**Team X**

Start time:  1:45  
End Time:   1:55

**PROJECT:**  **Tangible Data**  
*Design and develop a binding of object and information to create a unit of data that can be used in different situations.*

Design Development Feedback:  
*It looks like much thought has been given to the system issues in the design since the Concept presentation. Much seems resolved, but there are still issues. (See “Overall”)*

**PRESENTATION FEEDBACK:**

Structure:  
*Started with simulated demo, followed by slide-supported presentation.*

Visual Material:  
*Slides were clear and easy to follow. Slides included a system diagram; although if presented stand-alone it would have needed an explicit human figure to show it functioning, the presenter stood in for a graphic. Nicely thought-out graphic conventions. Use of photomontages helped make idea clear.*

Presenters:  
*The quality of presentation varied but all presenters were well-rehearsed. The tricky demo intro was especially smooth showing good planning and care about the audience.*

Overall:  
*Both content and presentation is much-improved over concept presentation.*

*The idea seems to be more thought-out. There are some ambiguous situations that need careful attention. You showed a ball as the form-factor but said that it would probably be a card. This makes more sense, but consider the semantics and possible user confusion with credit and ID cards. Some other forms might be money-like (coin or bill) or notebook like with pages that could be slipped in or out. Please spend more design cycles on this part of the project. It is the part where the issues that McCullough is talking about are most visible, that you have the most influence over, and that will probably become the project’s icon.*
Team Y
Start time: 2:07
End Time: 2:12

PROJECT: Parking System
Make finding a parking space at VT a joy. (If not joyful, then at least not painful.)
Possible implementation elements: RFID to tag cars in lot, info website, OLED display (in car and/or hand-held), car radio display.

Design Development Feedback:
It looks on-track.

PRESENTATION FEEDBACK:

Structure:
Uses news broadcast conceit. Video was very effective (maybe, even too convincing).

Visual Material:
Video

Presenters:
Scripted and edited into a great presentation.

Overall:
This was truly a great presentation.

I would advise the team take a few minutes to watch the video. It is so convincing that you may have signed-up for more than you can deliver.
Team Z
Start time: 1:31
End Time: 1:40

PROJECT: Work of Art About the World Outside of Torgersen Study Area
Create a display of weather, bus arrivals/departures, student movement through the space, social currency, etc. The representation will be a city-scene that gets constructed in response to inputs.

Design Development Feedback:
Definitely doing the sort of explorations that this kind of project needs. The design has come to the idea of a changing urban scene. Its internal logic is not yet resolved, but is getting there.

PRESENTATION FEEDBACK:

Structure:
Presentation.

Visual Material:
Slides with drawings supporting standard presentation.

Presenters:
Appeared well rehearsed.

Overall:
Not as convincing a presentation as Concept presentation.

The image of the city needs to have some qualities that speaks to the Torgersen audience beyond the relevance of the data buried in it. This might be an overlay narrative (or multiple narratives) that play out. They might play out over the course of days (e.g. each day something changes, characters have some unfolding dialog, etc.) At a faster time scale:
- Crowds might appear when sensors determine that Torg is empty and leave as others arrive.
- The view of the city might be from a room with a bookshelf. The names of the books could change depending on classes that are in progress.