PROJECT 1: URBAN COMPUTING

Time to put your new design and prototyping skills to work! Your goal is to create an interactive technology for the Boston Prudential mall environment using Adobe Flash. Having just lived through the holiday season, you may be well aware of the pains of shopping. This is your chance to make the world a better place, one mall at a time.

P1 takes place in multiple stages. This handout describes the first stage.

Part One: Needfinding

We'll be taking a class field trip to the Shops at Prudential Center tomorrow (Jan. 6). Meet at the Kendall T station inbound at the beginning of class time (3pm).

Bring your new sketchbooks with you. Observe and sketch *breakdowns* people have in the mall experience. Also jot down thoughts, ideas, and potential designs for later review. If you can, bring a digital camera and take photos too. Tomorrow night, brainstorm five design ideas based on what you experienced and bring them to class the next day.

Observe! You've been to malls before, but I want you to step back and watch what's going on. Go places you wouldn't go otherwise (Men: Bed Bath and Body Works? Women: ESPNZone?) Watch people using the elevators, the food court, the doors, the waiting lines, the mall maps. Stand in lines. Pay attention to the employees as well as the customers. I highly recommend that you hang around for the 5pm rush as people leave work.

Deliverables: (due January 7th in class)
- Sketches, photos, and in-progress design ideas captured while at the Prudential Center, in the sketchbook.
- Sketches and short descriptions of five novel design ideas based on breakdowns seen and ideas generated during your trip.