# HYPER PERSONAL STAND
## IN CLASS ACTIVITY

*Machines take me by surprise with great frequency.* - *Alan Turing*

Design for all...design for us...design for them? When we are asked to design we often constrain the work by performing a human-centered design approach, focusing on designing for a particular demographic or community. This is often because there is a need to clearly identify a specific and large enough demographic that would purchase your product to justify such a production run. Often we end up with designs that appeal to everyone equally but no one deeply. What if we could invert this process? What if we were to truly design for one — a design that only made sense for a single person? What new forms, interactions, and experiences might emerge if there was only a single user for which we were designing — Hyper Personal Prototyping. Are you down for HPP?

Your assignment is to design and build a mobile phone stand, using foam core and other assorted materials. Your design must support your mobile phone. Following the Hyper-Personal Prototyping constraint, your design should only be for one particular user. In other words, its design should embed elements that likely don't make sense for anyone except this one person. Ideally, this would be a person you would interview. However, since this is a rapid, in-class assignment, you should select someone you know extremely well and feel you could confidently create a hyper-personal design for – a close friend, family member, roommate, or yourself.

Your stand must also incorporate one "additional" feature as selected through a chance drawing. Each person will be responsible for one completed and "fully functional" rapid prototype. Prototypes will then be presented to the rest of the class as a narrative performance.

Your stand must:

- Use foam core
- Express its function in a contextually appropriate way
- Successfully integrate the mobile phone and additional design elements into the final form
- Be thoughtfully constructed with attention to detail

In addition to foam core, you may also use a limited range of additional materials provided in the classroom. You may also use found materials around the lab.

Finally, there will be three design phases:

**1. Design planning (about 8 minutes)**

*This phase is for scenario planning, device envisioning, and material gathering only. No materials may be "cut into" or assembled during this time.*

**2. Rapid Prototyping (20 minutes)**

*This phase is for construction, testing, and iteration of your concept. Don't overly fixate on your first idea. Instead, use the full length of time to evolve your concept and develop a systemic solution and refined scenario of use.*

**3. Presentation (2 minutes per team)**

*Thoughtful presentations will be rewarded with enthusiastic applause. Team spirit is highly encouraged. Product failures and "bad guys" will be booed and jeered.*