DA :: Domus Academy

OUTLINE: This document has been prepared as Project Report for the Master Course in I-Design according to the brief of the Project Leader. This Project Report also includes a digital presentation and a body of work/sketches

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1. ABSTRACT

1.1 ABSTRACT

In the last years we are facing a new industrial transformation and this is happening because the production system of good and services is stripped from the undisputed dominion of the companies. Internet has democratized publishing, sharing of material and communication between people resulting in an unprecedented increase of accessibility to culture. People through the internet can learn what is the process behind creating things around themselves and it comes automatically to them the input to design new ideas and proposals for the market.

There is a collective potential between common people that needs to be supported: they just need a system that teaches them the strategy to design their ideas, that puts them in touch with a network of possible collaborators, that offers them the opportunity to show and promote their results offering business opportunities.

Around the world there are many activities, conferences, workshops and exhibitions where people meet each other to talk or to exhibit something related to the interest of the partecipants but in these situations they are not part of a sequential system, well organized, that guides the users from a learning phase to a business opportunity.

The organization taken as reference point, to design a format able to do this, is the Seoul Design Foundation. This organization in South Korea has different initiatives to spread design culture and its aim is to become the hub of global design by 2018.
Obviously is not easy for them to organize this kind of activities all around the world and to support any person to create his ideas, therefore this project devised a platform able to solve these problems. This platform has two aims: to help common people find a support from the community in creating their ideas and to notify others about different activities which might match with their profile.

1.2 KEYWORDS

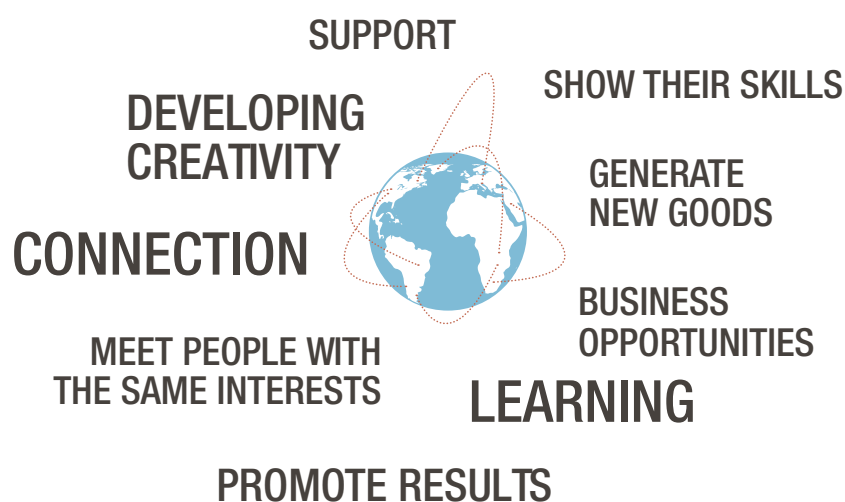workshop, design culture, improvement, social network, support

2. INTRODUCTION

2.1 INTRODUCTION

Largest transformations happen when the production is not under the control of companies, of the governments and other istitutions but when is handled by common people. Internet has democratized the publishing, the sharing of material and of the communication, resulting in an unprecedented increas of people's knowledge and this has now started to influence it. The tools necessary, from the assembly of electrical components to get a 3D printing, are now accessible to everyone, from small groups to individuals. So any person can become a little factory able to design and sell products without any infrastructure. Also the hardware is not anymore important to create new services because almost everything is possible just creating new softwares that can run on it. Consider for example smartphones: there is the hardware base made of circuits and sensors but there is also the software part so flexible and so fully customizable that permits the user to develop an infinite range of applications to address an equally infinite range of needs. For example, this situation permits three guys with only their computer to create an Internet-based startup. There are so many little business opportunities that can be discovered and exploited from creative and smart people.

BEFORE

NOW
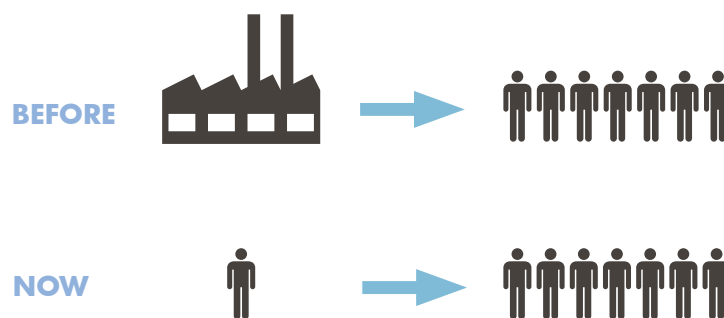
The idea is to connect and support these talented people by inserting them in a creative contest, where they can continuously receive input to develop their creative insights and generate new goods, where they can learn how to design products or services, where they can meet other people with the same interests to start collaborations, where they can show their skills to the rest of the world and promote their results for business opportunities.

SUPPORT

SHOW THEIR SKILLS

DEVELOPING
CREATIVITY

GENERATE
NEW GOODS

CONNECTION

BUSINESS
OPPORTUNITIES

MEET PEOPLE WITH
THE SAME INTERESTS

LEARNING

PROMOTE RESULTS

To do this is not necessary to create a new cultural organization but we can take in consideration one already existing that has already some initiatives linked to our aims.
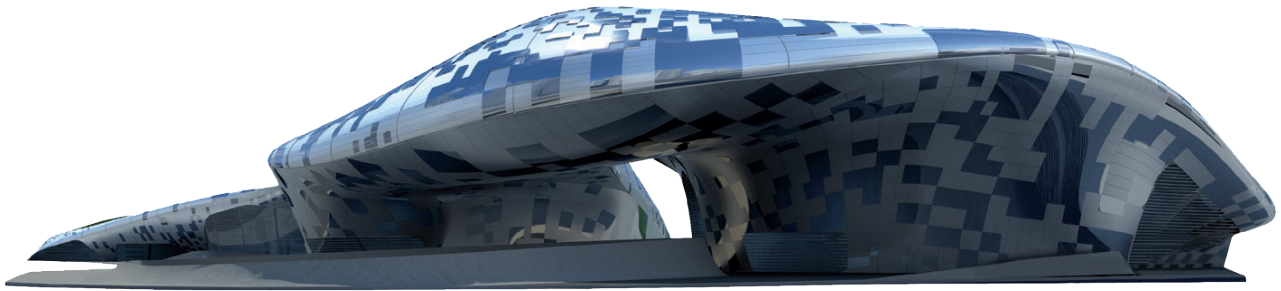
In this project the organization considered to develop our system format to ensure a cultural experience to the people involved in the Seoul Design Foundation (SDF). This foundation in South Korea, initially proposed in November 2008 by the Seoul Metropolitan Government and launched on March 2nd 2009 under the direct endowment of Seoul City, lends itself very well for our case because in 2015 they will implement various projects to spread design culture with its monumental multipurpose complex Dongdaemun Design Plaza (DDP) aiming to become the hub of global design.

1 Revitalizing Seoul's Design Industry
- Promoting business development to foster Seoul's design industry
- Designing programs to support start-up entrepreneurs and create jobs
- Supporting to create and exhibit pioneering designs

2 Building Global Network
- Organizing international events and shows
- Cooperating with leading global design firms and attracting up-to-date exhibitions
- Taking global design leadership and initiatives

3 Establishing Profit Generation System
- Generating profits through efficient and sustainable mechanism
- Disseminating high quality information by producing periodic publications
- Hosting international events

The project idea is than to consider the various design activities implemented by the Seoul Design Foundation and to design a format composed of a sequential system composed by three phases: the first starts with a Learning Phase where creative professionals and interested amateurs people partecipate to workshops to learn and collaborate with each other while working on actual problems. The second called Design Scouting where young designers subscribe and partecipate in competitions to show their talent (to the rest of the world) and to promote their projects. The third part where there are Business Opportunities for these young designers.

Obviously, considering the aim of the Seoul Design Foundation to become a world known centre for design design, is not easy to organize and manage all these activities like workshops, exhibitions and events on site and abroad and even less to support any person that wants to create his own projects.

Here lies the main focus of the project: how to exploit the potentiality of digital media and technologies for supporting an active design cultural experience.

To do this a platform has been created based on a social network where any person can spread his project idea to the community following few basic steps to inform properly and convince them to support him, and where the events are not organized only by the Seoul Design Foundation in South Korea but by common people around the world with the support and the endorsement of the Seoul Design Foundation.

This platform is accessible from different devices as web site or mobile applications. Moreover, according to the context of use of these devices and by the available technology there are even specific features making this cultural experience much more interesting and engaging.

2.2 METHODOLOGICAL APPROACH

According to the milestones of the interaction design there are four activities that guide the design of this project and they can be expressed as: identify needs and establish requirements, develop alternative proposals that meet the identified requirements, constructing interactive versions so they can be submitted and evaluated, and finally evaluate or measure the accessibility.

The first activity will identify the actors involved in our system and will establish their needs. It will analyze which are the people that like to create things the most and to partecipate to design events like workshops, exhibitions and conferences. It will understand a little bit more about the Seoul Design Foundation, why they want to become the centre of design in the world and their initiatives in order to achive their target.

In the second activity step a number of solutions to the requirements emerged will be proposed and analyzed. Here it will be explained our system format to implement a design cultural experience and how to exploit the potentiality of digital media and technologies for supporting it.
This part is composed by two sub activities: conceptual design and physical design. In the first part the ideas proposed will be explained by means of descriptions and different scenarios. In the second it will go much more in details defining how should be organised the look and feel of the interfaces (defining colors, icons and how to structure the menus) to get some inspirations to feed the creative process a benchmarking of similar platforms or different ones with interesting features will be undertaken with the aim of extracting strategic insight.

In the third stage the application proposed will be developed as mock-up. It will not be with a running software but the prototype will be developed on paper just to get a preliminary feedback of what it might be to interact with the product.

The fourth part will concentrate on evaluating and measuring the ability of our product to meet the requirements and offer a strong involvement of users throughout use.

3. IDENTIFY NEEDS AND ESTABLISHING REQUIREMENTS

3.1 IDENTIFY NEEDS

To identify the needs we have to know first of all who are the users taken in consideration.

3.1.1 TARGET

In our system we have a group of people that likes to partecipate to activities as workshops, conferences, exhibitions and the Seoul Design Foundation is the organizer of them.
The group is composed by creators and makers.

CREATORS

The Creators are ecletic people capable of creating innovative ideas using a design-driven approach to problem solving. They are the ones who feed the system with non conventional problems, spot opportunities, and find directions and solutions. Being a creator demands an holistic approach to problem solving and a non-linear way of thinking, in order to find innovative ideas.
In this group we find two different types of subjects: the designers and the amateurs. In the designer cluster we find leading young designers. They are usually students or designers at first experiences that partecipate to the project in order to learn new things, meet other people with the same interests, aspiring to success in this field and to excellent job opportunities.
The amateurs are common people with creative minds that are fascinated by the design world and that pick up these opportunities to learn something about this field. They are usually people who during their work have achived innovation by applying a series of design-driven process to their productive systems. They are people always seeking for new stuff to identify and solve problems in such way that their creations can be considered as innovative achievements.

THE MAKERS

The Makers are people who live in the online community, open source software and hardware but also with the dream of inventing something they can to produce by themselves. What is fascinating of this category is that they have the idea to build what is on the market and with the help of others they learn always new things not easy accessible because not written in books. They are able to customize their products and to invent new things. For example Kenneth Barry, IT guy at a cabinet shop, has assembled a machine to automated a process which at first the cabinet makers were doing by hand. His first rough milling machine has become computerized able to import an height-map containing geospatial data of any level and to convert it into a map of wood in relief.

SEOUL DESIGN FOUNDATION

The Seoul Design Foundation was initially proposed in November 2008 by the Seoul Metropolitan Government in order to promote design industry and officially launched on March 2, 2009.
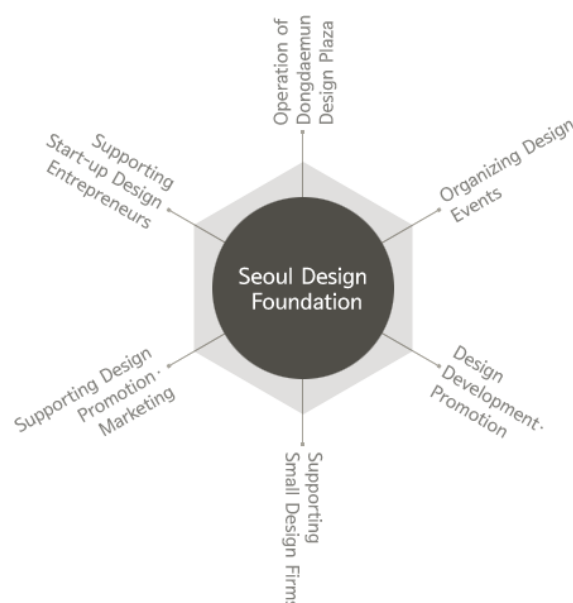
In 2015, the Seoul Design Foundation will implement various projects to promote Seoul's design industry and spread design culture with its monumental multipurpose complex Dongdaemun Design Plaza (DDP). **DDP aims to become the hub of global design.**

WHY DESIGN?

Seoul was named the "World Design Capital (WDC) 2010" by the International Council of Societies of Industrial Design (ICSID) in 2007.

They want to create a charming cultural city

Enhancement of Seoul's industrial competence thrugh design, Enhancement of Seoul as a global city with world-class streets, landscape, buildings

↓

A CLEAN AND ACTRACTIVE GLOBAL CITY. A WELCOMING, LIVABLE, WORKING CITY

↓

SEOUL A clean attractive Global City

The Cultivation of the Design Industry in Other Countries

- **Britain**: With the founding of the design promotion body "Design Council," it boosts the design industry by launching the "Creative Britain" project and naming Millennium products.

- **Germany**: It has risen as a leading design powerhouse by holding various global design awards including the Red Dot Design Award and the IF Design Awards and displaying winning works.

- **Japan**: It focuses on supporting design by designating Oct. 1 as "Design Day" since 1990 one of the world's top design powerhouses

- **China**: It has been creating a 'creative industry' complex in Shanghai since 2004 with the aim of assembling design companies in one place.
  It succeeded in attracting an outpost of the Georges Pompidou Center, which is scheduled to be completed in 2010.

- **Singapore**: It attracted Germany's Red Dot Museum, concentrating on the cultivation of design as a core industry.

Potential for Seoul's design industry and the expected effect of the cultivation of the design industry Seoul possesses powerful potential for design.

- rich design tradition and cultural heritage
- production of over 36,000 specialists in design annually
- basis for the industry in need of design, including world-class IT products
- concentration on the design industry, Self-sufficient cluster

Expected Effect of the Cultivation of the Design Industry

- increased added value by as much as 19 times of investment cost for technology development (1997, Britain's Design Council)

- increase in sales of new products by 84 times, overall sales by 20 times, doubling sales and export of better products (2005, Korea Institute of Design Promotion, "An Analysis of the Performance of the 2004 Innovative Design Technology Development Project")

- enhancement of the value of product brands enhancement of the value of the city as a brand

VISIONS AND STRATEGIES

Revitalizing Seoul's Design Industries
- Promoting business development to foster Seoul's design industries.
- Designing programs to support start-up entrepreneurs and create new jobs.
- Supporting to create and exhibit pioneering, designs.

Building a Global Networks
- Organizing international design events and shows.
- Cooperating with leading global design firms and attracting up-to-date exhibitions
- Taking global design leadership and initiatives.

Establishing Profit Generation System
- Generating profits through efficient and sustainable mechanism.
- Disseminating high quality information by producing periodic publications.
- Hosting international events

3.2 REQUIREMENTS

After an analysis of the Seoul Design Foundation, with its vision and strategies, and the people that partecipate in its activities we can affirm as yet a sequencial plan to cultivate young talents, to give them an international visibility through events, like competitions and exhibitions, and to offer business opportunities that doesn't exist. Moreover a complete support for young designers to create their ideas and to be in touch with other people with the same interests for possible collaborations or just to share ideas doesn't exist.
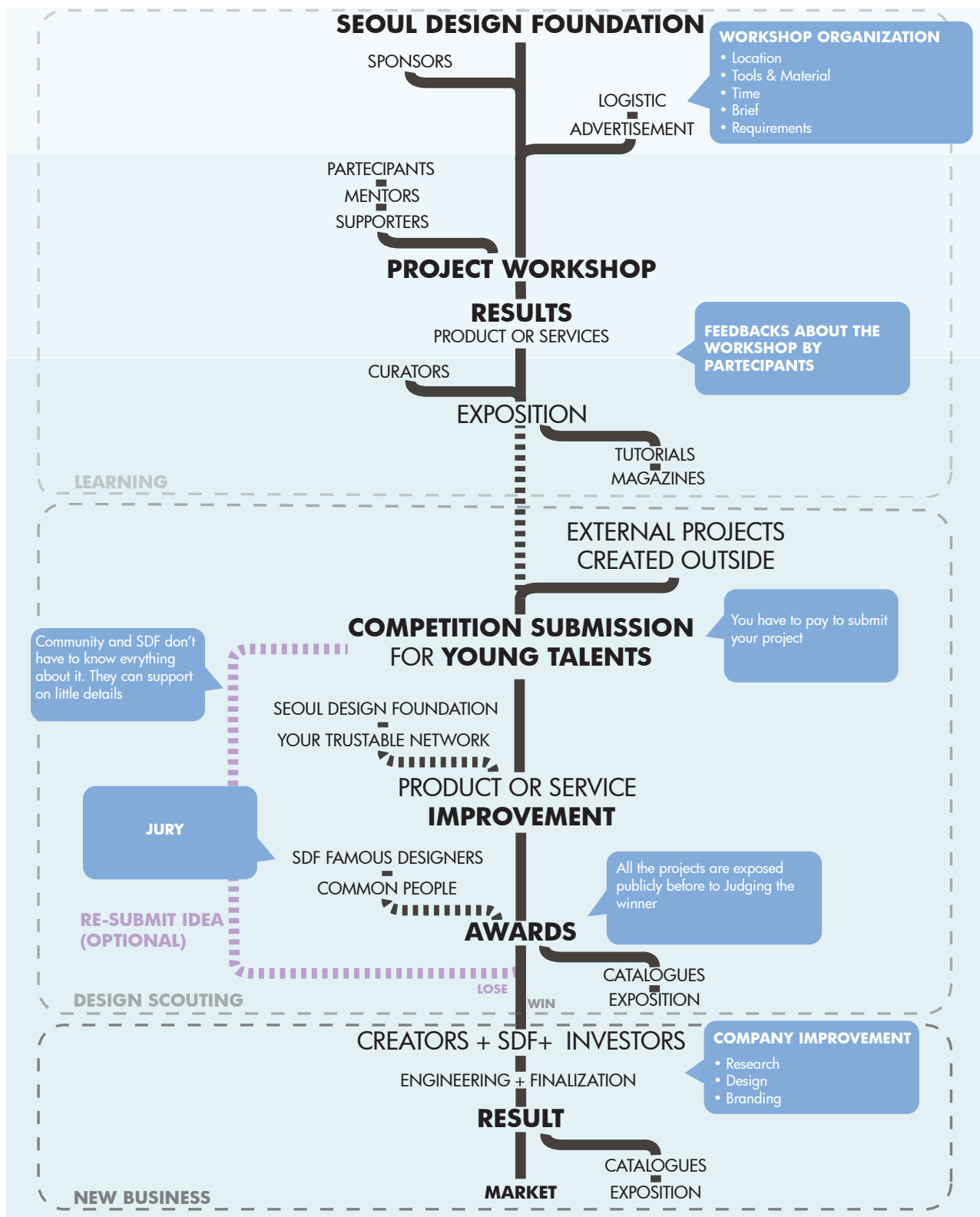There are even two more requirements that may be considered: the first developing a system to show outside what is being done inside the Seoul Design Foundation trying to intrigue ordinary people about design. The second to increase the brand image of the Seoul Design Foundation all around the world (at a global scale).

4. DEVELOPMENT
OF PROPOSALS

4.1 DIAGRAM

SEOUL DESIGN FOUNDATION

SPONSORS

LOGISTIC
ADVERTISEMENT

WORKSHOP ORGANIZATION
- Location
- Tools & Material
- Time
- Brief
- Requirements

PARTECIPANTS
MENTORS
SUPPORTERS

PROJECT WORKSHOP

RESULTS
PRODUCT OR SERVICES

FEEDBACKS ABOUT THE WORKSHOP BY PARTECIPANTS

CURATORS

EXPOSITION

TUTORIALS
MAGAZINES

LEARNING

EXTERNAL PROJECTS
CREATED OUTSIDE

COMPETITION SUBMISSION
FOR **YOUNG TALENTS**

You have to pay to submit your project

Community and SDF don't have to know evrything about it. They can support on little details

SEOUL DESIGN FOUNDATION
YOUR TRUSTABLE NETWORK

PRODUCT OR SERVICE
IMPROVEMENT

JURY

SDF FAMOUS DESIGNERS
COMMON PEOPLE

All the projects are exposed publicly before to Judging the winner

RE-SUBMIT IDEA (OPTIONAL)

AWARDS

LOSE   WIN

CATALOGUES
EXPOSITION

DESIGN SCOUTING

CREATORS + SDF+ INVESTORS

ENGINEERING + FINALIZATION

COMPANY IMPROVEMENT
- Research
- Design
- Branding

RESULT

NEW BUSINESS

MARKET

CATALOGUES
EXPOSITION

WORKSHOP TIME:

☐ Before

☐ During

☐ After

4.2 PROPOSAL

Designing is not like other subjects of education that you can learn by just reading books. It is a mixture of looking around, talking with people, analyzing which problems can be solved, understanding the users, producting ideas, sketching, prototyping and following a path of a continue reiteration to refine a concept until it is ready to become a successful product.
It is for this reason that our system, represented in the following diagram in the page, starts having the workshop as the first main node. The aim is to get designers together to learn and collaborate with each, other while working on actual design issues.

The first proposal is to solve the requirements about the organization of the Seoul Design Foundation's activities designing a system catering to each single system phase with structured different phases.

The diagram is divided in three areas namely before, during and after the workshop.

The part before the workshop mostly concerns the organizers of the workshop, where mainly is the Seoul Design Foundation, and the advertisement and the logistic part of it.

On the diagram, during the workshop, are rappresented the actors involved: mainly the partecipants, supported during the designing of their product or services by the mentors, physically present in the same space, and the supporters approachable on line.

The part after the workshop is catheterized by different parts:

The exposition of the product or services created from the attendees. The utility is to promote them and their creators and to spread culture.
The opportunity for Young Talents to partecipate to a competition getting the support of the SDF before the deadline.
The competition phase is to augment the visibility of the SDF and to open new business opportunities to the designers involved.

The diagram is even divided in other three phases that can be considered as innovation models to create something new.

- **Learning**: to find a topic and develop it
- **Design Scouting**: to find new ideas and new talents also involving common people.
- **New Business**: it is for business reasons. To support the competitions winners - but perhaps even somebody else that has an interesting project - to find economical and development support to refine the quality of the products.

All these three phases will be explained more thoroughly in the following paragraphs.

4.2.1 LEARNING PHASE
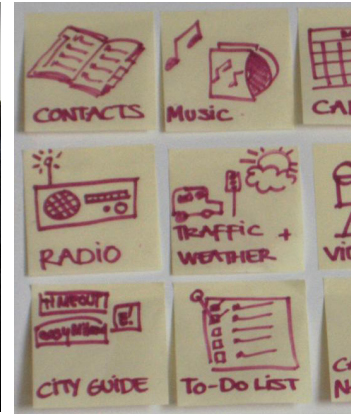
The first phase is learning by designing. The Seoul Design Foundation and even the people who are part of its network organize workshops around the world with the support of possible sponsors. The SDF does this obviously to spread design culture and to promote its activities. The interaction in our system lies in the possibility that a workshop can be even organized from common people that are members of the SDF network. Why this? It is for two reasons: first, the Seoul Design Foundatin aims to become the hub of design but it is located in South Korea and they can't directly manage all the workshops around the world, second, because today design pioneers request continuosly workshops to meet people with the same interests and to develop their ideas.

OBJECTIVES

A workshop has different objectives:

1 Culture
Propagate the culture learning by doing during the workshop by how to solve problems and to design a solution having limited time and by sharing ideas between the partecipants, the menthors and the supporters
Organizing exhibitions, events and awards
Publishing tutorial and catalogues
Creating new working networks for the attendees usefull to create new future collaborations

2 Visibility
It is done throught the advertisings of the workshops, expositions, tutorials, events.
Cooperating with leading global design firms and attracting up-to-date exhibitions

3 Possible profits
They may come from the partecipants of the workshops
From the sale of products or getting a percentuage from the profits of new start ups
From the attendees of exhibitions and exhibitions
From the sale of tutorials and catalogues

WORKSHOP ORGANIZATION

1 Location
It doesn't have to be necessary in the seat of the Seoul Design Foundation but it can be everywhere around the world according to the needs of the workshop and of the organizers.

2 Time
The duration of the workshop is variable according to the needs

3 Tools and materials
They can be provided by the organizers or/and can be brought from the partepants

4 Brief
It is the description of how the workshop is organized. The topic is that the field that the partecipants have to consider when they design their products/services.
It can be something to find out new ideas to solve specific needs or for business reasons.

The workshop has a specific Day Schedule composed by different steps:

Creation of the groups mixing the partecipants considering their skills
Presentation of the issues that the different groups have to face
Few reviews of the ongoing projects with the menthors and the organizers
Delivery of the projects and their presentation in front of everyone
Delivery of the sources or any material relevant to the creation of final projects to the organizers

ADVERTISEMENT

1 Direct Promoting by Seoul Design Foundation
Website, signs, brochures, social networks
Organizing events and expositions, awards
Selling tutorials and catalogues

2 Indirect promoting
Social networks, forums, magazines, blogs, sponsors

ACTORS

1 Partecipants
They are selected considering their working skills and the background from the organizers to keep the quality of the workshops and their results high. Different profils might be considered in order to have a complete analisy of the needs and designing of its solution.

2 Mentors
They are senior experts, physically in the same location with the attendees, with a good working experience and with good communication skills selected from the organizers to support the partecipants to create their products/services during the workshop.

3 Supporters
They are the tipical figures that answer in the forums, driven by the spirit of helping others and to solve problems of the attendees, which they can contact remotely to get a support.

EXPOSITION

This phase of Design Scouting starts with the exposition of the products and services to give credit to the parte-cipants for the results created during the workshop and to the Seoul Design Foundation, as main organizer of it.
Considering that every workshop has a limitated time, all the outputs and their sources delivered at the end of it are revised by the curators of the SDF before to be published.
The publication uses different channels and has also different aims:

• It can be located in a specif area set up inside the SDF, around the world, or digital on the SDF website. All the passionate followers of the workshop outputs are informed of the last creations with notifications by e-mail, SDF widgets, and social networks.

• All the material, such as sketches, notes and sources, delivered with the outputs by the partecipants to the organizers at the end of any workshop is useful to create tutorials. After an accurare revision by the SDF curators they are accessible in physical and digital magazines like "Make: technology on you time".
All this has cultural reasons but also to promote these workshops.

4.2.2 DESIGN SCOUTING

Considering that the Seoul Design Foundation is committed to promoting creativity above all, cultivating young designers and supporting talents to business opportunities organizing events and competitions, in the diagram illustrated there is a section called Design Scouting. The meaning of this name was created during this process and especially at the end the products that partecipate are showed to the rest of the world giving the opportunity to the Seoul Design Foundation but even to the others in this field that may be interested to discover interesting products and young talents in which to invest.
The competition is accessible to young talents coming from the workshops organized by the SDF but even from outside paying a registration fee. This fee is mainly for two reasons: to restrict the competition only to high quality of products and because from the end of the submission until the beginning of real competition, after a specific period of time, the young designers can get a support by the Seoul Design Foundation to improve and refine their concepts using their laborotories and a specialized equipment.
During this improving time, through the use of the products or services that will be involved in the competition, young designers can get in touch with other people of the SDF network with specific skills that can support and collaborate with them to develop their ideas.
In the competition phase - to furter involve common people - the visitors of the exihibitions, but even those accessing from the internet, can express their opinion about the project shwcased giving their vote.
Obviously the most important recognition comes from a jury of known famous designers and experts in this field selected on purpose.
At the end of the competition, to sponsor the designers that have partecipated but also the Seoul Design Foundation as main promoter and organizer, catalogues are published and other exhibitions are organised in different locations around the world.

4.2.3 NEW BUSINESS PHASE

The New Business part in the diagram is focused on the programs of the Seoul Design Foundation to support start-up entrapreneurs and create jobs.
Young designers get the support of the SDF and some investors may intervene to finalize their products through an accurate process of research and adjustment to make them ready to be set on the market.

5. CONCEPTUAL DESIGN

5.1 MAP VALUES

Feel

adaptable
informative
exciting
engaging
culture
re-descovery
innovative
efficiency
functional

Sense

surprise
aesthetic design
confortable

Relate

socialization
user partecipation
community

Think

creativity
personalization

Act

learning
to meet people
Support
sharing

To create a complete cultural design experience for the our users has been created a map of values. These values have rappresented with a different size according to their importance and they have been grouped in a map considering also the '**strategic experience modules**' (SEMs).

Values as **support, creativity, culture, re-descovery, user partecipation, informative** the designing of the our experience platform.

5.2 CONCEPT IDEA

Starting from the Map of the Values the idea is to create a social network composed by people like creative, makers and designers that meet each other on a digital platform for a design driven cultural experience promoted by the Seoul Design Foundation.

This platform is called "**SupportMe**" and it helps your idea to become reality. Whatever it is, you can get the support of the community.
Here, every user can post his idea about projects or activities, like workshops, conferences and exhibitions, requiring the support of other members.
This support starts when somebody else finds your idea so interesting that decides to contact you. It could be to offer you the opportunity of a working collaboration, to give you some suggestions, to put you in touch with others outside this system, to partecipate or just to tell you that he likes it.
Think! You are a designer and you have an amazing idea for a new application for smarthphones but you don't know anything about programming to develop it, what do you do? Here, using this platform, you can share your idea with the community requesting the support of a programmer.
Maybe you are passionate about photography interested in how to develop films and you would like to partecipate in a workshop but you can't find anything like that. What do you do? Here you can propose a workshop to the community to find other people, with the same interest, experts who could teach and a laborotory with all the necessary tools.
Even more activities like workshops, events and exhibitions, if there is a fair number of participants, might be supported economically by the Seoul Design Foundation.

Obviously any proposal with request has to be interesting enough to attract the attention. To promote your idea properly there is a specific format to follow, requiring the upload of a video and rounding a complete description. A video makes project ideas infinitely more compelling and you don't have to be a video expert to make a good one. Simply talk about your project.
To ensure that the patform offers always fresh and interesting ideas and is not full of old ones, all the proposals posted by the users stay online for a specific time defined by the user. During this time the post creator can modify it making it much more interesting adding images, sketches, notes and examples and the community can "Like it" augmenting its visibility on the network. At the end, when the time is expired, if you still need a support but you have collected enough appreciations from the community don't worry! You have been just unlucky and you might consider to re-submit it.
This platform offers even a cultural experience based on the profile of the user: according to his interests, skills and geographical position the system suggests you activities where you would like to partecipate.
This platform is available as a website and as a mobile application. According to the characteristics of the system running and to the context of use, it has few different features. For example the mobile application, running on a smartphone having GPS, is able to obtain the position of the user and to notify and invite him to activities around.

5.3 DESIGN OBJECTIVES

To create a full complete cultural design experience for the our users we have to consider the different context of use, from when a user is comfortable sit in fron his computer to when he is stand in a public space with his smartphone.
Designing for multiple devices involves much more that simply resizing content to display on different screens. Every device does something different. Each device is better at doing certain things, and worse at doing others. So, not all features make sense on all devices. Mobile users want different things from your product than desktop users. As an example, consider a website about movies currently in theatre. On the desktop, users want an immersive experience including trailers and production details. On mobile, they focus on movie listings, nearest theatres, and showtimes.
To maximize the user experience in the our platform website and mobile application have few different features.
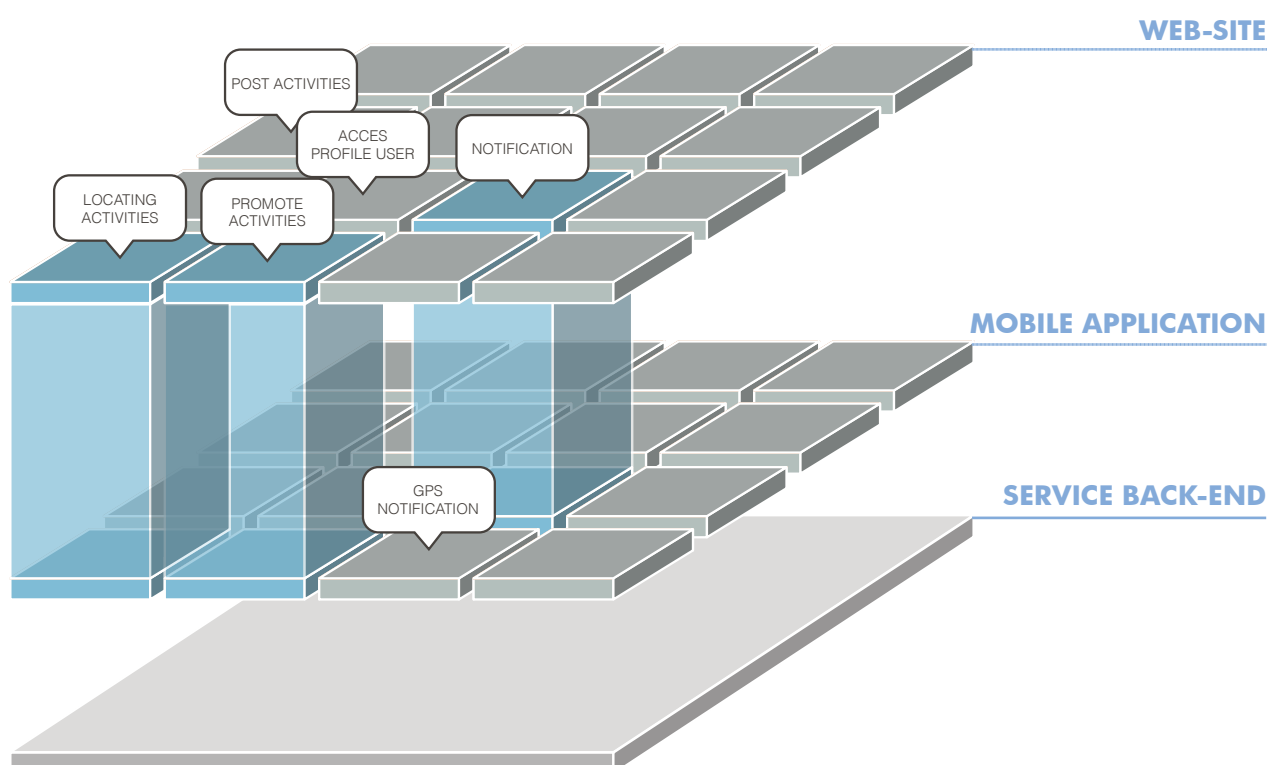
MOBILE APPLICATION

The Mobile Application aggregates different functionalities in a seamless way, allowing the user to discover activities that occur around a specific location, according to transport and time to reach them, and to receive personal notifications.

WEB-SITE

In the Web-Site is possible to identify four main functions:

Post Activities - it allows the user to post his idea of activity with a preset format to make them attracting and to "shout" the needs of the user to receive a support from the community for developing it.

Activity Searching - It is possible to search acti-

vities according to the main categories (projects, workshops, conferences and expositions) and to use a tool of filters to make the reasearch more specific.

Promoting Activities - Any user can promote an idea even outside the platform using social networks (Facebook, Linkedin, Twitter, etc.) and other channels. User Profile - It is possible to look at users' profile to see over the personal data, his skills, interests and his partecipation inside the platform.

Personal Notification - Any user can be notified about an interesting activities that match his profile and to receive messages from other users.

BACK-END

Here are stored activities and users' profile

5.4 USER PROFILES

Mark - Design Student

I'm here in Milan, the capital of design, just for a couple of days and I would like to see something interesting like a design exposition and meet people with the same interests.

Attitude and Motivations
He is a very energic with a great desire to learn. He came to Milan from Korea just for holiday

Technology Profiency
He has a Mac and an iPhone

Resources
He, as a student, doesn't have a lot of money

Personal Context
He doesn't know anyone in Milan

KEY NEEDS
I would like to discover interesting expositions and meet italian designers in order to learn something new.

Peter - Interaction Mobile Designer

I have a great idea for a mobile application and I need the support of a talented programmer to develop it

Attitude and Motivations
He has always been passionated about interaction design and since smartphones have become so powerful he always come out with new attractive ideas

Technology Proficiency
He has all the latest devices: computer, smartphone and tablet

Resources
He doesn't have a budget and he has to give priority to his job during the week

Personal Context
He works in a design company

KEY NEEDS
I try to learn everything by myself buying books or studying tutorials on internet but it is not so easy.
I often need specific tools and unfortunately I can't buy them because they are expensive

Anthony - Electronic Engineer

I like to work with circuits, sensors and other stuff. My apartment is full of hand made things. It could be interesting for me to work on a cool project where I can use my talent to create something new

Attitude and Motivations
He is really appassionated about his job. His apartment is full of prototypes and experiments.

Technology Proficiency
He has a personal computer and a smartphone

Resources
He doesn't have a budget to invest on his ideas

Personal Context
He works alone

KEY NEEDS
I would like to meet people with cool ideas that need the support of a motivated electronic engineer

6. PHYSICAL DESIGN

6.1 SERVICE EXPERIENCE

a compelling experience evolves through a cycle that evolves around three main phases: ATTRACTION (it calls to you), ENGAGEMENT (you forget the time) and EXTENSION (you want to relieve it).
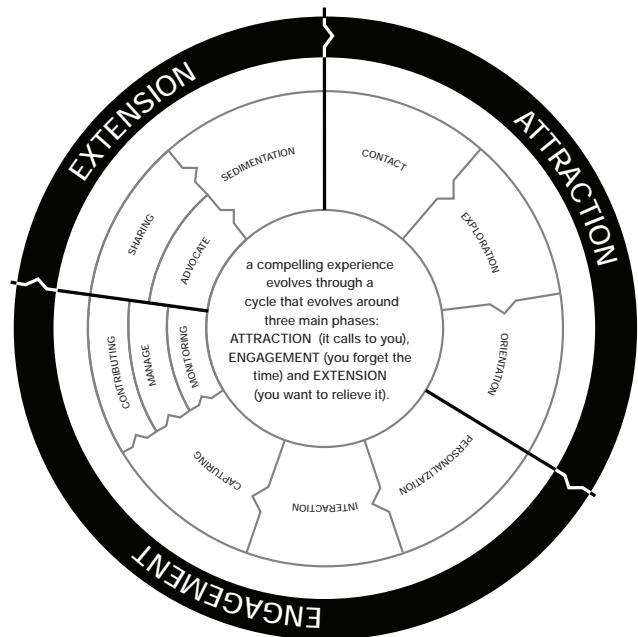
Defining the user experience cycle

EXPLORATION
INTERACTION
PERSONALIZATION
CONTRIBUTING
MANAGE
MONITORING
SHARING
ADVOCATE
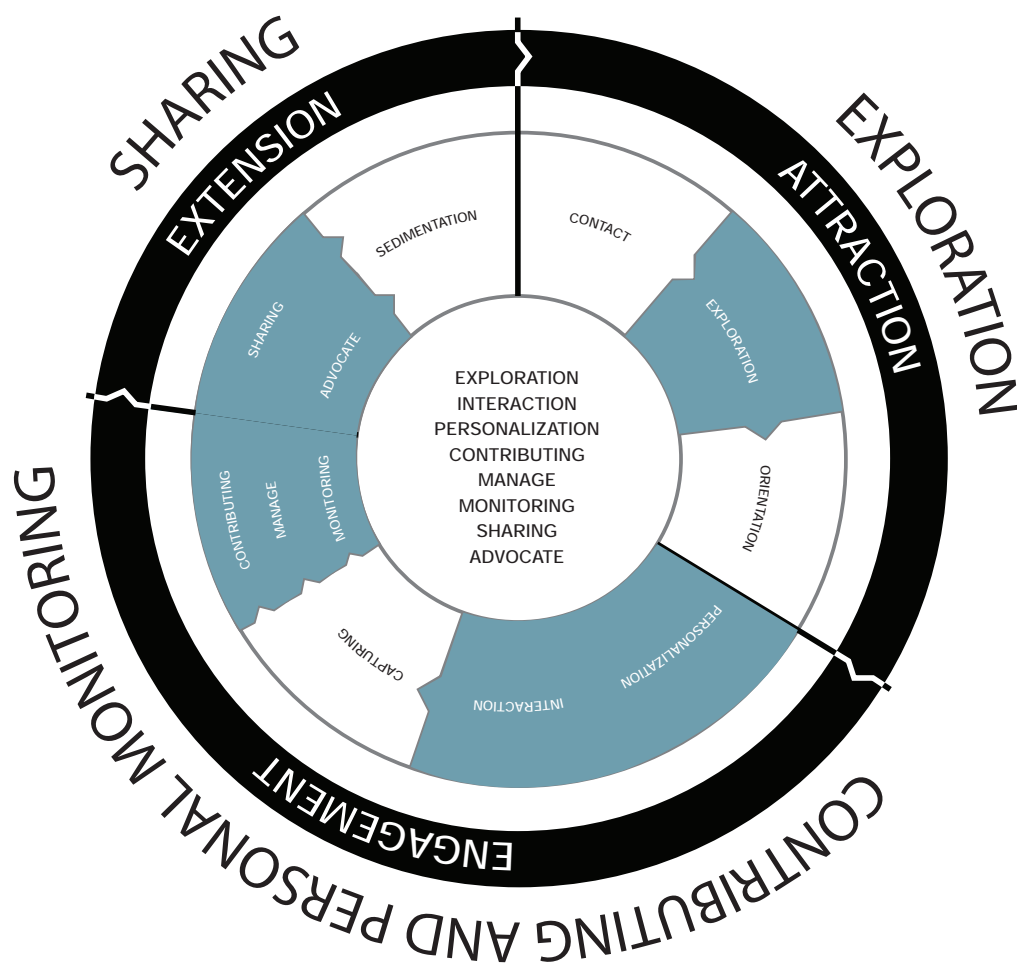
6.2 WEBSITE INTERFACE

HOME

- The user can discover always new fresh ideas showed in boxes. These boxes have three different sizes according to their appreciation inside the social network by the community.
- The user can select them considering the category rappresented by the color of the rectangle that over-lays the images and using a filter on the right side.
- Going up with the mouse on one of the images the user can get more informations about the content.

1 - Access Panel
It allows you to sign up or to subscribe

2 - Search Bar - It allows you to search for a proposed idea or a person

3 - Filter Panel - The activities can be filtered by selecting the check-boxes

4 - Submit Idea - Clicking on it the user can post his idea if he is signed up appears to log in.

5 - Dashboard - In this space are showed the activities posted on this platform. Any activity-box can have three different sizes according to how much they have been appreciated by the community. Any box is highlight by a colored rectangle that rappresents in which category that post is collocated and the title of it.
The effect with which they appear on the screen is through a tween animation like that one in the Ted's website (www.ted.com). It is possible to watch all of them by scrolling the page.

6 - Features - All the activities suggested by Seoul Design Foundation

7 - Foot - It contains buttons to access to extra informations and to download the mobile applications.

" We support you
to develop
your ideas "

thursday
NOV.14

Riveting activities promoted by people around the world

Submit idea

Activity ▼ Search ▶ Advanced

Filter by:

- ■ Expiring
- ☐ Newest release
- ☐ Date
- ☐ Most viewed
- ☐ Most liked

Categories:

- ■ Projects (20)
- ■ Workshops (6)
- ☐ Conferences (5)
- ■ Exhibitions (3)
- ☐ People (110)

TikTok Multi-Touch
Watch Kits

SHOT WITH CINESKATES

CineSkates Camera
Sliders

Online 'making' apps

Stupid Shivering
Robot

Giovi Lamp

A.R.

Opera Looper

Shivering robot
by Tamer Aslan

What is it about
The new Giovi lamp will be used to show real-time the
current sunshine of a city. If, for example, the sun is in
its highest position in Milano, the light's brightness is
at its maximum and its temperature is closest to white.
As the sun goes down, the light dims and has a lower
temperature/warmer color...

⏱ 3 Days left

💬 5   👍 41   I Like it

🔧 workshop   📍 Milan, Italy   👥 4 Members 3 Missing   💰 $ 11,232 Pledged of $ 30,000   Contribute

Nightme

Ivy Bicycle
Cable Lock

WORLD DESIGN CAPITAL SEOUL 2010

WDC Seoul 2010

Arbour Light

Design Jams

INTERACTION
Interaction Design
Workshop

LandPrint

More items   Infinite scroll

2011 DESIGN TREND FESTIVAL

SEOUL i DESIGN

SEOUL INTERNATIONAL DESIGN COMPETITION

Domus · Fabrica
New Evolution Design Seminar

reddot design
design concept 201

Moving the mouse up to any activity-box a pop-up emerges showing more informations about the content.
Here the user can also "Like" the idea and Contribute to it.

MONITORING

- The user can monitor all the proposed ideas through this interface. Any idea is showed in a post composed by the image, description, informations on the foot and a box, on the right side, that contains informations about its status (appreciation, comments and contribution status)
- Closing a post a panel will emerges giving the oppotunity to the user to skip it just for this time or to set it as last in the order.

CONTRIBUTING AND SHARING

- To make the idea proposed attractive the user has to upload a video at the KickStarter.com style where he shortly introduces himself, describes his idea and the support that he needs to develop it. Morover the user has to add informations to make easier for the viewer to understand it.
- Under the video there are options for the viewer to share this idea outside the platform through other various channels.
- In all the pages, when the user is signed up, if he receives a notification he can see an "allert tong" on the right side attached to the scrollbar.

Intensity of storm

Likelihood of precipitation

Past　　　Now　　　Future

2) A stunning and beautiful high-resolution weather radar display.

One of our biggest beefs with existing weather radar animations (those found in iOS apps, online, and on the news) is that they're clunky, jerky and hard to follow. Doppler radar stations only take new images every five to ten minutes, so instead of a smooth animation you're presented with a slideshow of a handful of still images. This makes it hard to get a sense of where the storms are coming from and where they're headed.

Using the same techniques we've developed for predicting rain, we can show you what the storm looks like in between the individual radar snapshots. We replace the jerky slideshow with a beautifully smooth interactive animation. And it's not just pretty... it's easier for your brain to process and understand a smoothly flowing video than a series of images that jump from point to point. Check out the video above for a comparison!

Dark Sky also lets you explore hours of past radar data. Why do most weather animations only show you a handful of the latest radar images? We don't know, but it sure is frustrating! With Dark Sky you can drag the storms back and forth through time, exploring hours of data at a stretch. Or drag it into the future, to see what the storms will look like over the next 60 minutes.

SUPPORT US

We need an iPhone - Android Developer and a Systems Engineer

We have a working prototype, but now it's time to turn it into an actual app that others can use and enjoy! This involves two main components:

To develop the app we need one an iPhone and Android Developer and a Systems Engineer that takes care of the latform that handles an entire nation's worth of data
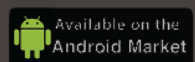
TEAM

Ask a question

supportme
powered by 서울디자인재단
Seoul Design Foundation

About Us
FAQ
Our Process
Our Community

Blog
Contact Us
Support/Feedback
Terms & Conditions

Download Our New App!
Available on the App Store
Available on the Android Market

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1 - Video
It is the video uploaded by the user to tell to the website visitors about his idea, with a short introduction of himself at the beginning

2 - Advertise Bar - The user can spread the idea proposed on a social network or an other channel clicking on the specific icon

3 - Description - Here there are all the usefull information about the idea proposed.

**4 - Support Me** - Here are written the needs of the post-writer to develop his idea

5 - Team Group - Here you can see who is currently a group is formed and the number of missing person

6 - SupportMe Button - Cliccking here the viewer can read the needs of the user at the end of the page (n.4)

7 - Notifications Bar - This bar appears when the user receives a notification. It can be in any section of the website and it is attached to the scrollbar, always visible in the mid-height screen.

8 - Idea Poster Panel - Here are writen informations about the poster profile and how to contact him.

## 6.3 MOBILE APPLICATION INTERFACES
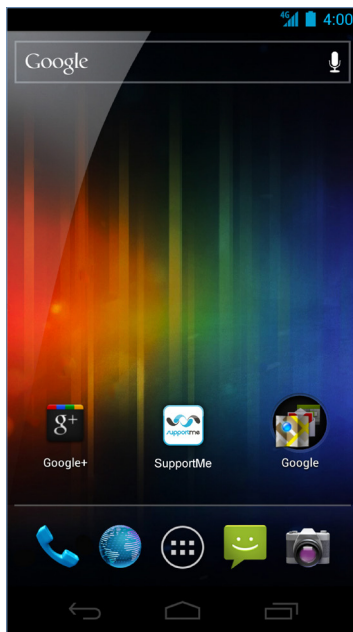
Press

Application icon launcher and first screen.
The user activate the application pressing on the button showed on the screen of the smartphone

MONITORING AND PERSONALIZATION

- The user is notified about activities that might interest him considering his profile (interests and skills) and his location.

ACTIVITIES PROPOSED
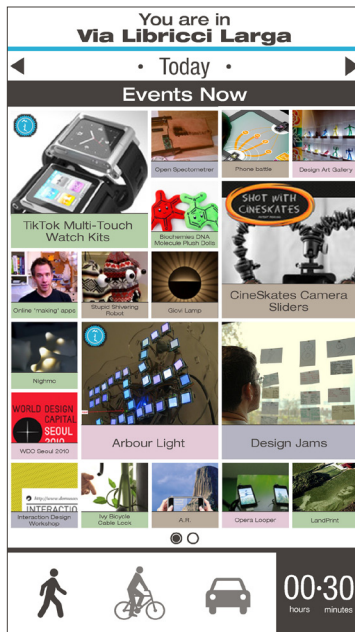
1 - Location
Here is written the user location

2 - Time Bar - Flickering the interface horizontally the user can change the day

3 - Dashboard - Here are collected all the activities according to transport and time chosen by the user in the bar below. He can watch them touching the interface and dragging it vertically.

4 - Change Interface - Scrolling horizontally all the interface the user can pass from activities preview view to activities location view.
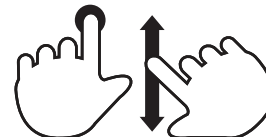
5 - Transport Bar - It is to choose the transport

6 - Time - To change the maximum time to reach a place

Flick

Press and drag

Press

1 - Activity Position
Location where the activity is carried out is displayed on a map

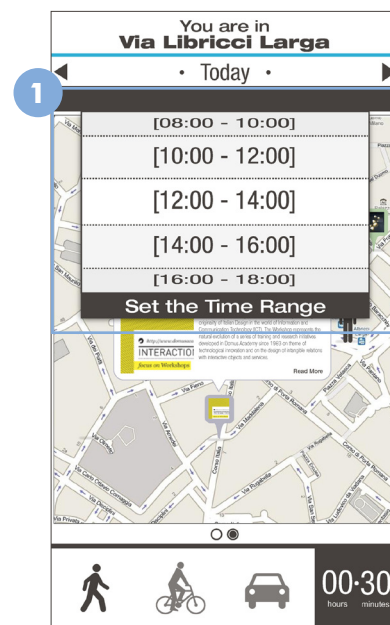## 2 - User Location - The position of where the user is.

3 - Transport Bar - The user can display activities on the map according to a maximum range of time and transport. For example, as showed in the interface, changing from walking to by car the time has a smaller value.

1 - Activity Preview - The user to get a little preview of the activity has to press on the icon-flag
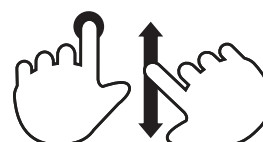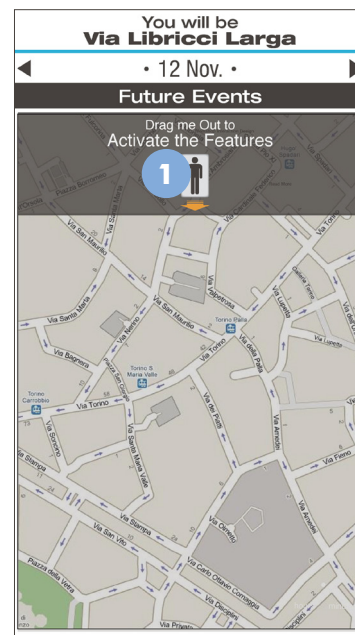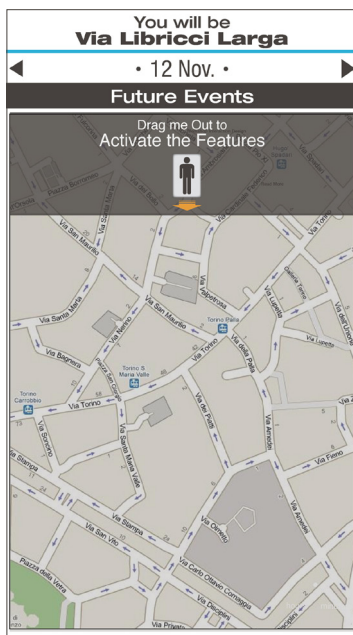
Press

1 - Time Range Panel - Pressing on the brown bar a scrollable pannel will appear.
The user can change the range of time touching the values written and dragging them to the center of the panel.
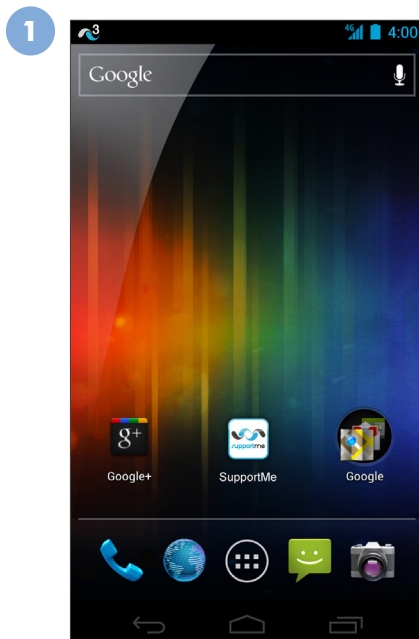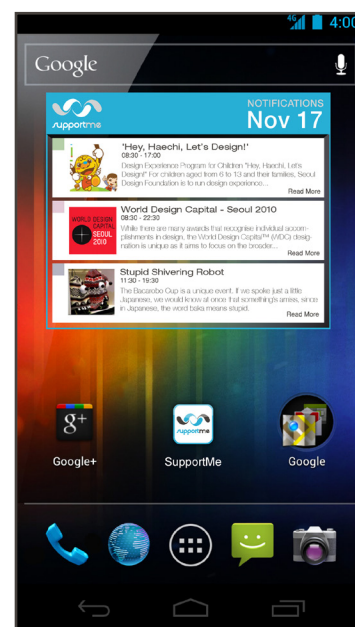
Press

Press and drag

1 - Setting User Position - The user, to see the events around a specific location and time to press on the "little man" and drag him on the map.

Press and drag

1 - Notifications - The user can be notified of activities that match his profile and his location. The icon that shows the number of messages is on the top-left corner of the screen.

1 - Notifications Widget - The user is even notified about daily proposed activities that match his profile through a widget. This gives a little preview of the content and if the user wants to know more about one of them has just to click on it.

7. CONCLUSION

CONCLUSION

The Design Cultural Experince developed is not just for the Seoul Design Foundation but it is a format adaptable to other design organizations with the aim to spreading design culture. It is an innovative new way to support young designers to create new ideas, to collaborate with other people and with many events to get visibility in this field and to open business opportunities.

SupportMe is an innovative new way to elevate the design industry by channeling the energy of designers towards a common goal and amplifying their contribution through social collaborations in a creative environment.

8. REFERENCES

5.1 BOOKS

- Preece, Jennifer J., Rogers, Yvonne and Sharp, Helen (2002): Interaction Design: Beyond Human-Computer Interaction. John Wiley and Sons.
- Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers - Author: Bernd Schmitt

5.2 WEB LINK

- www.kickstarter.com
- www.ted.com
- www.quirky.com
- www.meetup.com
- www.pecha-kucha.org
- startupweekend.org/about
- www.kluster.com
- gidsy.com
- www.notcot.com
- www.bloomberg.com/company
- paper.li

5.3 ARTICLES & REPORTS

- uxmag.com

THANKS

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