

2.744 Product Design



Future



Opportunity

2.744 Product Design



 Opportunity

**today**

**observation**

**opportunities**

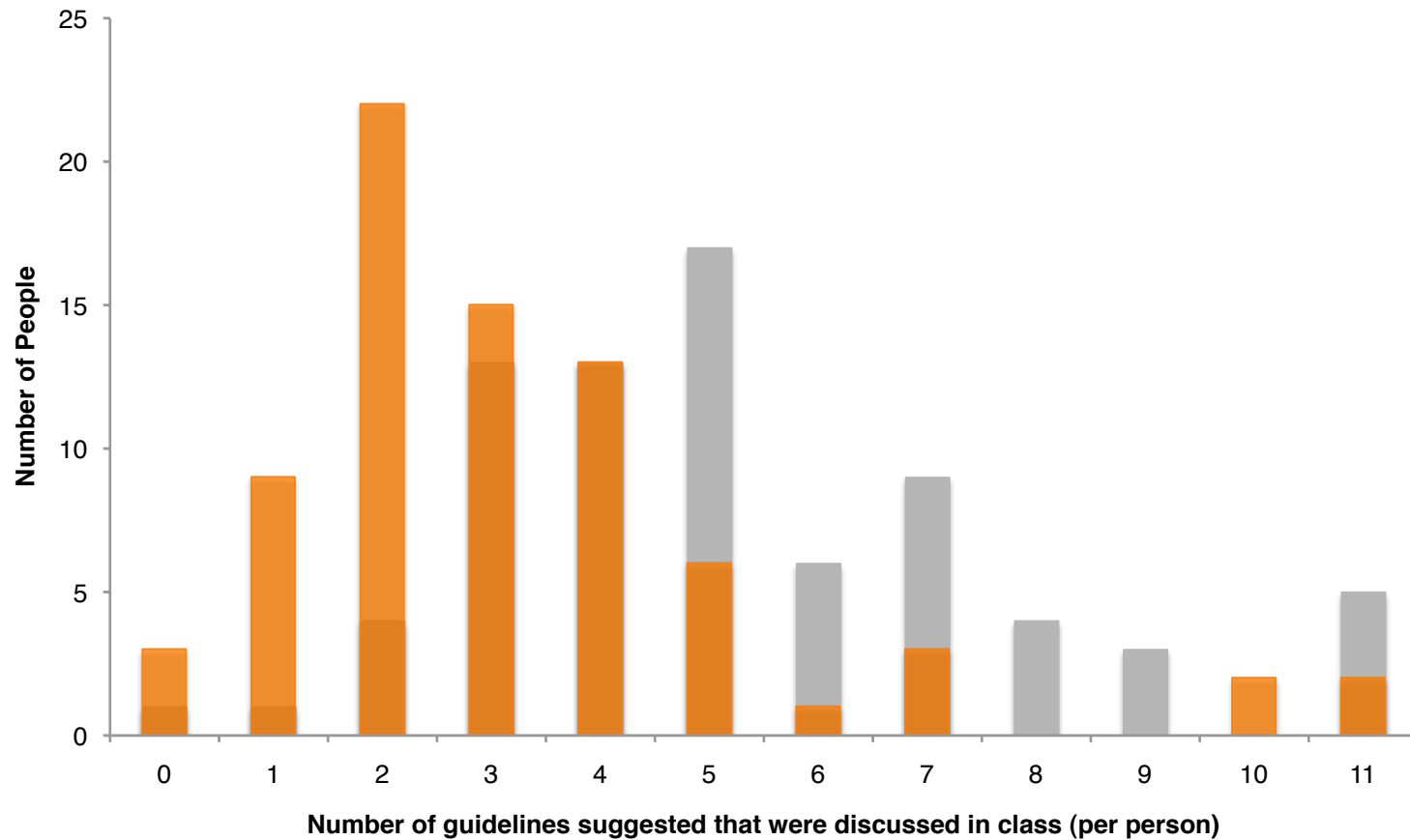
**team**

**but first...**  
**teams!**



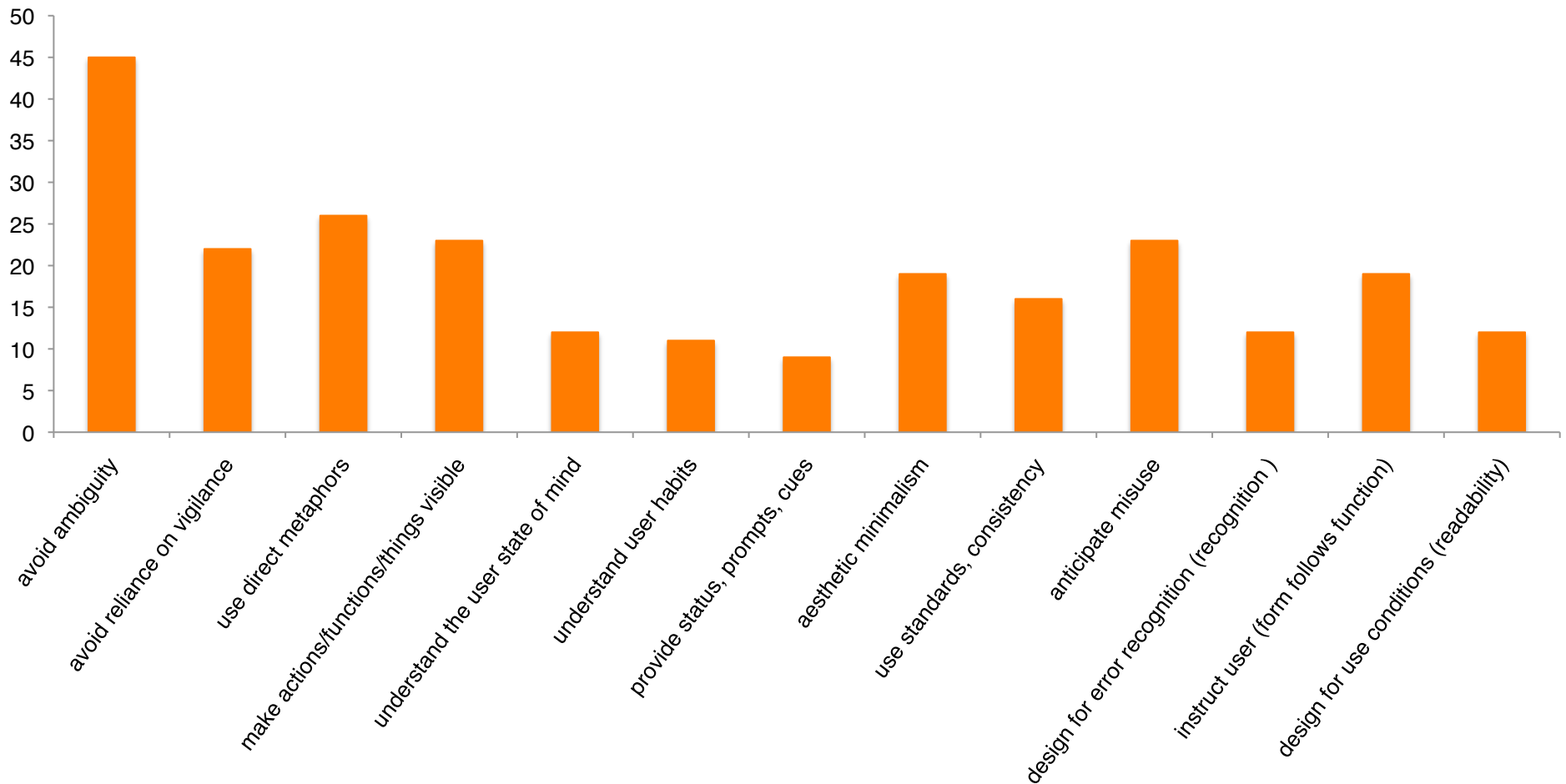
last class

# list human-use guidelines



last class

# list human-use guidelines



**and now**  
**observation**

**compensations**  
**adaptations**  
**mishaps**



**opportunities**

# and now observation



opportunities

# and now observation



opportunities

and now  
**observation**



**opportunities**

**and now**  
**observation**



**opportunities**

**and now**  
**observation**



**opportunities**

# team challenge! observation

eco-friendly office of the future

observe locations on campus  
take pictures of issues, note adaptations  
gather data until 4 PM

at 4 PM, download observation worksheet  
(<http://web.mit.edu/2.744>)

add your observations and opportunities,  
preserving format of worksheet

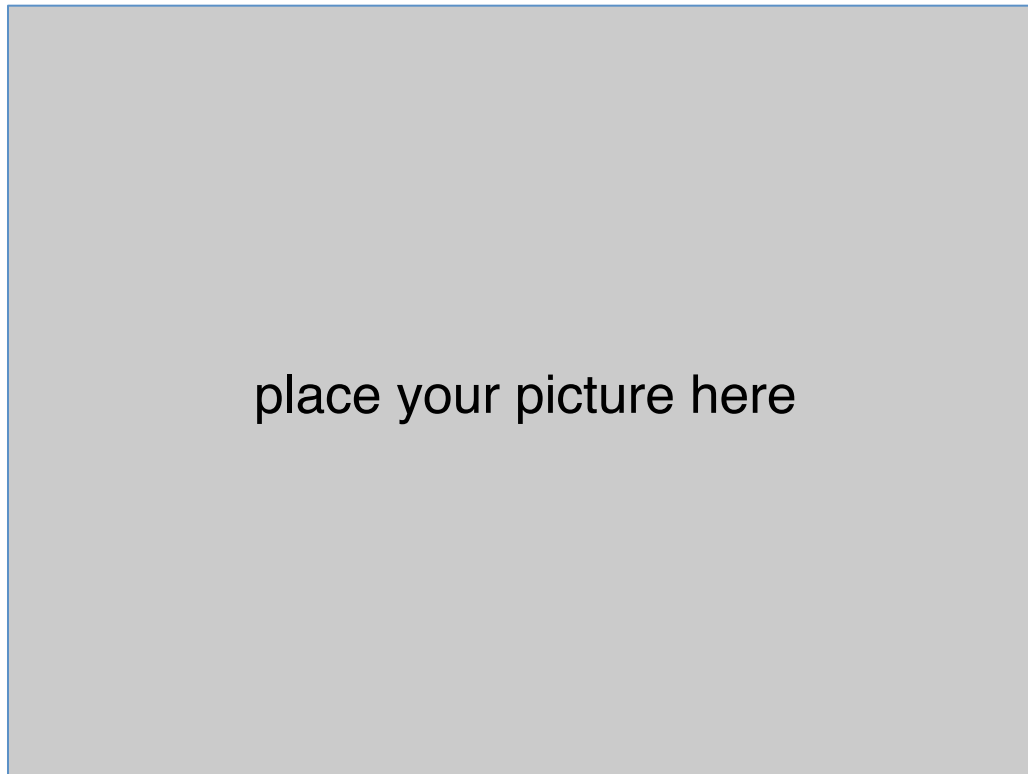
## opportunities

# observation

team: write your team name here

location: write where observation was made here

issue: describe the issue here



user adaptation:

describe how users  
make adaptations/  
compensate for issue  
here

product opportunity:

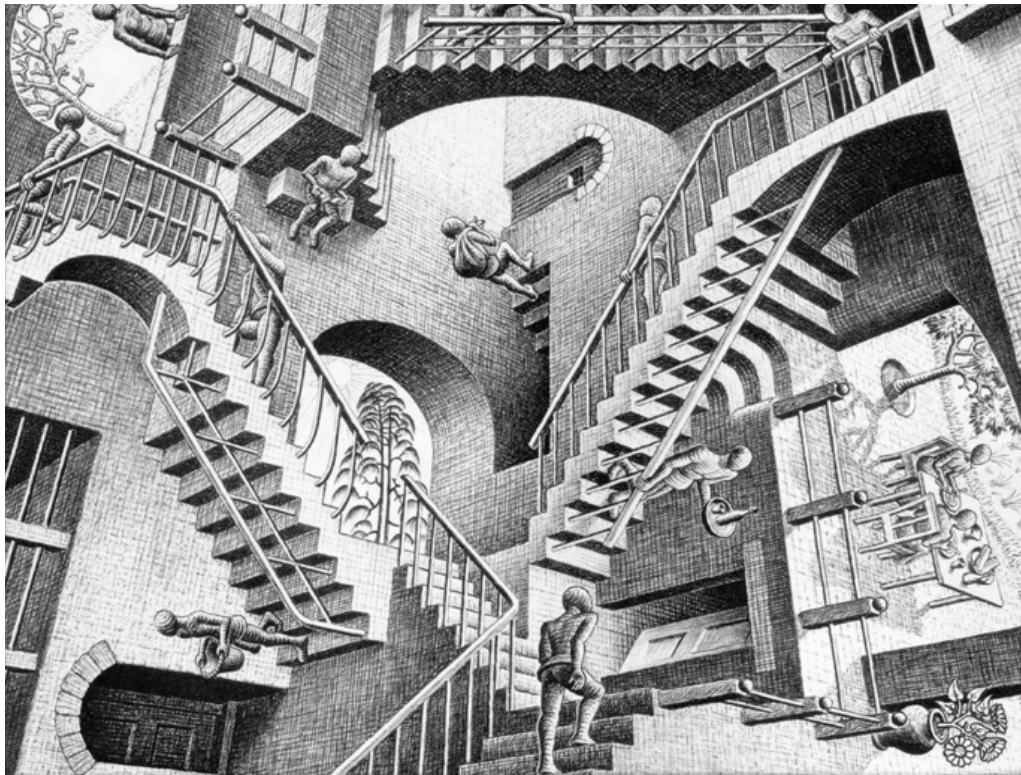
write what you think  
the product opportunity  
is here

# observation (example)

team: myteam

location: MIT Stata center

issue: visitors getting lost in the building



user adaptation:

enter offices randomly  
to ask for directions

product opportunity:

mobile map application  
for walking directions  
inside MIT buildings

# team challenge! observation

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go to course website and submit your team's  
entries by 9 AM Friday

## opportunities

# team challenge! observation

what's the challenge?

Amazon mechanical turk

## Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

**As a Mechanical Turk Requester you:**

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results



an effective way to  
conduct user  
research

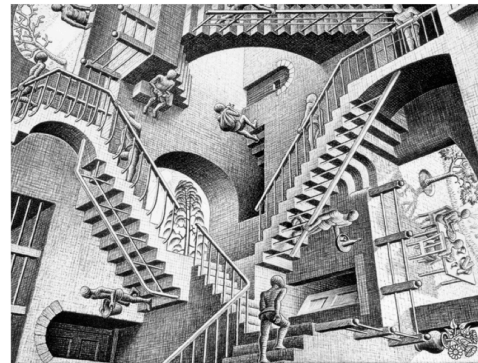
# opportunities

# team challenge! observation

what's the challenge?

hundreds of assessments for  
your observations/opportunities

is the opportunity real?  
is there competition?  
is there a business?



user adaptation:  
enter offices randomly  
to ask for directions

product opportunity:  
mobile map application  
for walking directions  
inside MIT buildings

have the most promising  
opportunity

# what's next?

## **Team mailing list**

*see home page for details*

## **no class Tuesday**

*MIT is on Monday schedule*

## **for *next* Thursday**

*drawing tool kit, bring name cards*

**2.744 product design**

# what's next?

human-use analysis



*Thursday, February 9*

*Thursday, March 8*

**team challenge!**

*your*

time starts

***now!***