General Comments

First, I want to say, “Great Job!” to each team. I hope that everyone got something from the class. There are some team-specific comments following this, so please read them to understand how I reacted to your work.

PRESENTATION 4 POINTS
All presenters listened to my imperative that the form of the presentation reinforce the main message of the project. More rehearsal of set-up and take down would have helped; next time I teach this class, I will explicitly grade on that aspect of performance.

PROJECT
  APPROPRIATNESS 6
  INTERACTIVITY 6
  ROBUSTNESS 6
  INTEGRATION 6

The projects certainly improved immensely from concept to final presentation. No project reached a profound level of robustness.

Each of the projects has elements that may be worth protecting with patents which a great testament to the innovation each team found.

REPORT 15 POINTS
The reports did not rise to the level of accomplishment or care that marked the projects they reported. All miss some the big ideas that drive the project and have very poor bibliographies. In fact, no one bothered referencing either Digital Ground or articles from the Idea of Design – how did that happen? All need more images too convey the excitement of the ideas.

In spite of my disappointment with the papers, I believe all three can be reworked into fine submissions to DUX 2005 that stand good chances of being accepted. (Especially with more explanation of context.)
Team X
Start time: 1:47
End Time: 2:00

PROJECT: “EmboData” Tangible Data
Design and develop a binding of object and information to create a unit of data that can be used in different situations. “Just keep and see”

PRESENTATION 3 (of 4 POINTS)
FEEDBACK:
Delay due to poor rehearsal and overheating.

Structure:
Skit to set up problem; integrated use of prototype to deliver presentation; augmented with second PPT slide set.

Visual Materials:
Good powerpoint slides. Appropriate to sales-pitch theme of presentation.

Overall:
Presentation well-rehearsed, but set-up and take down, not. Delay intruded upon understanding and enjoying presentation.

PROJECT
  APPROPRIATNESS 5 (of 6 POINTS)
  INTERACTIVITY 6 (of 6 POINTS)
  ROBUSTNESS 4.5 (of 6 POINTS)
  INTEGRATION 6 (of 6 POINTS)
This project started in rocky fashion not really understanding the context of it chosen site, McBryde, but definitely got traction moving from conceptual design to realization. Therefore, the team set for itself the hardest path to take and rose to the occasion.

The form-factor of “take-your-pick” document does not fully address how users/customers first come to understand the function of the system although it does give them personal semantics and accommodation to daily practicalities. This is reflected in a lowered appropriateness score.

Alas, the demo showed the shakiness of the prototype, although the underlying software performed admirably.

REPORT 13 (of 15 POINTS)
This is well-written but short-changes some of the big ideas such as the form-factor options, the system implications, and the redefinition of documents as active agents of their own presentation. This last idea is very important.

Rework Needed for DUX Submission:
- emphasize these points:
  o documents as active agents of their own presentation
  o semantics of form-factor options
  o semantics of action with respect to objects in environment
- illustrate with many more images!
- Figure out how to better integrate process of design reporting with emphasized points
Team Y
Start time: 1:29
End Time: 1:44

PROJECT: "pPing" 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.

PRESENTATION 3.9 (of 4 POINTS)
FEEDBACK:

Structure:
Video intro ad, demo, and PPT. All very clear and exciting.

Visual Materials:
Good powerpoint slides. Appropriate to sales-pitch theme of presentation.

Overall:
Well-rehearsed, but a bit nervous. Very clear. It really made me want this system.

PROJECT
- APPROPRIATNESS 5.5 (of 6 POINTS)
- INTERACTIVITY 5.5 (of 6 POINTS)
- ROBUSTNESS 5 (of 6 POINTS)
- INTEGRATION 6 (of 6 POINTS)

Wow. It works! I want it!

REPORT 13 (of 15 POINTS)
What format is it in? (It is not in any DUX format or CHI format that I recognize.)

Rework Needed for DUX Submission:
- emphasize these points:
  o opportunities afforded by deployment of system (the “investor” sales-pitch)
  o care given to the PDA display w.r.t. limiting driver distraction at the same time as providing enjoyable experience
- cut the process description down to just a couple of paragraphs
- References should be more than bullet-points.
- More illustrations, particularly of scenario of use (Use presentation as source material?)
Team Z
Start time: 2:01
End Time: 2:16

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. Form of representation changes over time. Inexplicable aspects engage viewers in speculation; process encourages socializing engagement in area.

PRESENTATION 4 (of 4 POINTS)
FEEDBACK:
Structure:
Video intro ad, demo, and PPT. All very clear and exciting.

Visual Materials:
Video of folks gathering around display really captures the triangulation function.

Overall:
Well-rehearsed. Very clear.

PROJECT
APPROPRIATNESS 6 (of 6 POINTS)
INTERACTIVITY 5.3 (of 6 POINTS)
ROBUSTNESS 5.8 (of 6 POINTS)
INTEGRATION 6 (of 6 POINTS)
This is really great. It could use more unexplained variations, of course.

REPORT 12 (of 15 POINTS)
It is not well-written. It is redundant and not well-organized.

Rework Needed for DUX Submission:
- Describe Torgersen in more detail (pictures of uses, please!)
- Emphasize these points:
  o this is a description of design process
  o innovation is the mix of “triangulation” and ambient display.
    ▪ triangulation focused on specific situation in the Torgersen environment: people passing-by.
    ▪ Ambient info to those sitting and studying
  o How design evolved.
- Show process through problem/needs/audience finding, ideation, realization.
- References should be more than bullet-points. Need more, do properly.