Project Pitches

COSC 480: User-Centered Design
Madeline E. Smith
September 14, 2016

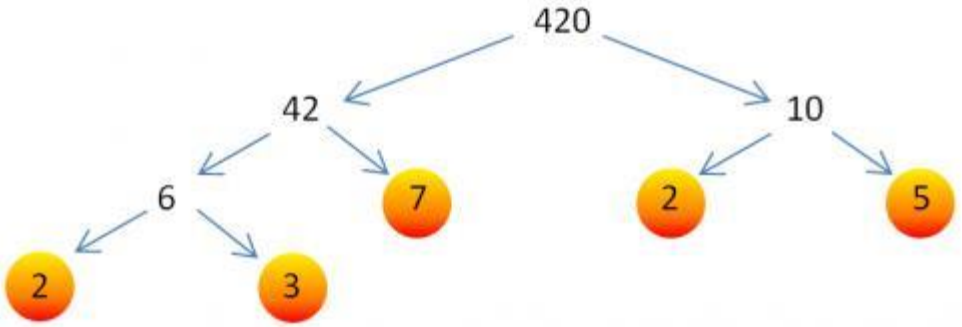
Pitches + Feedback

Presenter	Note-Taker
Dan	Katie
Quinn	Talia
Bria	Paul
Michael	Ryan D
Talia	Cindy
Chris	Bria
Paul	Quinn
Maggie	Chris
Katie	Dan
Cindy	Maggie
Ryan D	Michael

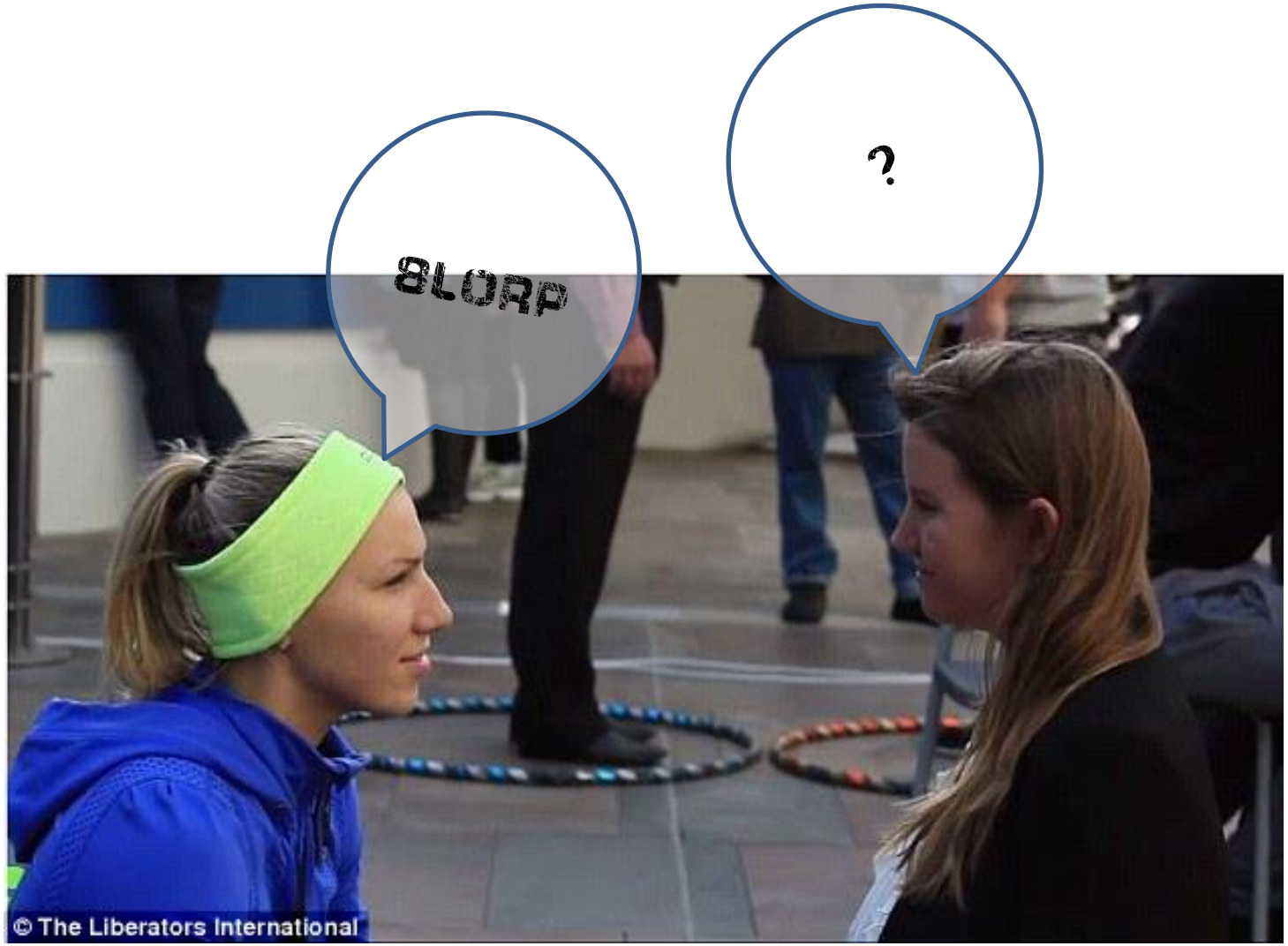
Dan

Katie

PRIME



PROPOSED AND EXPERIMENTALLY SUPPORTED SEMANTIC PRIMES							
CATEGORY	PRIMES						
Substantives		I	YOU	SOMEONE/ PERSON	PEOPLE		
Relational Substantives		SOMETHING/ THING	BODY	KIND	PART		
Determiners		THIS	THE SAME	OTHER			
Quantifiers		ONE	TWO	SOME	ALL	MANY/MUCH	
Evaluators		GOOD	BAD				
Descriptors		BIG	SMALL				
Mental/Experiential Predicates		THINK	KNOW	WANT	FEEL	SEE	HEAR
Speech		SAY	WORDS	TRUE			
Actions And Events		DO	HAPPEN	MOVE			
Existence And Possession		THERE IS/ EXIST	HAVE				
Life And Death		LIVE	DIE				
Time		WHEN/TIME	NOW	BEFORE	AFTER	A LONG TIME	A SHORT TIME
		FOR SOME TIME	MOMENT				
Space		WHERE/PLACE,	HERE	ABOVE	BELOW	FAR	NEAR
		SIDE	INSIDE	TOUCH (CONTACT)			
Logical Concepts		NOT	MAYBE	CAN	BECAUSE	IF	
Intensifier, Augmentor		VERY	MORE				
Similarity		LIKE/WAY					


BLORP
?
© The Liberators International

MASTER PHILOLOGER **USERNAME**
(Rank Title)

Other achievement / gamification info

ƎNCODE

DECODE

MASTER PHILOLOGER **USERNAME**
(Rank Title)

Other achievement / gamification info

3NC0D3

BIG

MASTER PHILOLOGER **USERNAME**
(Rank Title)

Other achievement / gamification info

D3C0D3

BIG Want

Above Not

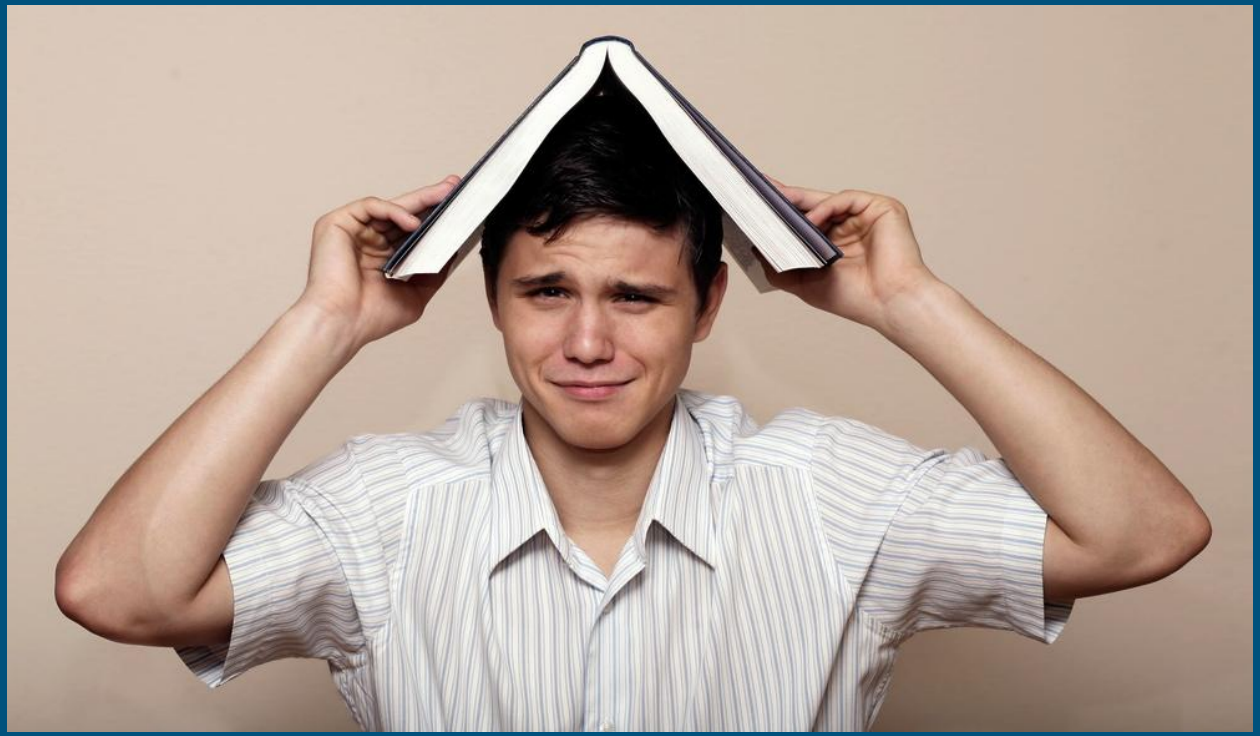
Quinn

Talia

QuickReads

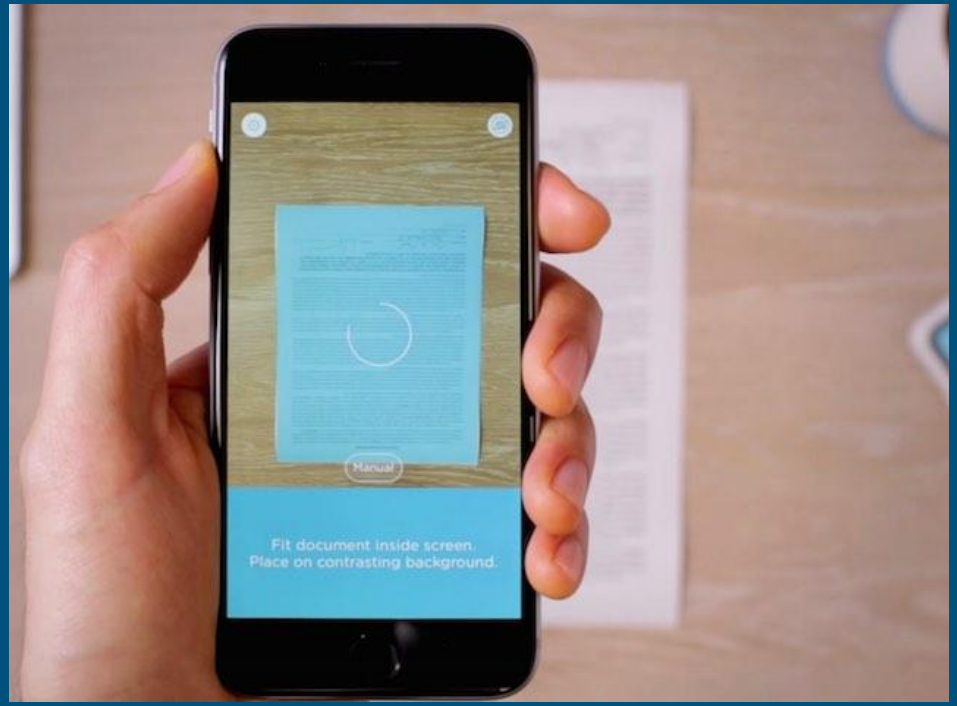
Quinn Sheridan

Readings Tough

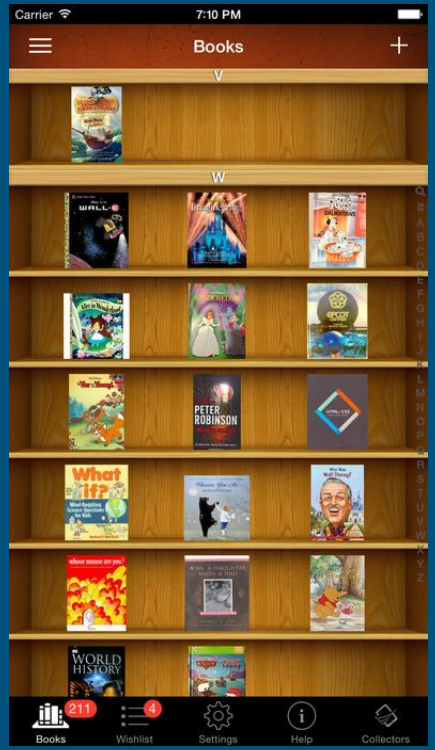


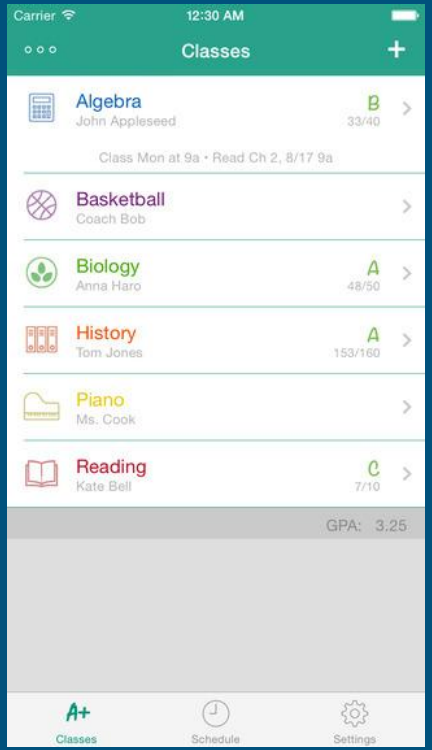
Solution! - QuickReads

Scan the Syllabus



List of Books w/ Summaries





User Types - Student

User Types - Teacher

QuickReads is a Win-Win

Bria

Paul

Papered.

The simplest way to make sure everyone pays their fair share.

Simple, flexible, accountable.

- Papered is a simple **shared products application**.
- How does it work?
  - Create household
  - Pick products
  - Assign buyers
  - Mark products that are running out
  - Assemble shopping list
  - Notify buyers
  - Upload receipts
- Why is it better?
  - Simple interface
  - One-touch product marking
  - Easy information access

Two User Groups

- Young groups of roommates
  - Everyone shares equally in product buying.
  - Encourages accountability.
  - Lots of reminders.
  - Variable buying schedules.
- Busy families
  - Kids mark products, parents get the shopping list.
  - Parents need to approve new products.
  - Kid-friendly interface.

Papered.

Hey Mom!

It looks like you're running low on some basic supplies. Here's the shopping list for what is expected to run out this week!

- Toilet Paper
- Apples
- Cereal
- Laundry Detergent
- Paper Towels
- Paprika
- Toothpaste

Papered.

Spent this month:

Hey John!

It looks like it's your turn to buy toilet paper, cleaning wipes, and seltzer water. Upload your receipt below once you've bought them to catch up with your roommates.

UPLOAD RECEIPT

Michael

Ryan D

BigPicture

September 13, 2016

Audience

- Debaters
- People writing papers
- Anyone with ideas

Objective

make an argument mapping application that allows users to represent arguments in terms of graphs and have long conversations about topics and related topics as well.

Existing applications

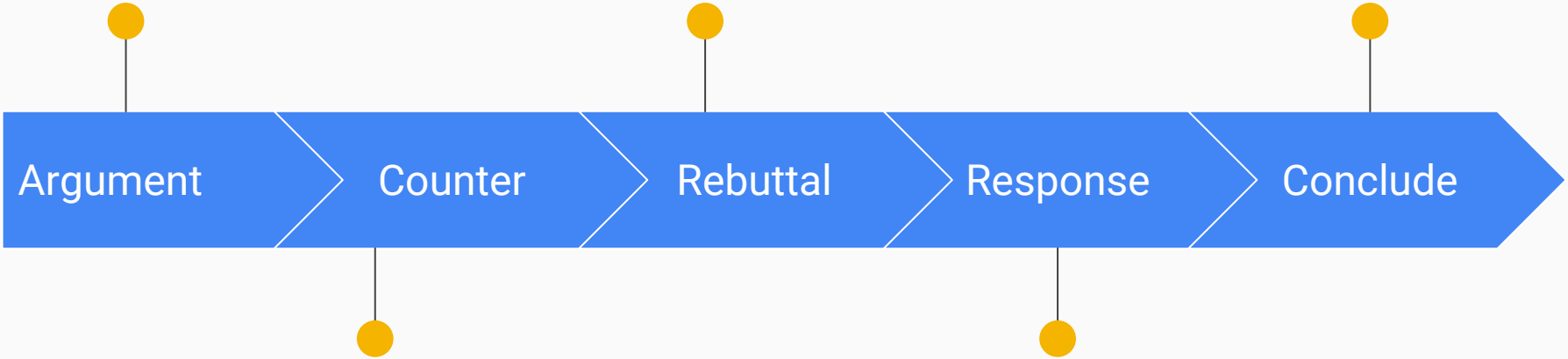
- Dialectica
  - Pros: marks importance relationships
  - Cons: unusable
- Coogle
  - Pros: good visual model
  - Cons: for individuals rather than groups.

What’s the BigPicture?

One usually begins by offering a claim in support of something

Rebuttal could be a direct response to some flaw in argument.

Weighing (maybe).



Someone could then question the relevance of this.

Clarification

Benefits

Makes it easier to map these relationships and build on them for different topics.

1. Colour code different kinds of argumentative efforts.
2. Model as labeled and coloured graph.
3. Organise so that zooming out gives a bigger picture.

No need to try and follow reddit conversation, email chains, or nested facebook responses. Move your argument here to see the bigger picture.

Talia

Cindy

Talia Visaggi

Coexist

An end-to-end roommate management platform

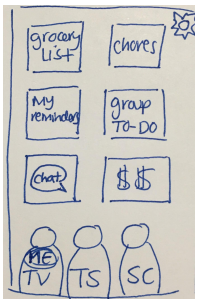
User/Context/Domain

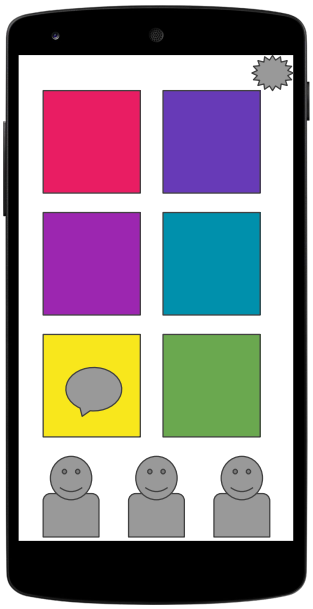
College students/ One Roof / Figuring it out

Figuring what out? Everything (or most things). Right now I live downtown with my two best friends, and it's not easy. I wish that there were someone to tell us when it's our turn to wake up and make coffee, buy toilet paper, wash the dishes? What about who pays for all of the shared supplies? What if we want to split groceries? I am proposing an app that can do all of these things.

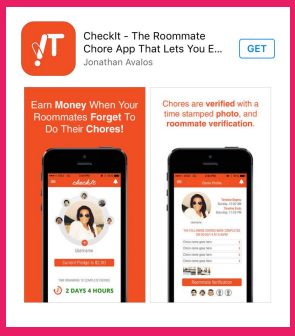
Features

- Shared grocery/supplies list
- Chores list
- Group to-dos
- Personal reminders
- Accounting feature
- Configurations, admin?
- Messaging capabilities
- Roommate profiles
    - see their contributions





Competitors



CheckIt
Only chores, not end-to-end
Cash incentives, interesting

Other Chore apps
Mostly for children, this is supposed to be for independent college students

User Classes

College Student (closer friends, less real-world problems)
More comfortable assigning each other tasks, splitting groceries, doing things together

Recent Grads (unfamiliar with each other)
More serious, difficult schedules, not as compliant (may need some form of reward/retribution)

Chris

Bria

ProjecTour

Display Yourself

Chris King

What if there was a way to get easily in contact with those who shared interests with you?

Those Curious

You’re interested in starting a new project or hobby, or you want to provide some guidance

- Answer some questions about yourself to distill your interests
- Then, the previous generates a list of potential projects
    - Each enabling you to communicate interests and how to get involved
- Can change these whenever you want

Contributor

Here, you submit ideas for projects you want to do, but can’t without others

- Answer simple questions
- Will be displayed to those interested
- Has direct channel to you, so connections are quick and meetings can be set up even faster

Thanks for Listening!

Paul

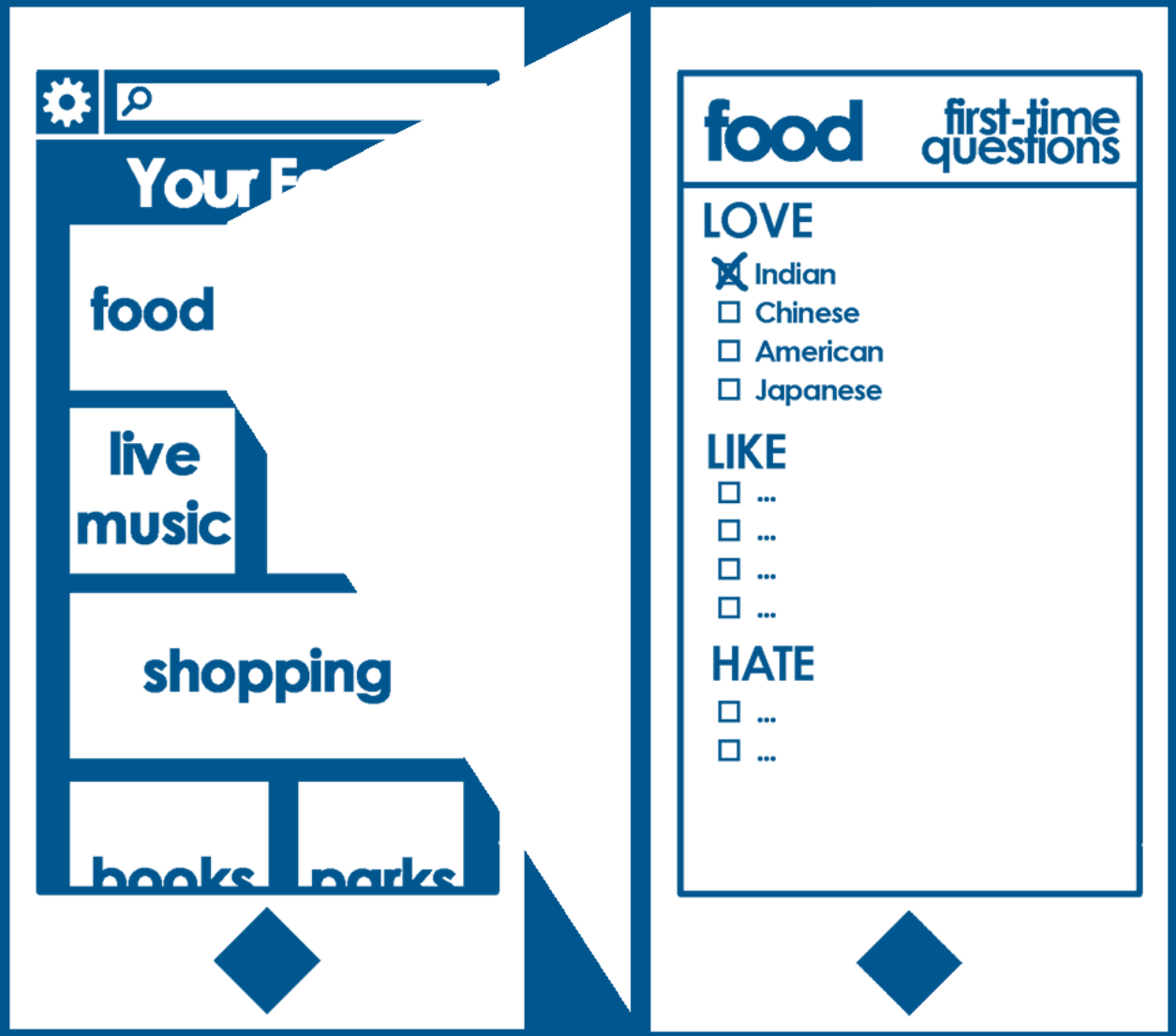
Quinn

dayMaker

event finder & scheduler

by paul cho

Your Feed
food
sight seeing
live music
shopping
books
parks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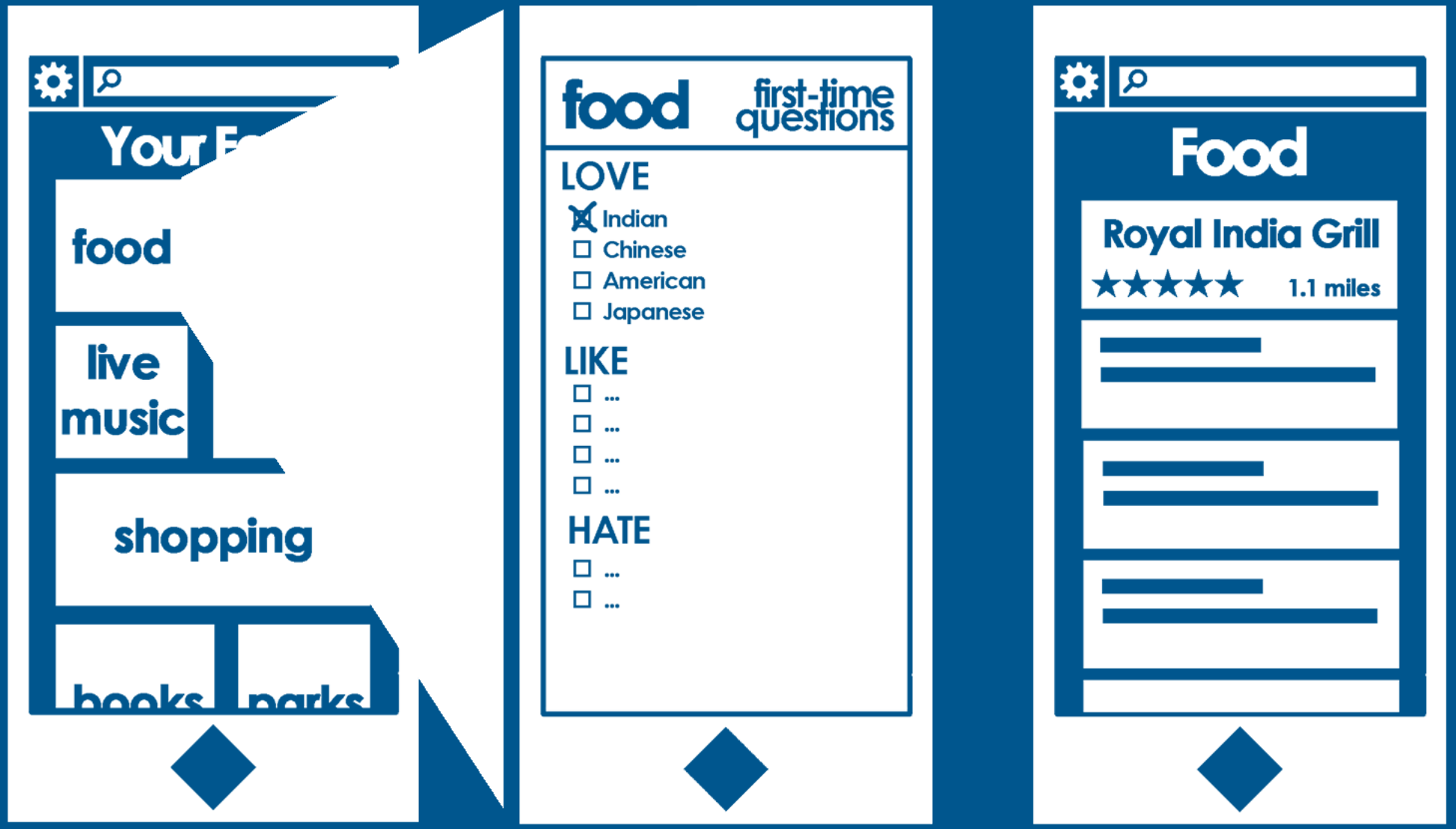
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first-time questions
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LIKE
HATE
Food
Royal India Grill
1.1 miles

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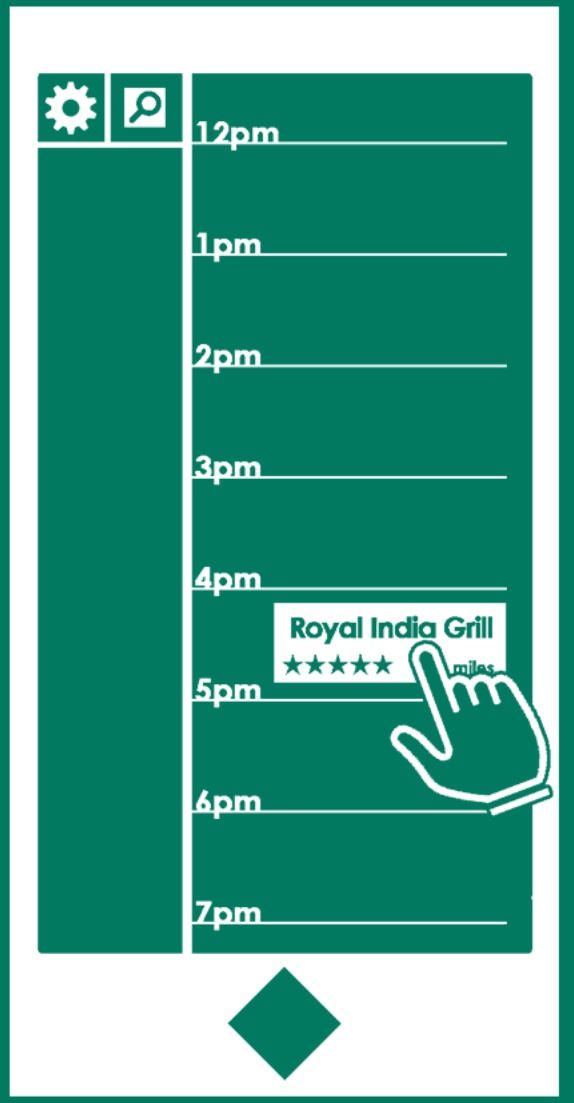
Royal India Grill
1.1 miles


12pm
1pm
2pm
3pm
4pm
Royal India Grill
5pm
6pm
7pm

Tuesday

SCHEDULE A

12pm | Huge Park Picnic
2pm | Band @ The Cafe
5pm | Museum of Something
6pm | Chinese Food

SCHEDULE B

12pm | Huge Park Picnic
1pm | Book Singing @ Place
4pm | River Tour
6pm | BurgerShack

Auto.Scheduler

Day | Today

Time Start | 9:00am

Time End | 11:15pm

Mood | Social

Group Size | Solo

Auto.Scheduler

9am | Breakfast Place

11am | Minigolf Party

12pm | Coder's Get-Together

4pm | something else

5pm | another thing

6pm | Dinner or something

9pm | Party Thing

dayMaker

event finder & scheduler

Maggie

Chris

Eat Away

EAT AWAY FROM HOME LIKE YOU'RE AT HOME

Maggie Orr

Description

- An application to share home cooked meals by cooking them or eating them
- You can get a taste of different cultures at home or on the go
- Food how you want it when you want it

Why is it a good candidate?

- No planning in advance
- Meant for people on the go
- Good quality food based on user reviews

Similar Applications

- Meal sharing
  - Not a phone application
  - Have to plan in advance

Users

- Cooks
- People that like to eat

Cook

- Perfect for people that love to cook
- Can add your home as a current location to find a home-cooked meal

Add home & food

Make food

Review them!

© Can Stock Photo

People that like to eat

- Perfect for travelers trying to immerse themselves
- Can find local homes serving food from their culture or the local culture

Pick it!

Locate it!

Eat it!

Review it!

Katie

Dan

Free Food Finder

a service to help college students eat more while spending less

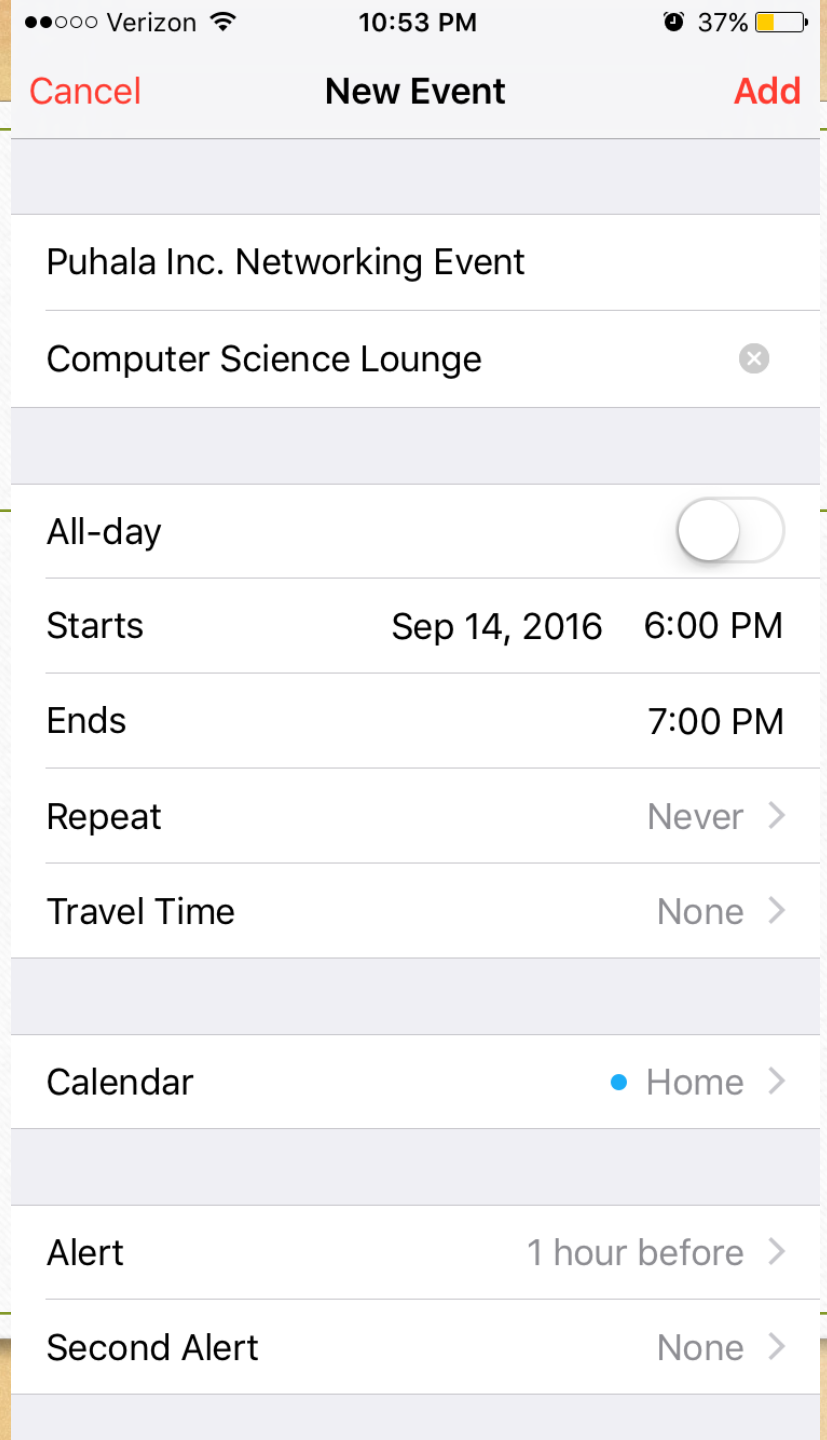
- **Activity:** finding free food on campus or attracting people to your event with the promise of free food

---

- How does it work? Why will it work?

User Group One

- **Those who post about events with free food**
  - Club Presidents
  - Recruiters
  - Career Services
  - Professors
  - Fundraiser
  - Performers
  - Caring students who want you to enjoy free food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Cancel
New Event
Add
Puhala Inc. Networking Event
Computer Science Lounge
All-day
Starts
Sep 14, 2016
6:00 PM
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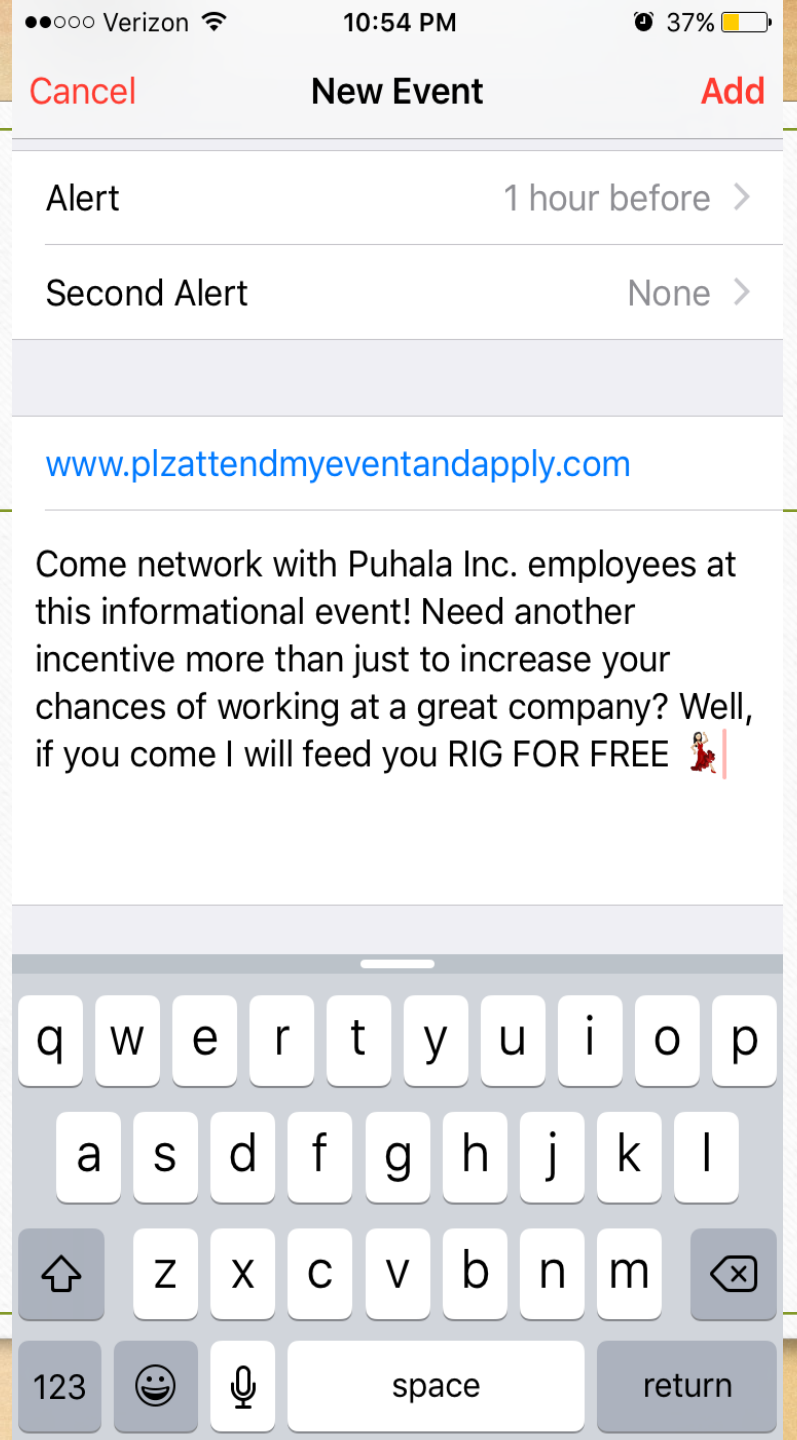
Repeat
Never
Travel Time
None
Calendar
Home
Alert
1 hour before
Second Alert
None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Cancel
New Event
Add
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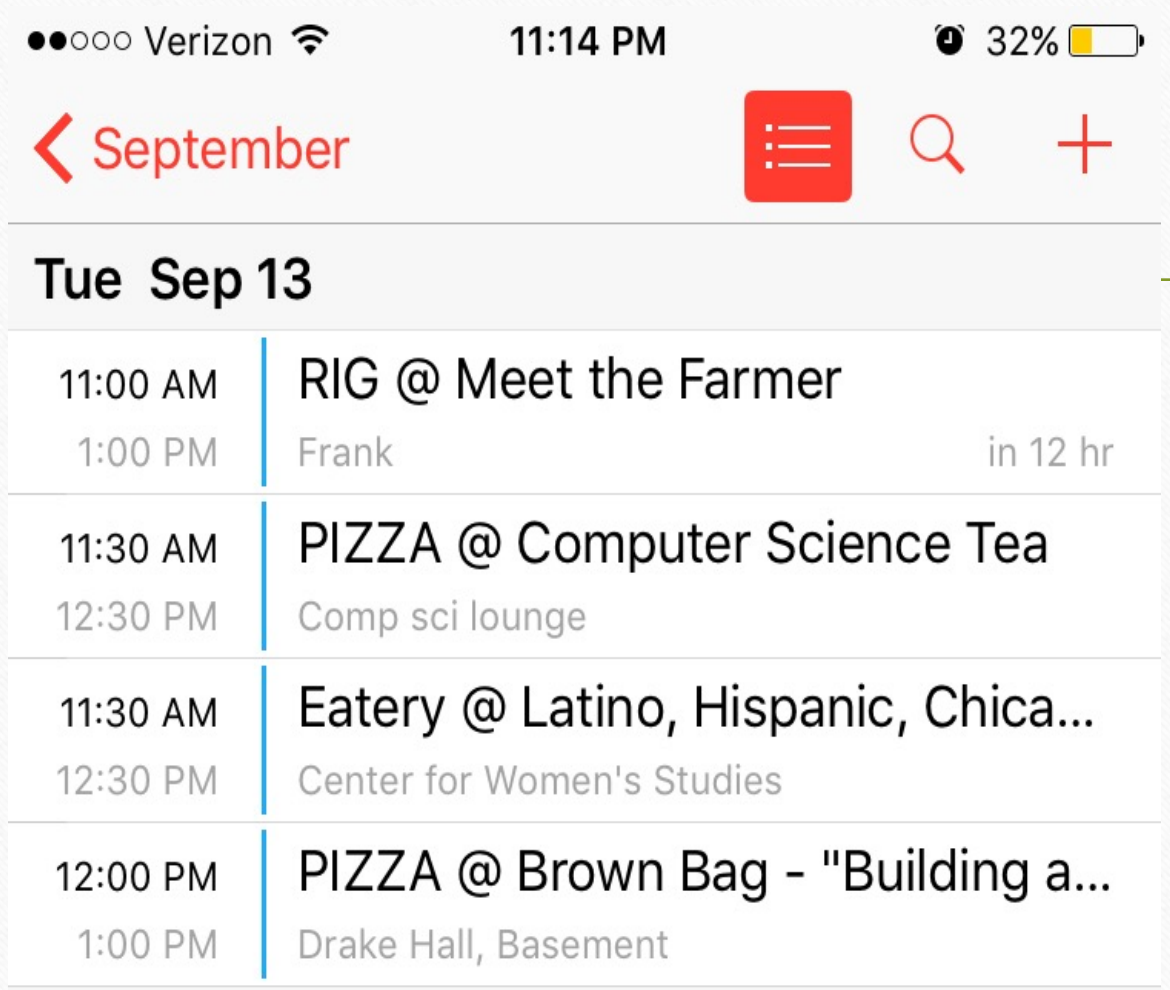
Second Alert
None
www.plzattendmyeventandapply.com
Come network with Puhala Inc. employees at this informational event! Need another incentive more than just to increase your chances of working at a great company? Well, if you come I will feed you RIG FOR FREE
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
return

User Group Two

- Those who want free food
  - Hungry students or even professors
  - Students looking to get more involved on campus, explore job options or academic departments, etc.



So this concept, but much...much cooler looking....

Cindy

Maggie

Crowd Sourced Parking Violations

COSC 480: A3

Cindy Han

September 13, 2016

Activity

- Setting: Anywhere with cars parked
- Use case: You see parking violation

Application

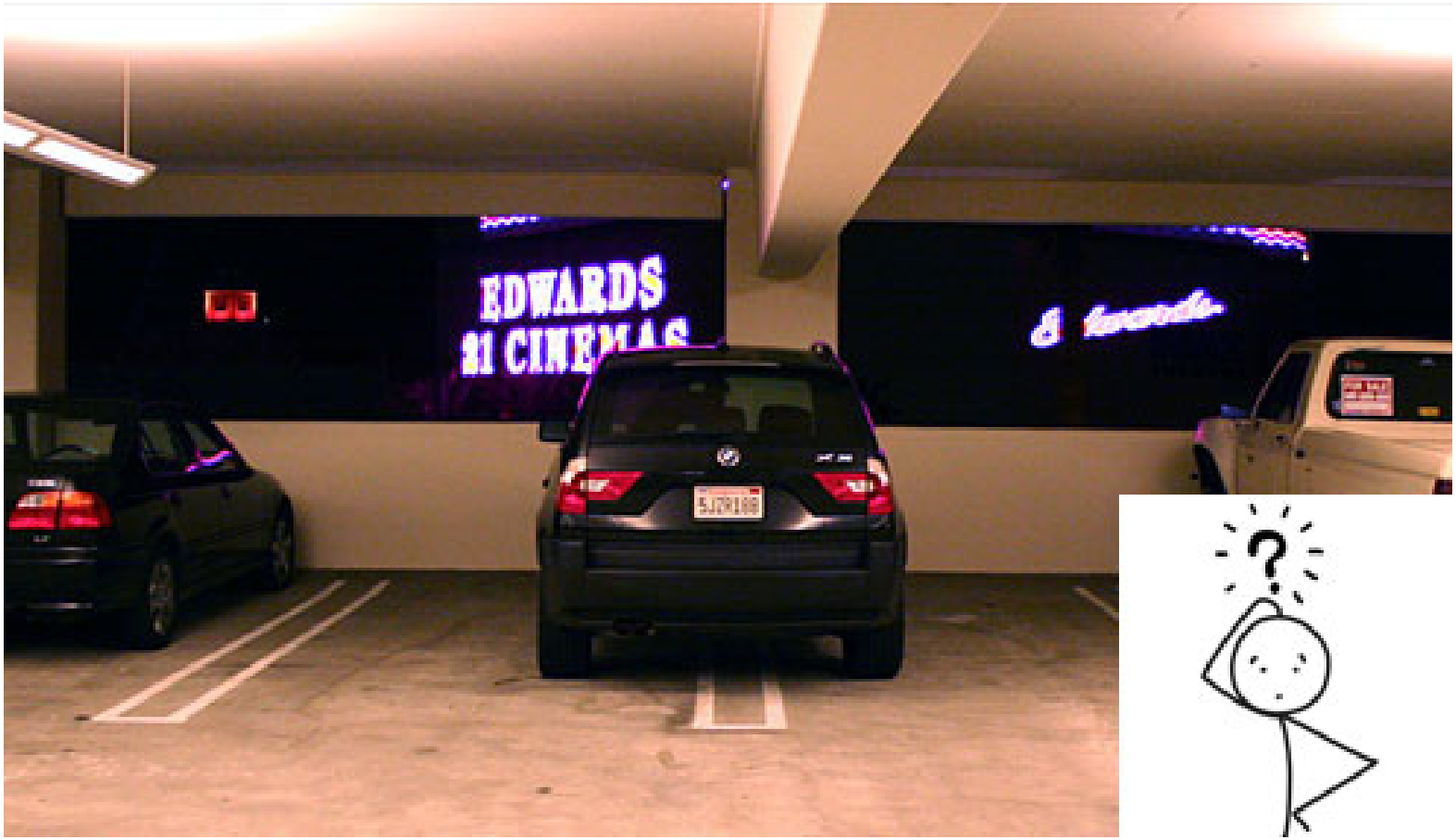
- Allows for users to photograph parking violations
- Police department reviews the photos
- Police department issues owner of car ticket
- Photo taker get percentage of the ticket value as reward

Why Mobile?

- Access to phone's camera
- Most people carry phones around
- Quick and easy method

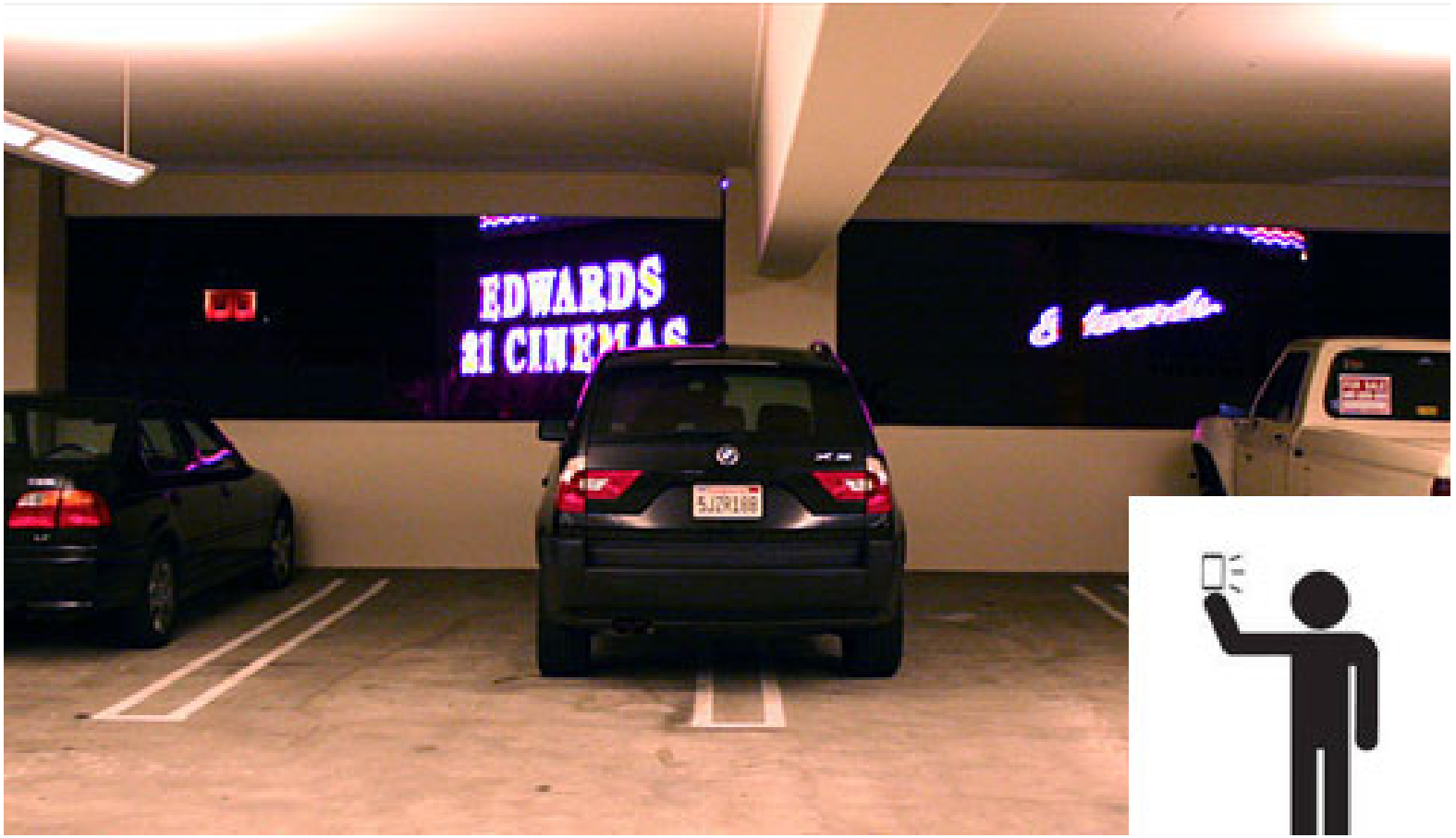
User Class 1

- Good Samaritan



User Class 1

- Good Samaritan



User Class 2

- Law Enforcement

Questions?

Ryan D

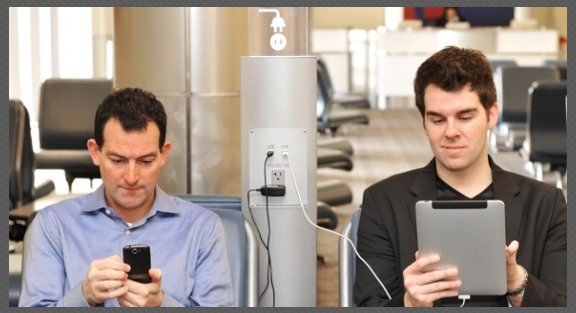
Michael

Layover Delivery

Class Presentation

Our Mission is to Make Airline Travel Easier

Hungry Travelers



LD

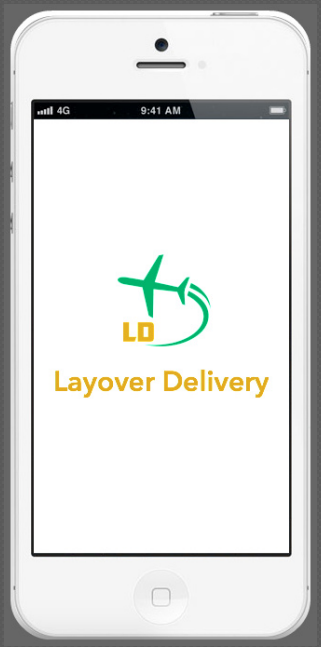
Airport Vendors

Travelers in Need of Innovation

- Unable to leave bags unattended
- Having to sacrifice what they really want
- Dwindling options to eat on airlines
- Spending more time in airports than ever

Why Travelers Love LD

- Eliminates having to settle
- Convenience
- Full control of order
- Excellent service
- Free to use



LD

Why Restaurants Love LD

- Increases business
- Popularity
- No Risk/High Return
- Insight from Order data
- Free to use

Possible Location: Philadelphia

- 29.1M annual passengers[1]
- $90M spent annually on food[1]
- Total Addressable Market → $22.5M-27M[2]
- One of the biggest airports for layovers

[1] Based on data collected by 2015 Philadelphia International Airport survey
[2] Calculated with idea of holding 100% of market – annual calculation based on 25%-30% delivery fee

Upcoming Deadlines

- 09/13: Submit A3 (Project Pitch) on GitHub
- 09/14: Present A3 (Project Pitch) in morning class
- 09/14: Complete A4 (Preference Form) during lab
- 09/16: Submit T1 (Team Agreement) on GitHub
- 09/21: Submit T2 (Project Proposal) on GitHub
- 09/23: Complete PR2 (Peer Review Form) online