opportunity finding
observation
seeing vs. observing

missing the details

“vuja de” - actually seeing something for the first time even though you witnessed it many times before

1. how many legs does a lobster have (not claws)
2. what letters correspond to the “3” on telephones
3. what color light is on the top of the street light?
4. which is the correct penny design?

nickerson and adams, 1979
seeing vs. observing
missing the big picture

inattentional/perceptual blindness
the brain is designed to filter out what it thinks is the
unnecessary information for the task at hand

TED, apollo robbins:
the art of misdirection

“did you see that?!”
seeing vs. observing

pay attention to details and the big picture or you might miss things
opportunity finding
need finding, problem finding

sometimes problems/needs are obvious
opportunity finding
portable braille label maker

“if i had asked my customers what they wanted, they’d have said a faster horse” - Henry Ford
opportunity finding
portable braille label maker
opportunity finding

6 Dot (www.braillelabeler.net)

Feel the Future
opportunity finding
latent needs

“give the world something it didn’t know it was missing.” - Paola Antonelli

creating new markets, platforms
opportunity finding
bad design = opportunity
The Palm Beach County ballot was resplendent with usability issues: the layout of two pages with punch holes in between was unfamiliar; text in the left column was left-aligned while text in the right column was right-aligned; the right column, lower that the left, appeared to be subordinate and thus had a minimal relationship to the punch holes; the word "Democratic was aligned with a hole for a different party; there was no relationship between the boxes and holes; the arrows were very small; and the holes were closely spaced.
opportunity finding
how designers see users
opportunity finding

user modifications, adaptations = opportunity

Haier washing machine
opportunity finding
user modifications, adaptations = opportunity

if you fix something or see duct tape and rubber bands
opportunity finding

early adapters, extreme users = opportunity
jet setters, front end users
opportunity finding
reviews and critiques
opportunity finding

inspiration

“newsstand roundup”
What Comes Next (To):
How to Increase the Power of Your Designs Through Adjacency

featuring Allan Chochinov, partner, Core77;
foundning chair, MFA in Products of Design graduate program, School of Visual Arts (New York)

Wednesday, October 11
Doors open at 2:30 PM, Lecture 3:00-4:00 PM
225 Rapson Hall
opportunity finding

inspiration “idea wallet”
opportunity finding
inspiration “idea wallet”
opportunity finding

inspiration “idea wallet”

strange phenomenon are idea food
opportunity finding
inspiration “idea wallet”

strange phenomenon are idea food
opportunity finding

inspiration “idea wallet”

strange phenomenon are idea food
opportunity finding
bug lists!

note: we are not typically designing for ourselves, but sometimes there are commonly observed bugs
questioning the status quo
thinking like a child (or Seinfeld)
be curious, play, ask more questions, wonder

‘There is frequently more to be learned from the unexpected questions of a child than the discourses of men, who talk in a road, according to the notions they have borrowed and the prejudices of their education.’ - John Locke
questioning the status quo

habits and tradition

once a rule gets in place it's very difficult to eliminate it even though the original reason for its generation has gone away. - von oech

“About three-quarters of the energy use and greenhouse-gas emissions from washing a load of laundry come from heating the water — a practice that, scientists say, is often wasteful and unnecessary.

mom's age-old advice that hot water washes best”

martin and rosenthal, new york times, 2011
we resist change.

“The telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to use”

western union internal memo 1876
“while theoretically and technically television may be feasible, commercially and financially it is an impossibility”

lee deforest, inventor 1927
we resist change.

“\textit{I think there is a world market for maybe five computers.}”

- Thomas Watson, chairman of IBM 1943
we resist change.

1775 Joseph Braman (invention)
1880 Thomas Crapper (innovation)
2015 Today’s Toilet (incremental innovation)

135 years and little change
is there a better way?
question the status quo.

“We were not meant to sit on toilets. We were meant to squat in the field.”

- Proctologist Michael Freilich in Time 1978
question the status quo.

Mercedes 1880 - Present

toilet paper 1880 - Present

36.5 billion rolls of toilet paper go to waste annually.
question the status quo.
habits and tradition
fear of being different, fear of change

can you believe they used toilet paper 100 years ago!? 
can you believe they did that?
can you believe they did that?

what are our children are going to say they can’t believe their parents did/used/didn’t have?
can you believe they did that?

what are our children are going to say they can’t believe their parents did/used/didn’t have?
designing the future
historical evolution
look to the past to predict the future?
designing the future
historical evolution
look to the past to predict the future?

darwin drew diagrams to comprehend what is known and to guide in the search for what was not yet known
designing the future

trends

service at your own convenience at any time you want
no employees/automation
pay per use
bring the company to you
no centralized establishment
integrated computing

http://www.trendwatching.com/tips/
designing the future
trends
the s curve - technology maturity life cycle - product life cycle

- **market intro phase**
  - working out kinks
  - establishing market

- **growth phase**
  - overcoming technical obstacles
  - user base grows

- **maturity phase**
  - difficult to make further improvements
  - usefulness levels off

- **decline/retirement**
  - profitability diminishes

- **dated**

- **bleeding edge**

- **leading edge**

- **state of the art**

- **obsolete**
designing the future

the s curve - technology maturity life cycle - product life cycle

market intro phase
working out kinks
establishing market

growth phase
overcoming technical obstacles
user base grows

maturity phase
difficult to make further improvements
usefulness levels off

decline/retirement
profitability diminishes

nanotech

motor vehicle

record players

time

personal computers
designing the future
trends
the s curve - technology maturity life cycle - product life cycle

- record players
- cassettes
- radical innovation
- paradigm shift
- cds
- mp3 players
- incremental innovation

1877 1965 1990 1997
designing the future
trends

these are good interviewees

EM Rogers

2.5% early adopters
13.5% visionaries
34% early majority
34% late majority
16% laggards

I LISTEN TO BANDS THAT DON'T EVEN EXIST YET.
be hyperaware to details and the big picture

look for bad design and modifications

question the status quo

keep a bug list

ask
observe
experience

people don’t know what they want, they know what they know

step back, think about our everyday activities

watch for trends and predict the future
Tuesday:
Target vs. 3M
bring questions