13.1 Accumulating Value

Chapter 9

Design of Interactive Devices
CS 5984

Steve Harrison
13.1 Digital Ground: Accumulating Value

- Why does all this matter?
- Values are:
  - intrinsic
  - extrinsic
- Values come in many flavors:
  - economic
  - aesthetic
  - moral
  - spiritual

place, embodiment
13.1 Digital Ground: Accumulating Value

- New representations of value:
  - natural capital
  - sustainability
  - appropriate design
“... value deliberations literally take place. Each commodity has its market; each art has its stage; and each morality has its church.” -- page 194
What is the value of:

- finding a parking place?
  - having fun parking your car?
- tangibly embodying information?
  - dropping a card onto a printer?
- knowing it is raining outside of Torgersen Hall?
- trying to figure out a story you pass by everyday?
Planning Ahead

- for Wednesday: on-line reading about design
- due Friday: business plan sketch problem
- look at DUX conference paper requirements
- are you keeping up with your design journals?
Sketch Problem 7

- 2 pages
- first 4 years
- guesstimate
- first iteration
  - second iteration due with final report
Sketch Problem 7

- how you plan to make money?
- size of potential market (growing or shrinking?)
- how much it will cost to run your business each year? (3 x number of employees)
- What do these people do?
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