

Design@Large

A blue-tinted portrait of Gloria Mark, a woman with glasses, smiling. The portrait serves as a background for the text on the right side of the slide.

Gloria Mark

Professor, Department of Informatics
UC Irvine

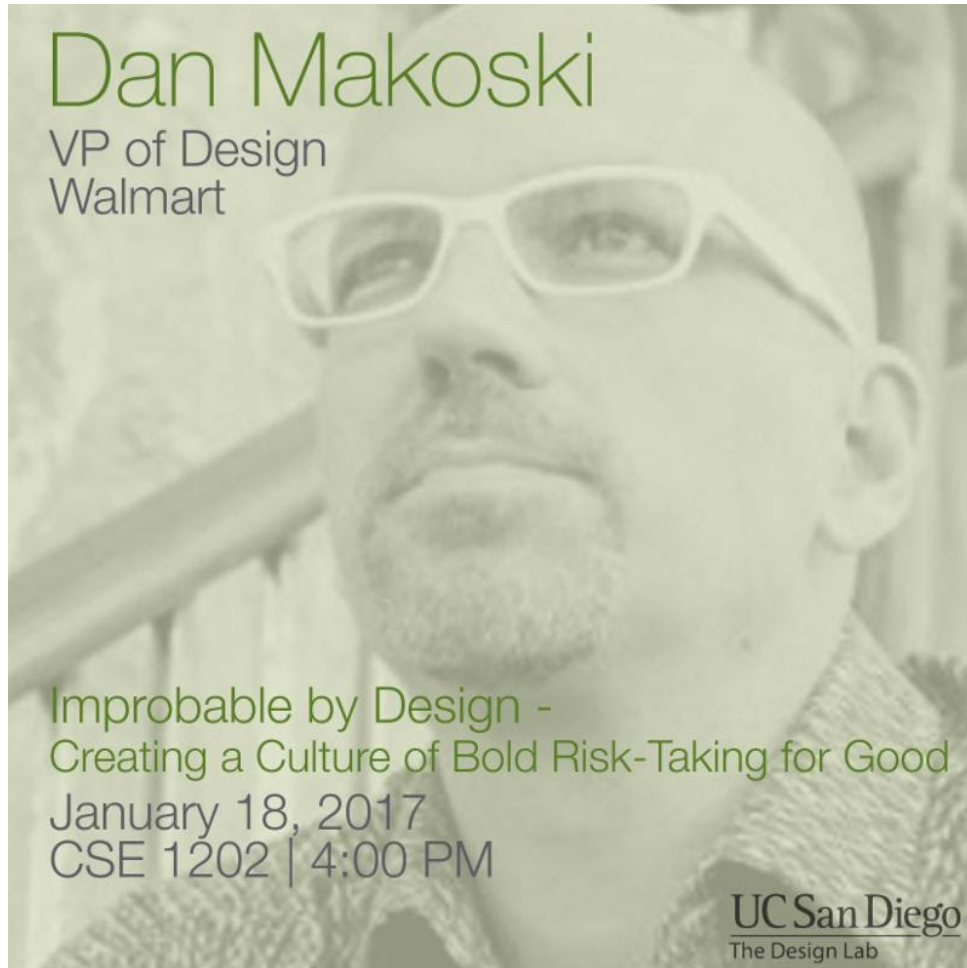
Modeling the Workplace Experience
Through Precision-Tracking of Behavior

January 11, 2017

CSE 1202 | 4:00 PM

UC San Diego
The Design Lab

Design@Large Wednesday 4pm CSE1202



Improbable by Design - creating a culture of bold risk-taking for good. Join Dan in a fast-paced, hands-on talk about how to go beyond your comfort zone and create epic experiences that matter.

Dan Makoski leads innovation by design. He started Project ARA at Google, designed the original Surface at Microsoft, led design research at Motorola and was the first Vice President of Design at Capital One. Makoski started his career at the world's top design agencies, started his own a few years ago (Garage Partners), and now leads Design at the Fortune one: Walmart.

Two Former Students Visiting Class Next Tuesday

Ed Langstroth



Nate Bolt





Visitors Next Tuesday

Ed Langstroth



Nate Bolt







Spore Interface Study Outtakes

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bolt | peters is a
creative
research firm.

<http://www.boltpeters.com/about/index.html>

Fun example: capturing
behavior of people playing
Spore (the outtakes)





Want to ensure

Everyone is in a studio and in a two-person group for Project I

Started your class activity portfolio, made your first entry by yesterday, and responded to the google form with a link to your portfolio and made sure editing was enabled for anyone with the link.

Ready to discuss your good and bad designs in studio tomorrow

One person from each project team should respond to the google form by early evening today with a link to slides to use in tomorrow's studio.

Studio this week is a first critique experience. Focus is on the first project.

A jointly written paper is due by next Monday evening (1/23)

A goal you should have for all project papers is to evidence you understand and can use the concepts we are covering. Will discuss writing on Thursday.

Your paper should include pictures, your analysis of the designs using the principles from Ch. 1 and concepts (e.g., affordances, signifiers, feedback, conceptual models, etc) to explain why each design is classified as it is.

Always good to think about why a design is as it is. What tradeoffs are involved.

Quiz

<https://goo.gl/forms/BvMuRsw9EaGESTy72>

Today

Looking ahead to Project II

Discuss Awesome Example: Redesign of the Pill Bottle

Critiques

Feedback is fundamental to improving designs. One of the key skills for a designer to learn is how to participate in a design critique.

Critiques are not about what you like or don't like but how a design is achieving or not achieving its goals.

Good critiques are honest and respectful. They are not about you but about the design.

They should be specific and candid, including both positive and negative aspects of the design.

Critiques need to first focus on the problems and context motivating the design. Good to separately discuss the problems and the design solution.

Some time at end to coordinate with your teammate about Studio tomorrow.

Redesign of the Pill Bottle





5 New Yorkers Open Their Medicine Cabinets

By As told to Katy Schneider June 11, 2015 NY Magazine

nymag.com/scienceofus/2015/06/5-new-yorkers-open-their-medicine-cabinets.html



The Pharmacist

Name: Stanley

Age: 41

Neighborhood: Hell's Kitchen

My medicine cabinet has a two-part strategy. One is for daily maintenance, and the other is for situations which may arise: Band-Aids, first aid, headaches, asthma attacks, a temperature, a cough. You've got to have stuff on hand, because it's no fun going to the drugstore — unless you go to Stanley's, that is. The others are daily-maintenance things. On the top shelf, there's an Alkalol nasal wash. When you live somewhere as polluted as New York City, especially in allergy season, it makes you feel so good. On the bottom shelf, there's a natural deodorant cream based in kale and clay and arrowroot powder. I put it on before I work out in the morning, and it works so well I wear that same T-shirt to work. The asthma inhaler is for my daughter, poor thing. So are those Isaac Mizrahi Band-Aids. My daughters go to those way too quick. The last thing I used in here were those Epsom salts — last night I ran a hot-water bath and dumped about half the carton into there. Let's just say if you've had too much of whatever, it helps you sweat it out.



The Dancer

Name: Riccardo

Age: 23

Neighborhood: Park Slope

It's mostly ibuprofen. One big box that's 600 milligrams and another one that's 200 milligrams, and then I have gel, too, if I need it on a certain spot. Usually in the winter, I get colds easily, so I keep medicine for that: sore-throat medicine, cough pills, pills for fever. I also have a generic antibiotic. Almost all my medicine is from Italy, where I'm from. I do buy medicine sometimes here, but it's easier just to bring it back when I go home. Vichy is a cream I use if I'm going to get pimples on my face. And there's the rose water: I perform with makeup on, and when I take it off I use the rose water — it helps my skin. Domperidone is for — damn, I should have taken that out. It's for stomachaches, and for ... you know.



The Model and Photographer

Name: Louise

Age: 25

Neighborhood: Flatiron District

A lot of the perfumes, lotion, makeup, nail polish, hair stuff — I got them for free, perks of being in the business. I care mostly about what moisturizers I'm using on my face, what makeup removers. La Mer is my favorite; I use it at night. I mix it with this thing I got really recently from Into the Gloss, La Prairie — just a drop — before I go to bed, and then when I wake up I use the Embryolisse, which is a French lotion and is really cheap. The bottle next to it is this Tom Ford illuminating primer. I don't really wear makeup, but that's the one thing I'll put on in the morning, on my cheekbones to give me some shimmer. I have a bunch of hair products that I use because my hair gets damaged from being done all the time. I don't know what that Euphon is — I live with my boyfriend, Louis, and I cleaned out a bunch of his stuff and found it; it's some sort of French syrup. The Old Spice is mine, though. I only use men's deodorant — I hate women's. I get sick when I'm traveling too much, so I have Midol and Pepto-Bismol for when I'm not feeling great. That little bottle is oil from a resort I stayed in, in Costa Rica. The yellow box on the top shelf — well, I haven't tried it yet, but it's a skin-tightening moisturizer. Who knows if it works.



The Drag Queen

Name: Ben (a.k.a. Honey LaBronx)

Age: 36

Neighborhood: Hell's Kitchen

The top three and a half shelves are pure essential oils that I mix into different blends. The blends I keep on the bottom shelf, and they're labeled. I use them to make my own deodorant, to make something to treat sunburn, to make something to help promote sleep, to make a muscle relaxer. I have a product I call medieval oils. It's a blend of cinnamon, clove, lemon, eucalyptus, and rosemary. It's basically anti-bacterial, anti-viral, anti-spasmodic. It's anti-Mame! (That was a theater joke.) It was invented to prevent and treat the bubonic plague, but I use it to treat blemishes and as a mouthwash. I put three drops of it on my tongue and swish and swallow, and after I do that, it's so strong that it'll even defeat your coffee breath for a good three hours afterward. I also use it for a base for deodorant — I add lime and patchouli and some sandalwood. The deodorant that I make, it lasts for 24 hours. And a day after I put it on, I actually smell better, because these oils seep deep into your skin and they continue to cook and blend. I invite anyone to wake me up in the morning and smell my underarms. I know that's a bold statement.



The Retired Dental Assistant

Name: Esther

Age: 68

Neighborhood: Forest Hills, Queens

It's a busy cabinet, unfortunately. Most of the medicine is to control my lupus. Sometimes I have diarrhea because I have IBS, so for that I keep Kaopectate and Imodium. I take a baby aspirin a day, because I've had two strokes. The usual Band-Aids, toothpaste, vitamins — I take calcium because I have the beginnings of osteoporosis, even though I do take a medication that's intravenous once a year, Reclast. And then I do vitamin C time-release to avoid a kidney infection, which I get very easily because of the lupus. I take Zyrtec daily for allergies. I'm also allergic to iodine, so when I go for tests with contrast, they have to pre-medicate with prednisone and Benadryl. One of the medications that I take for lupus, Lyrica, damaged my esophagus. So they cut out the Lyrica. I was also taking Plaquenil, which is a malaria drug that stops the progression of the lupus. However, because of what had happened they had to take me off of it. So I'm going through a hard time with pain.



Redesign of the Pill Bottle



Redesigning The Pill Bottle

Standard-issue amber-cast pharmacy pill bottle has remained virtually unchanged since it was pressed into service after the second World War.

A child-safety cap was added in the seventies.



Deborah Adler

Young graphic designer

Grew up in a family of doctors but took a different path: MFA

Her grandmother accidentally took her grandfather's meds

Her ClearRx prescription-packaging system debuted at Target pharmacies

Also in a MoMA exhibit





Inconsistent labeling.

Every pharmacy's bottle has a different style and placement of information.

Branding trumps all.

The first and largest piece of type on a label is often the drugstore's logo and address—not the name of the drug and instructions on how to take it, which should be given priority.

Confusing numbers.

Numerals are often printed without explanation. The number 10 floating in empty space, for example, could be read as “ten pills” or “take ten times a day.”

Poor color combinations.

Color-coded warning stickers don't contrast strongly enough with either bottles or text.

Curved shape is hard to read.

Existing pill bottles have no flat surfaces and are too narrow for an entire label to be visible at once. In order for all pertinent information to be observed, the bottle must be rotated.

Tiny type.

The FDA requires a separate information sheet to be included with all medication. The long lines of tightly spaced type mean it's usually discarded unread.

Adler's Design

Function over form.

Adler's initial sketches had an antique apothecary design. She eventually realized that this approach sacrificed clarity for aesthetics. "People want to know the name of the drug first," she says, "then how they should take it. But it's never presented that way."

Color coding.

To avoid confusion, the label on each family member's medication was given a different color. This concept was later modified owing to the expense of supplying pharmacies with color printers.

Intelligent expiration.

A Condé Nast security badge that develops a large red X after 24 hours gave Adler the idea to add a similar marker to the label. A version that works over months, not hours, may be possible.

Adler's Design

Shaping the bottle.

After rejecting triangles and squares as too extreme, Adler decided on a D-shape—a wider front and a flat back would be easier to read. It was abandoned owing to the time required to certify the unusual semi-circle cap for child safety.

Info attached.

Full medication details are normally stapled to a paper bag—and thrown away. Adler created grooves on the bottle that would hold a paper card with text set in columns. This plan was altered when the shape changed.

Close reading.

In case the type was too small to read, Adler included a thin magnifying lens. It's still under consideration.

Early Version



Prototype



1) Easy I.D.

The name of the drug is printed on the top of the bottle, so it's visible if kept in a drawer.

(2) Code red.

The red color of the bottle is Target's signature — and a universal symbol for caution.

(3) Information hierarchy.

Adler divided the label into primary and secondary positions, separated by a horizontal line. The most important information (drug name, dosage, intake instructions) is placed above the line, and less important data (quantity, expiration date, doctor's name) is positioned below.

Prototype



(4) Upside down to save paper.

Klaus Rosburg, a Brooklyn-based industrial designer hired by Target, came up with an upside-down version that stands on its cap, so that the label can be wrapped around the top. Every piece of paper in the package adds up to one eight-and-a-half-by-fourteen-inch perforated sheet, which eliminates waste and makes life easier for pharmacists.

(5) Green is for Grandma.

Adler and Rosburg developed a system of six colored rubber rings that attach to the neck of the bottle. Family members choose their own identifying shade, so medications in a shared bathroom will never get mixed up.



Prototype



6) An info card that's hard to lose.

A card with more detailed information on a drug (common uses, side effects) is now tucked behind the label. A separate, expanded patient-education sheet, designed by Adler, comes with three holes so it can be saved in a binder for reference.

(7) Take "daily."

Adler avoided using the word **once** on the label, since it means **eleven** in Spanish.

(8) Clear warnings.

Adler decided that many of the existing warning symbols stuck on pill bottles don't make much sense so together with graphic designer Milton Glaser, for she revamped the 25 most important



ADLER DESIGN

HOME

PROJECTS

ABOUT

PRESS

CONTACT

*Don't design for the world, design for the **person** ▼*

Clear Rx Medication System

One day, Deborah's grandmother took her grandfather's medicine by mistake. Her name was Helen. His was Herman. Same initial – H Adler – and the pill bottles looked alike.

This incident resulted in the ClearRx System for Target. From the color coded rings to identify each family member to the intuitive and easy-to-read label, ClearRx is designed for people who take prescription medication.

Industrial Design: Klaus Rosburg

Inspired by Grandma Helen. After her grandmother accidentally took her grandfather's medicine, designer Deborah Adler partnered with Target to create a better way to take medicine.

Easy-to-read label with larger type and simple instructions

Attached info card with important personal and drug information

Custom-color ID ring for each member of the family

AMOXICILLIN 250MG Capsule (generic for Amoxil)

Take one capsule by mouth three times daily until gone

Dr. C. Williams
1000 N. 1st St.
Minneapolis, MN 55401
877-796-2743 1-866-666-1175

Target Pharmacy

ClearRx™ A prescription system that simplifies, informs and personalizes medications. This innovative system includes color-coded ID rings, an easy-to-read label and an attached patient information card, giving seniors and everyone else a little extra dose of certainty. It's easy to transfer your prescriptions in store, on-line at Target.com or call 1-877-FIX-TARGET. Exclusively at Target Pharmacy.

Commanded by:
Home Safety Council
Institute of Safe Medication Practices
Time Magazine
U.S. Surgeon General

Looking Ahead to Project II

Project II: Identify Problems with Using a Common Object and Brainstorm Design Ideas (Observing, Interviewing, and Brainstorming)

Will start next week and will be due Monday 2/6



Critique - why and how

Describe the most helpful critique you have gotten.

Describe the least helpful critique you have gotten.

What confuses you most about “critique?”

What is “critique?”
Why do we do it?

Collaboration and feedback
improve our work.

The designer who owns the design
should own the critique session.

“Own” is a big word.
What does it mean?
What does it look like?

People Place Preparation

How can these people help me improve my work?

Content	Convey what I have done. Be clear where I need help.	Accept graciously and thoughtfully. See as commentary on the work, not on yourself.	Communication
	Understand what they have done. See the opportunities to improve.	Frame for understanding and action. Speak about the work, not the person.	

How can I help this person improve their work?

Conversation
Understand
Frame to be useful
Embrace the generosity

What
So What?
Now What

Checkpoint Iterate and Improve Retrospective Portfolio

Critique

Michael W. Meyer
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@not_the_actor

an example

