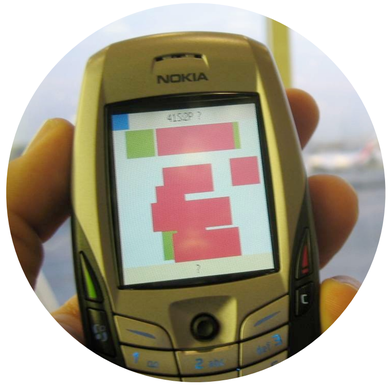

Vibratory
Motor
E-ink
Display
Airborne
Particle
Sensor
AIR EXPLORER

URBAN ATMOSPHERES

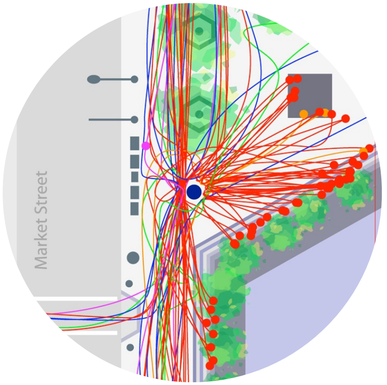
Eric Paulos
Chris Beckmann
Elizabeth Goodman
RJ Honicky
Ben Hooker
Tom Jenkins
August Joki
Chris Myers
Ian Smith
Parul Vora



intel Research


NOKIA




Market Street






i hate
PORTLAND
i love
PORTLAND


042

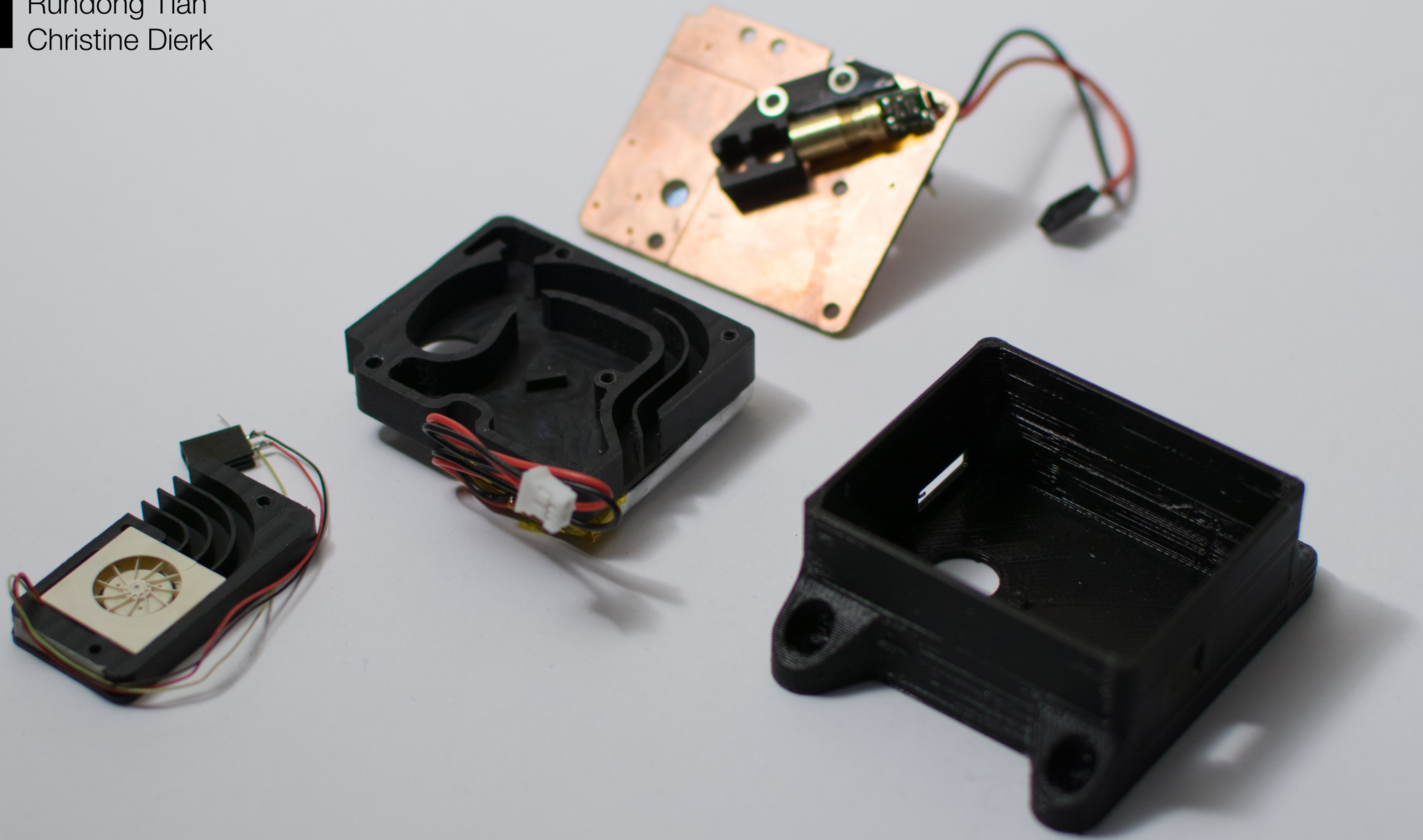



FEELS LIKE...?


Spectacle Computing

MyPart

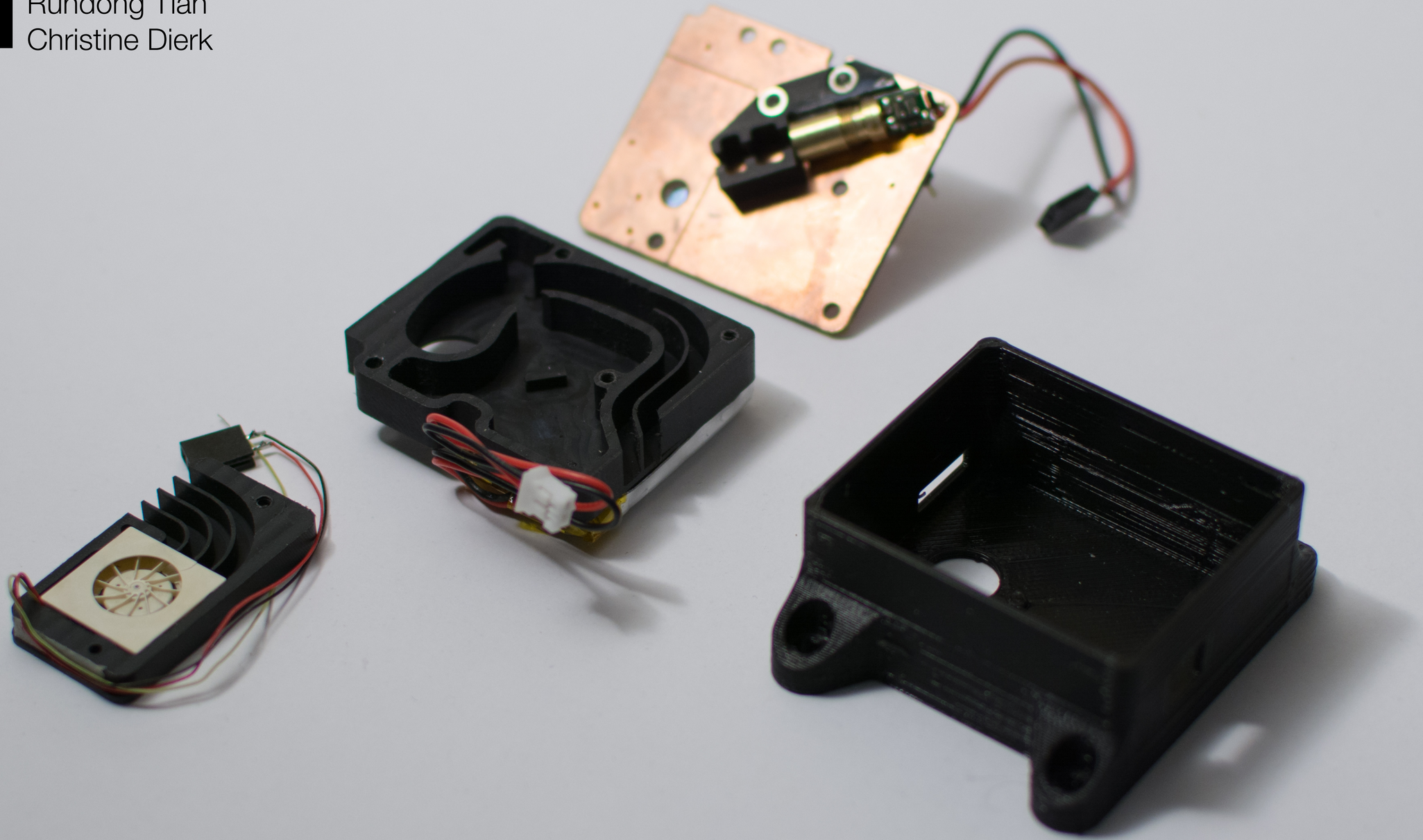
Rundong Tian
Christine Dierk



Rundong Tian, Christine Dierk, Christopher Myers, and Eric Paulos. 2016. MyPart: Personal, Portable, Accurate, Airborne Particle Counting. In *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems* (CHI '16).

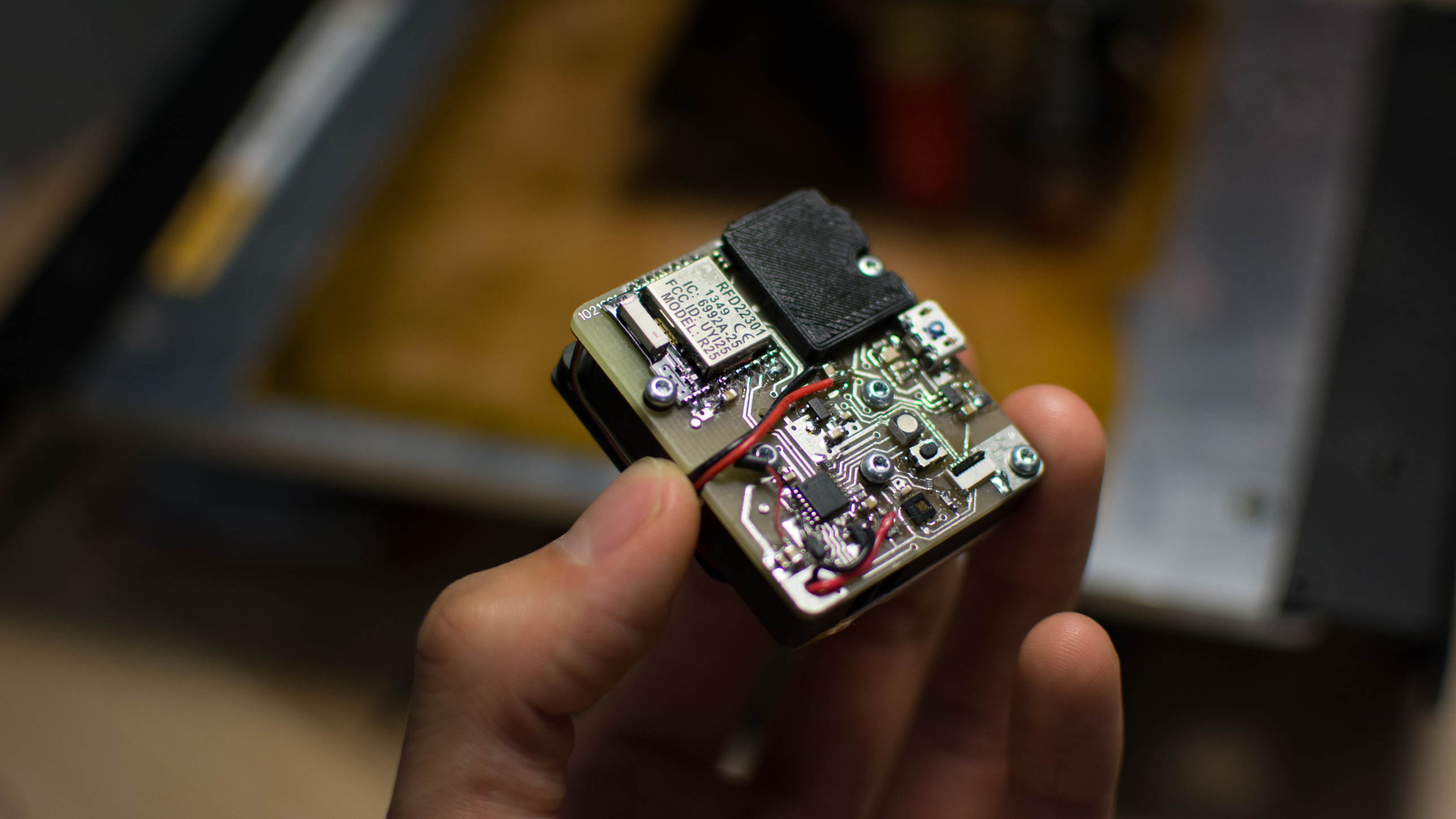
MyPart

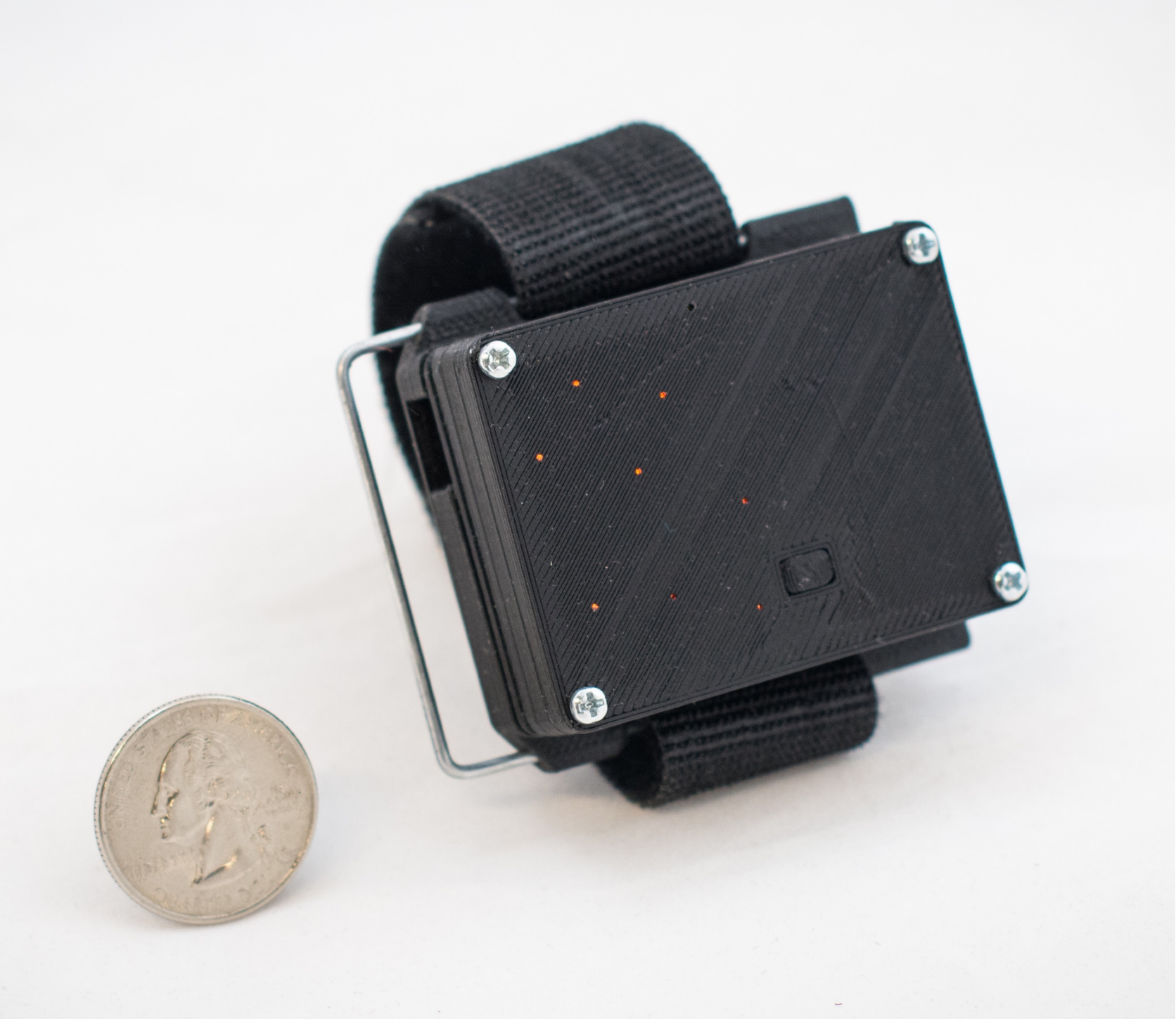
Rundong Tian
Christine Dierk

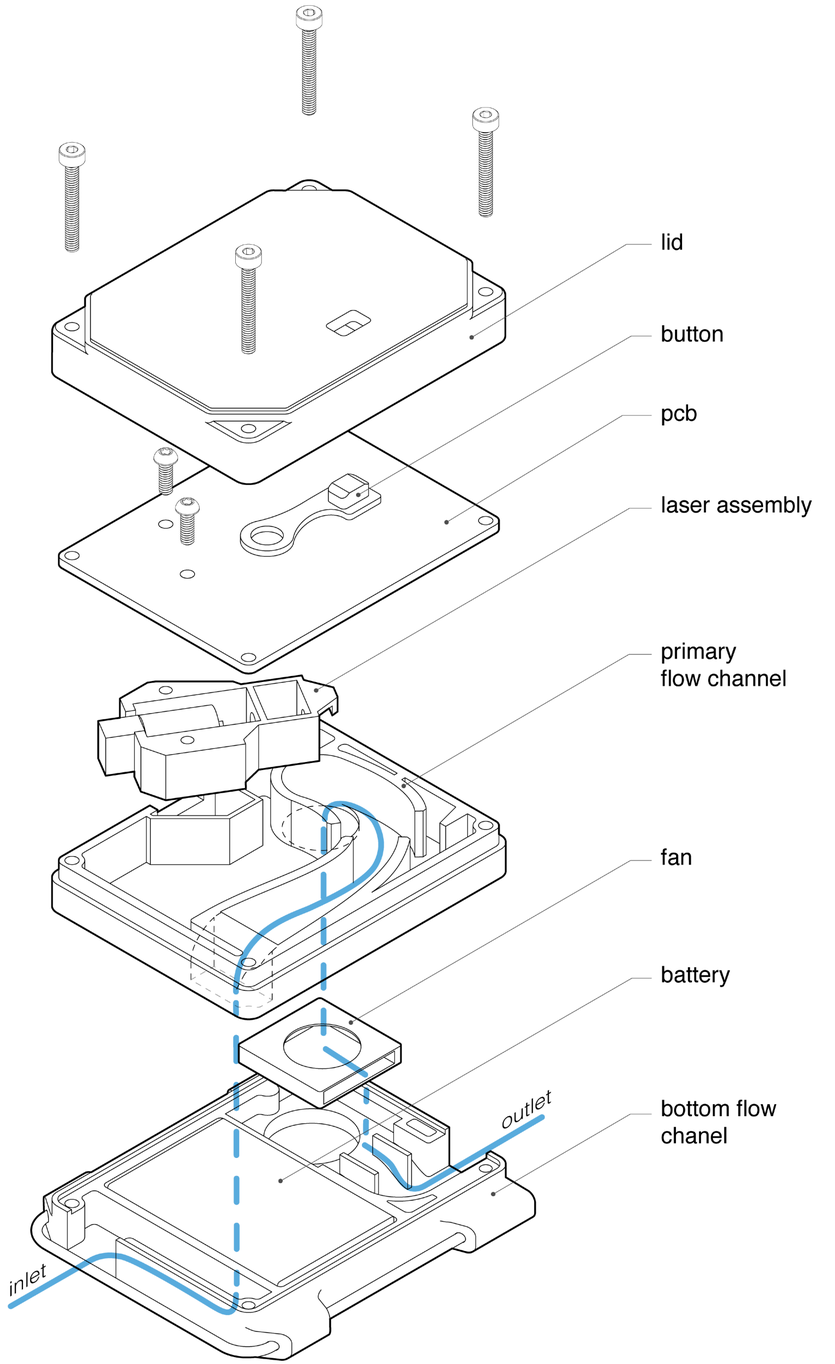


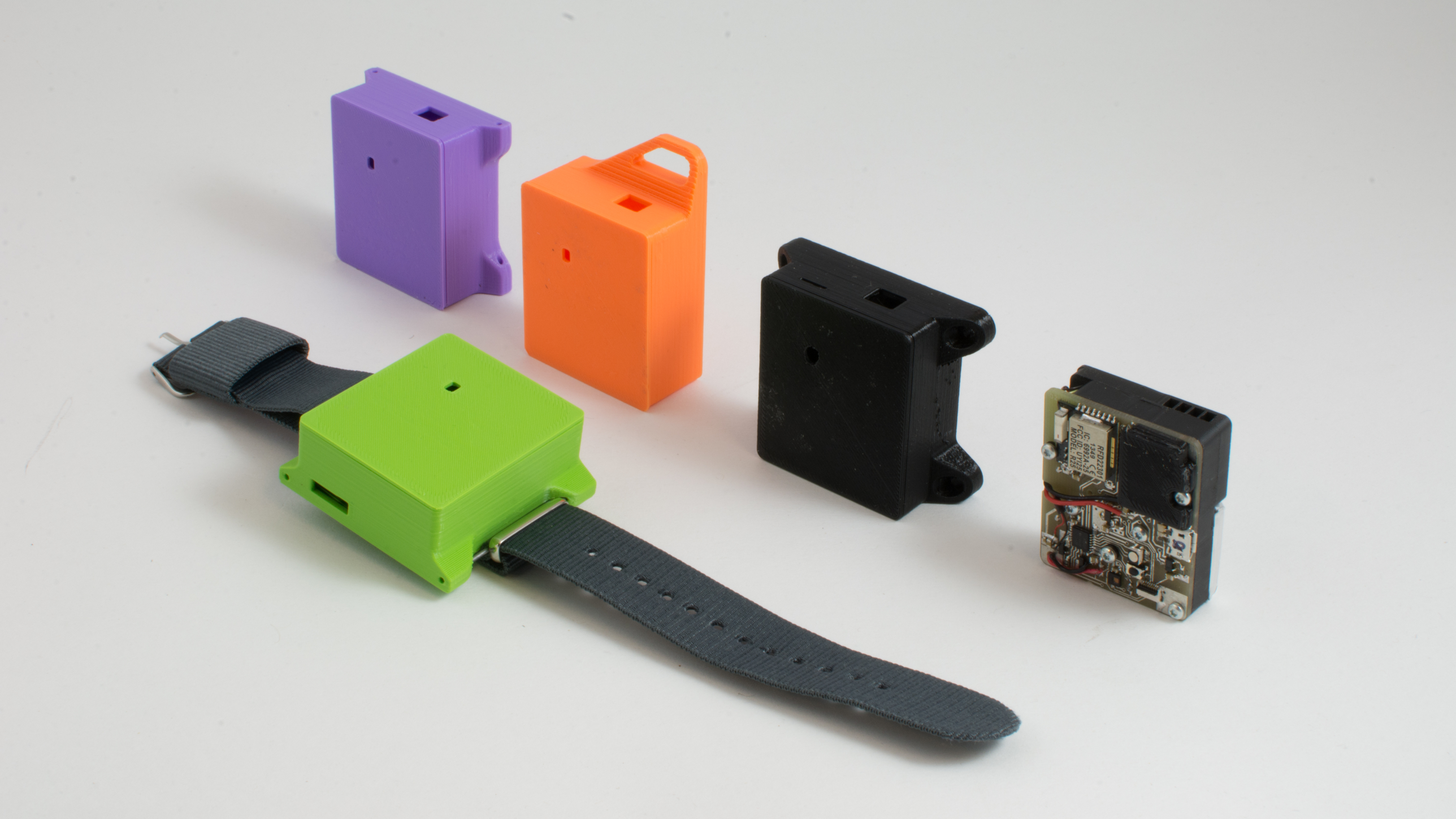
CHI 2016 Best Paper Award


$300 USD
Dylos
MODE
SELECT
Dylos
air quality moni
POWER
F1
F2
F3
F4
Met One
HHPC - 6
AIRBORNE PARTICLE COUNTER
$4000 USD
Met One


RFD22301
IC: 1349 6992A-25
FCC ID: UV125
MODEL: R25




lid
button
pcb
laser assembly
primary
flow channel
fan
battery
bottom flow
chanel
outlet
inlet

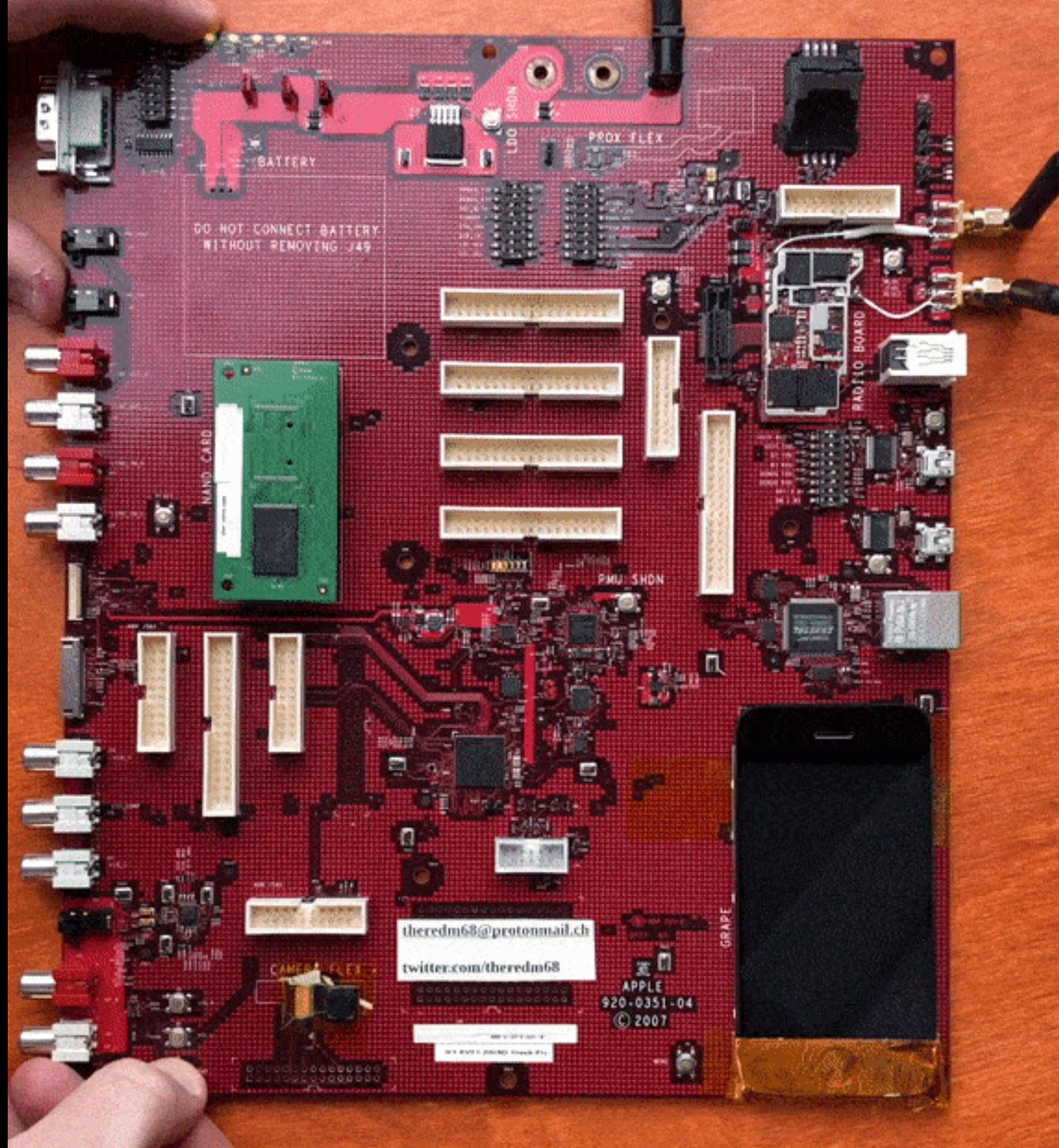

RFD22301
IC: 1349
6982A-22
FCC ID: UY22
MODEL: R22






cingular
9:41 AM
SMS
Text
Tuesday
9
Calendar
Photos
Camera
Calculator
Stocks
280
Maps
73°
Weather
Notes
Clock
Settings
Phone
Mail
Web
iPod


bashful


BATTERY
DO NOT CONNECT BATTERY
WITHOUT REMOVING J49
LDO SHDN
PROX FLEX
NAND CARD
RADIO BOARD
PMU SHDN
theredm68@protonmail.ch
twitter.com/theredm68
APPLE
920-0351-04
© 2007
GRAPE


Sophie’s Hand


Axent Wear Headphones

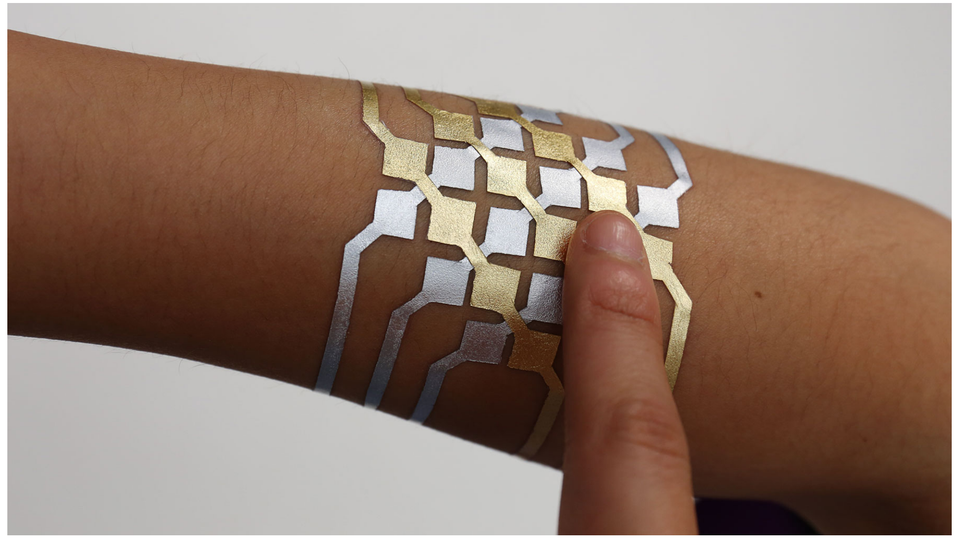

Lioness Smart Vibrator



Skinput • Harrison, et al. CMU and Microsoft



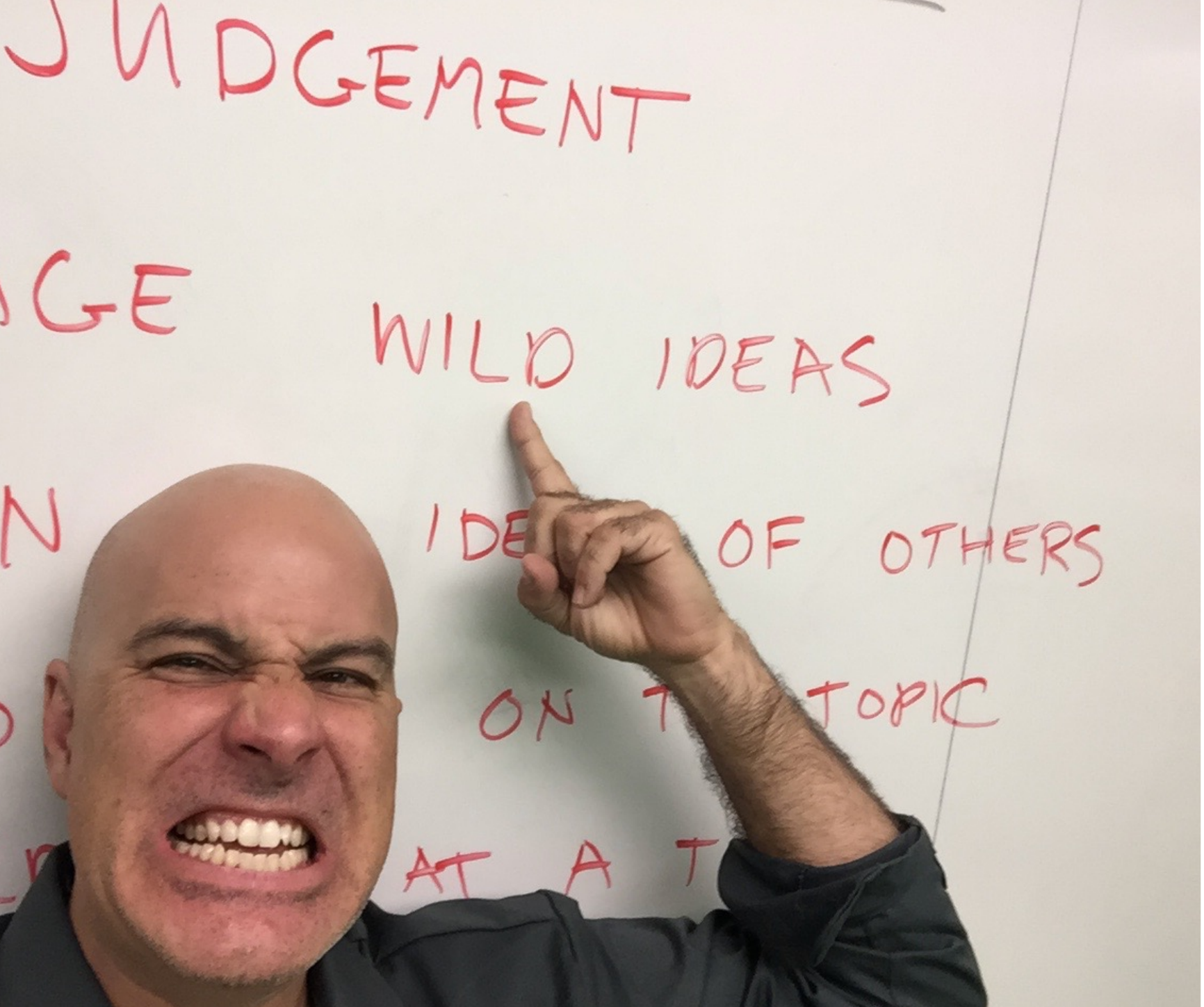
iSkin • Martin Weigel et al.



DuoSkin • Cindy Kao, et al. MIT and Microsoft



Dermal Abyss • MIT & Harvard Medical School

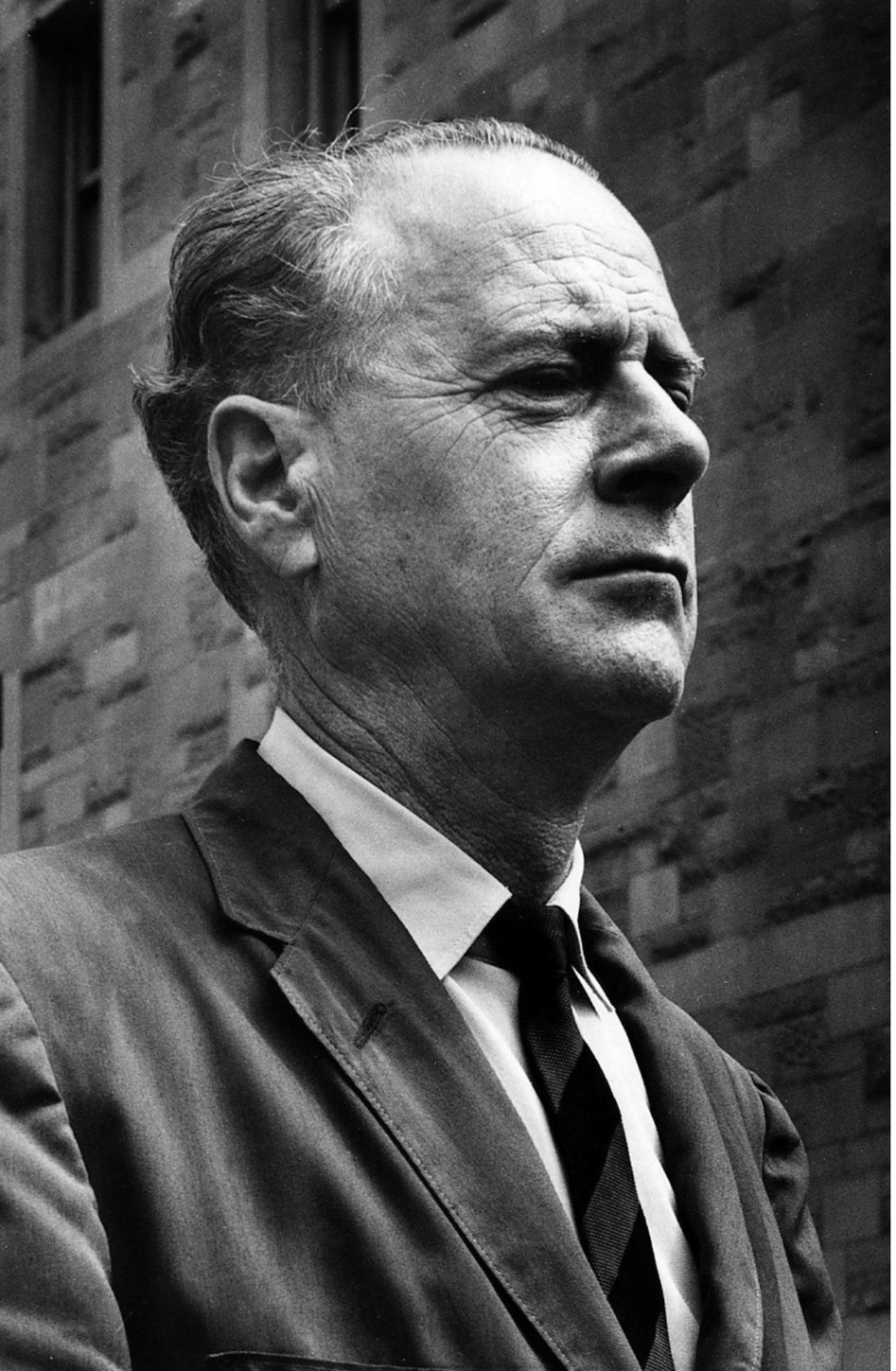


QUOTES

Keep them short

Read them

Or highlight and read excerpts



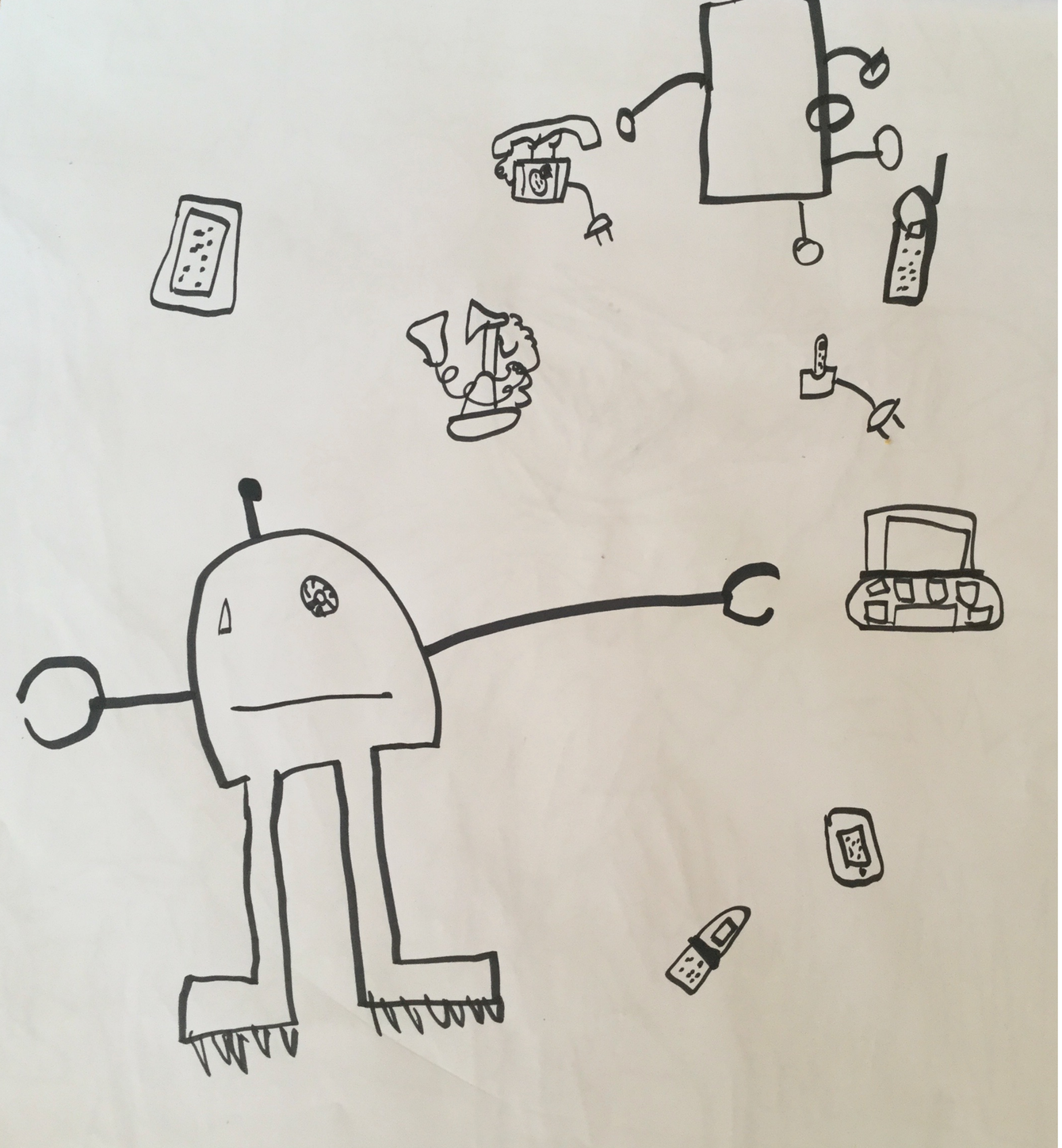
Artist show us how to ride with the punch, rather than taking a knock out on the chin

– Marshall McLuhan



Everything moves continuously. Immobility does not exist. Don't be subject to the influence of out-of-date concepts. Forget hours, seconds and minutes. Accept instability. Live in Time. **Be static – with movement**. For a static of the present movement. Resist the anxious wish to fix the instantaneous, to kill that which is living.

– Jean Tinguely



DRAMA

It’s a performance

Think about staging

Lightning

Sound

Visibility

Vary pacing

HUMOR



Great for defusing tension … at beginning

Make fun of yourself but not your institution



Keep humor in speech, not on screen

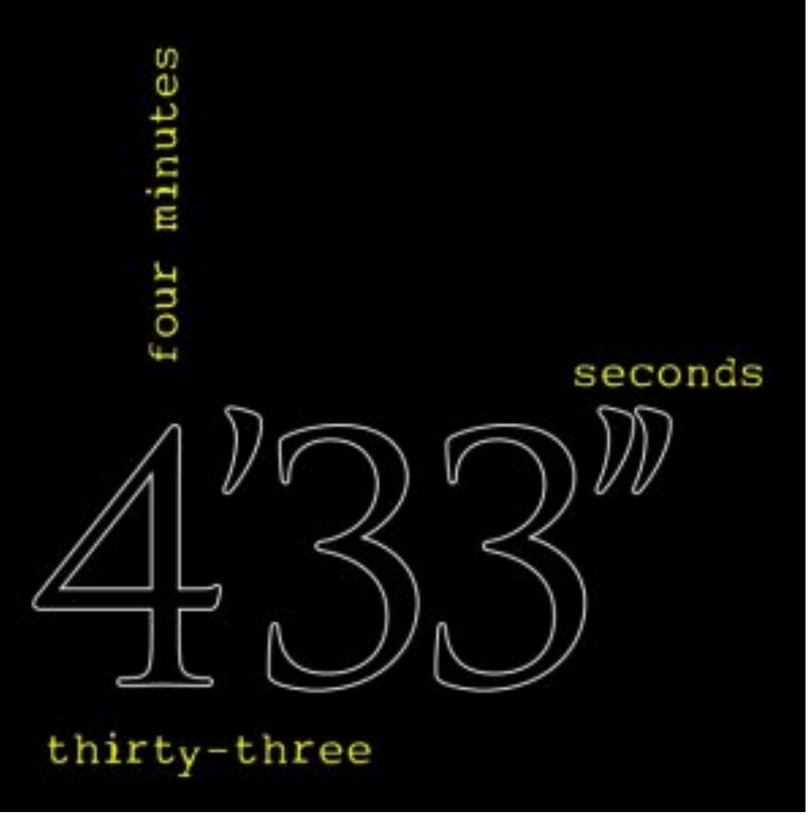
Maintain control

Humor does not work across cultures




NGEETA MEHROTRA STUDIO
MICHAEL & JENELLE GRIMES LABORATORY
water







SILENCE

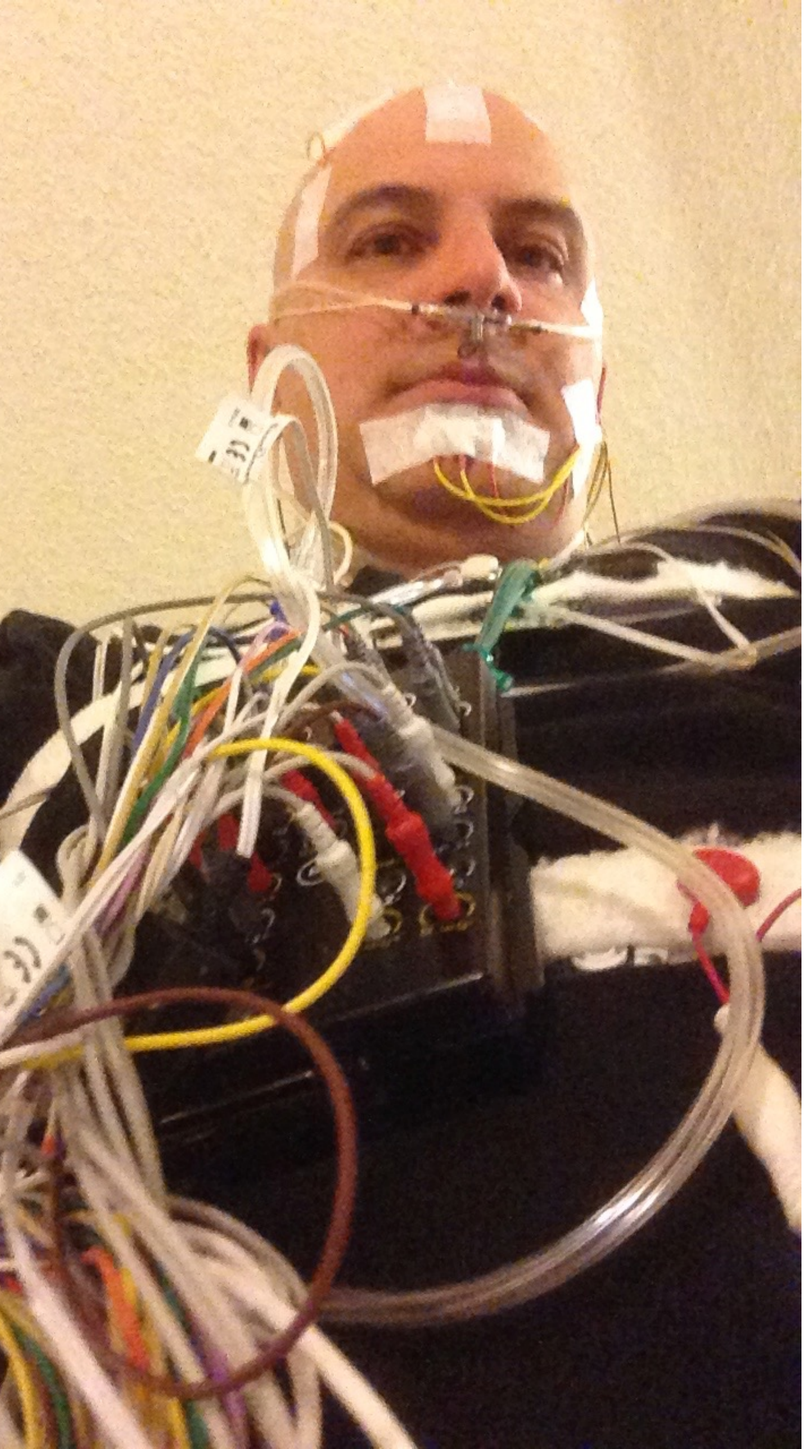
Use silence creatively to build tension

Wait until you have attention to begin

Use silence between section to let people process

Build anticipation

Anticipation is pleasurable!!!



STAY IN CONTROL

Build credibility

Do not PANIC!!!!

Do not derail

Make use of the time

Acknowledge what is happening

Acknowledge who you are

…and who you are not












DÉPT
de la
GALERIE





DIRECT THE FOCUS

Plan and rehearse your blocking

Who goes where and when

Throw focus on speaker – you can move!

Motivate speaker changes

Do not stare at your slides

Use body tension to demand focus

THE BIG FINISH





Build to a peak

End on a high note

Build to the long-term outcome of life after repeated use – put into broader context

Audience should feel when you are done

Do not end with “Questions?” slide



Katherine Song



Hila Mor



Vivian Chan



Eric Rawn



Christine Dierk



César Torres



Sarah Sterman



Chris Myers



Kevin Tian

HYBRID ECOLOGIES

Berkeley
UNIVERSITY OF CALIFORNIA

NSF

CITRIS AND THE BANATAO INSTITUTE

Google

SIEMENS

Adobe

accenture

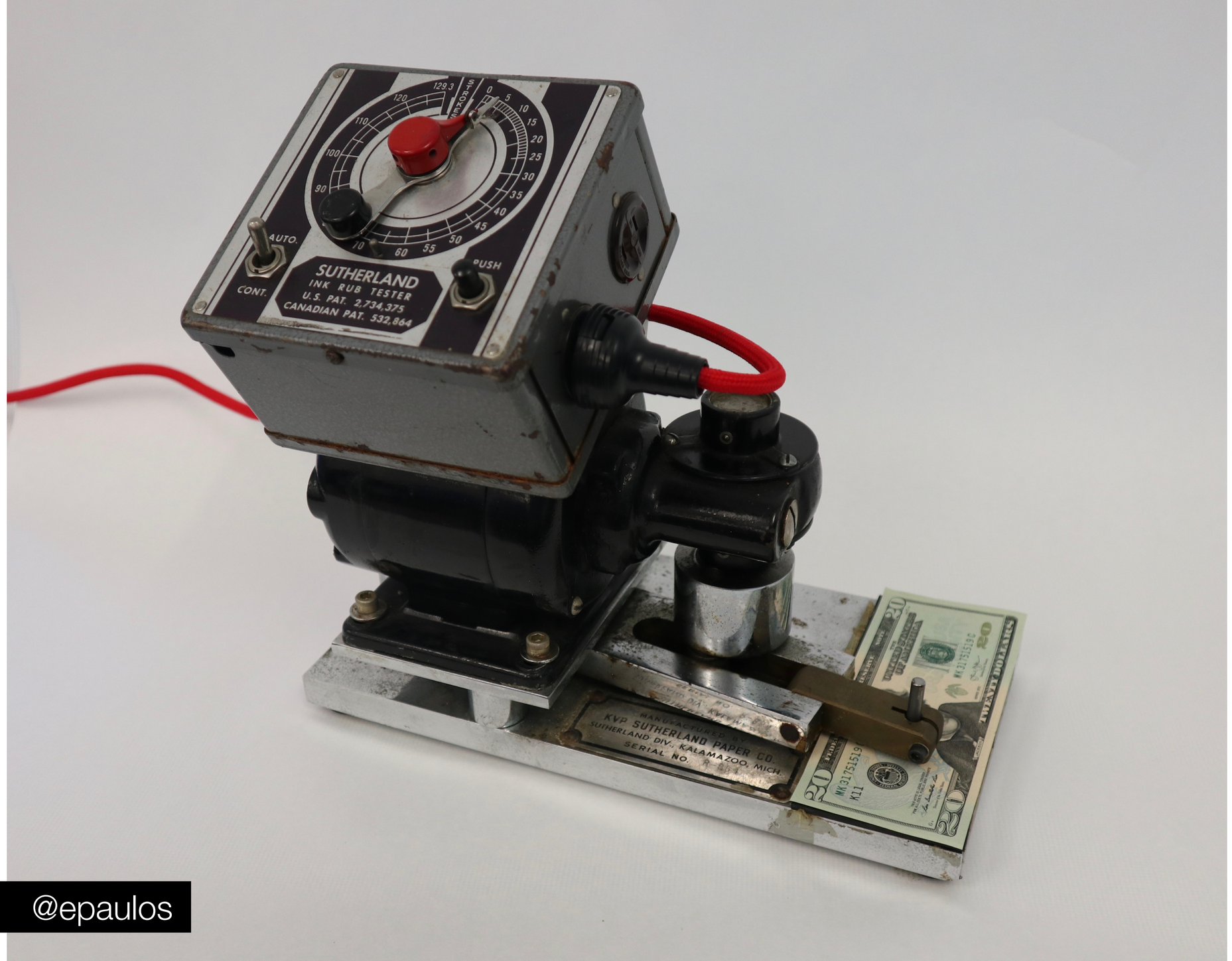
CITRIS INVENTION LAB

SWARM LAB
UC BERKELEY

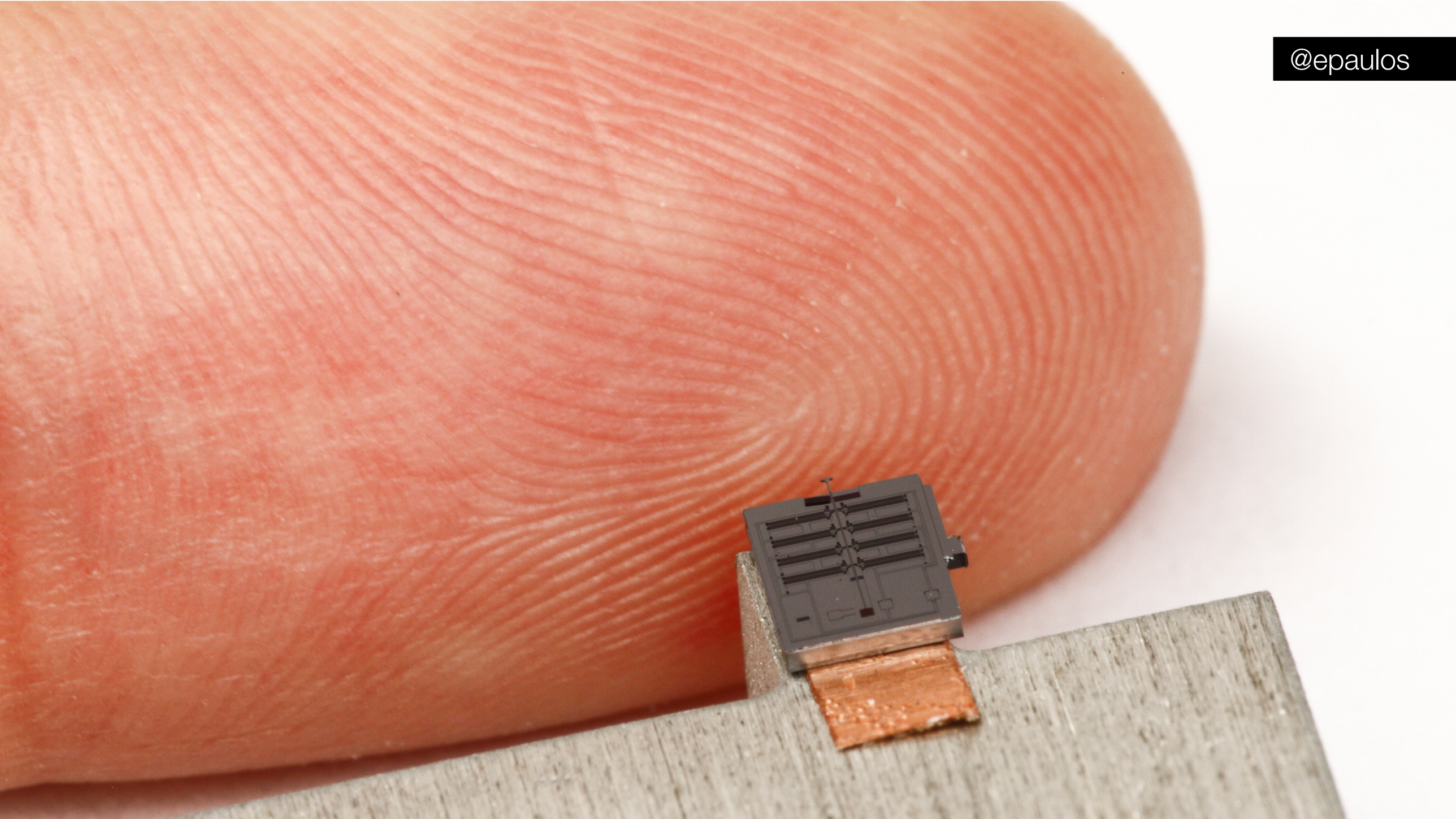
JACOBS INSTITUTE FOR DESIGN INNOVATION
COLLEGE OF ENGINEERING, UC BERKELEY

Berkeley Center for New Media

@epaulos


AUTO.
CONT.
PUSH
SUTHERLAND
INK RUB TESTER
U.S. PAT. 2,734,375
CANADIAN PAT. 532,864
KVP SUTHERLAND PAPER CO.
SUTHERLAND DIV., KALAMAZOO, MICH.
SERIAL NO.

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HANDELING QUESTIONS

Acknowledge asker … thank them

Don’t answer questions you cannot answer

Decide how important a question is … deflect “offline”

Do not say “NO”, do not fight

If someone says something rude, acknowledge it…remain in control

VIDEOS



Setup video

Direct focus

Decide if you will talk over or play video

Don’t spend time scrubbing — trim video

Download videos to local presentation

Do not try to swap around to play videos

Play videos as large as possible

Remove any autoplay features

youtube.com

PT2 Unexpected Destruction of Elaborately Engineered Artifacts Austin TX 1997 Survival Research Labs - YouTube

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PT2 Unexpected Destruction of Elaborately Engineered Artifacts Austin TX 1997 Survival Research Labs

1,502 views

17 0 SHARE

Genuine Survival Research Labs
Published on Sep 7, 2011

SUBSCRIBE 1.8K

Part 2 of large scale SRL show staged in Austin TX in 1997 at the Longhorn Speedway. Video Edited by Alan Kelley, Directed by Dave Scardina.

Up next AUTOPLAY



Mark Pauline: terrorism as art
The Verge
18K views



Survival Research Lab Show, Austin Texas March 1997
PuzzlingEvidenceTV
3.2K views



SRL Promo Video Various Shows 1979-2006
Genuine Survival Research Labs
1.1K views



Random Things I Saw at Burning Man 2013
Rick
62K views



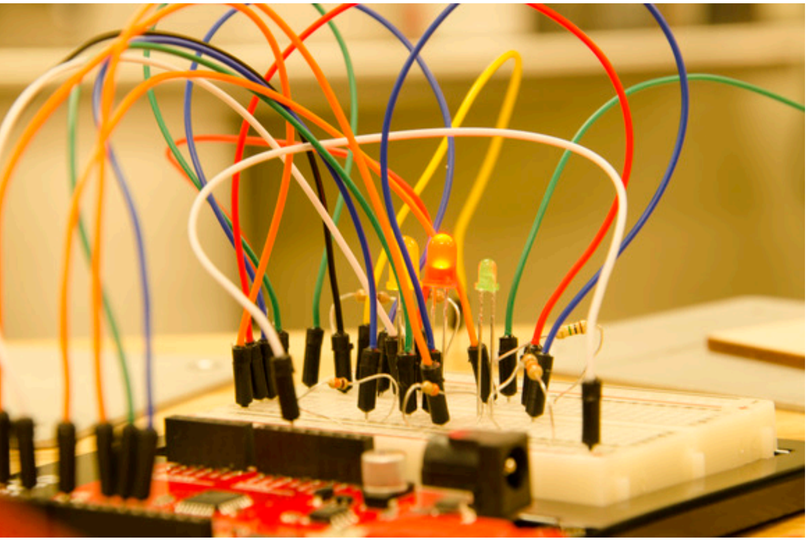
An Epidemic of Fear...SF Ft. Mason 1984 Survival Research
Genuine Survival Research Labs
3.8K views



"Failure to Discriminate" Survival Research Labs Show in
Genuine Survival Research Labs
2.8K views

Survival Research Labs in Tokyo

SUMMARY





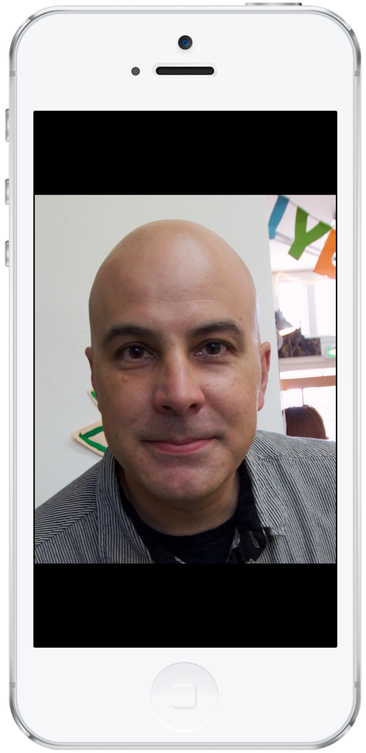
Planning … know what you want and what audience wants

Tell a story that shows how your design benefits people … that your audience can identify with

Take and give control

Design your presentation/performance as you design your product









VIDEOS

Landscape Please!

Usually, day in the life not product list or unboxing

Mockup phone display for closeups

Tripod — avoid handheld shots

Lighting, lighting, lighting!

Sound

VIDEOS

Create a video demo of a teenager, using a new mobile phone application that I designed that allows them to look up when the international space station flies over them

- The video follows Maya, an illustrated teenager in Berkeley:
- Dusk: she sits on her back steps wondering when and where to look for the space station.
- Home screen: the app finds her location and shows tonight’s pass at 6:14 PM: 6 minutes in view, 68° at its highest, very bright.
- This week: a list of the week’s passes, with bars showing how bright each will be.
- Pass detail: a sky map traces the path from west-northwest to east-northeast, and she taps a toggle to set a reminder.
- 6:09 PM: a lock-screen notification tells her to head outside and face west-northwest.
- Sky Finder: a camera-style compass guides her to turn until the station rises inside the target ring.
- Outside: she points as the station crosses her sky, with a caption giving its real size, height and speed: about as long as a football field, 400 km up, about 28,000 km/h.
- End card: the logo and tagline, plus a note that it’s a concept demo with sample pass times.


Original
Generated





