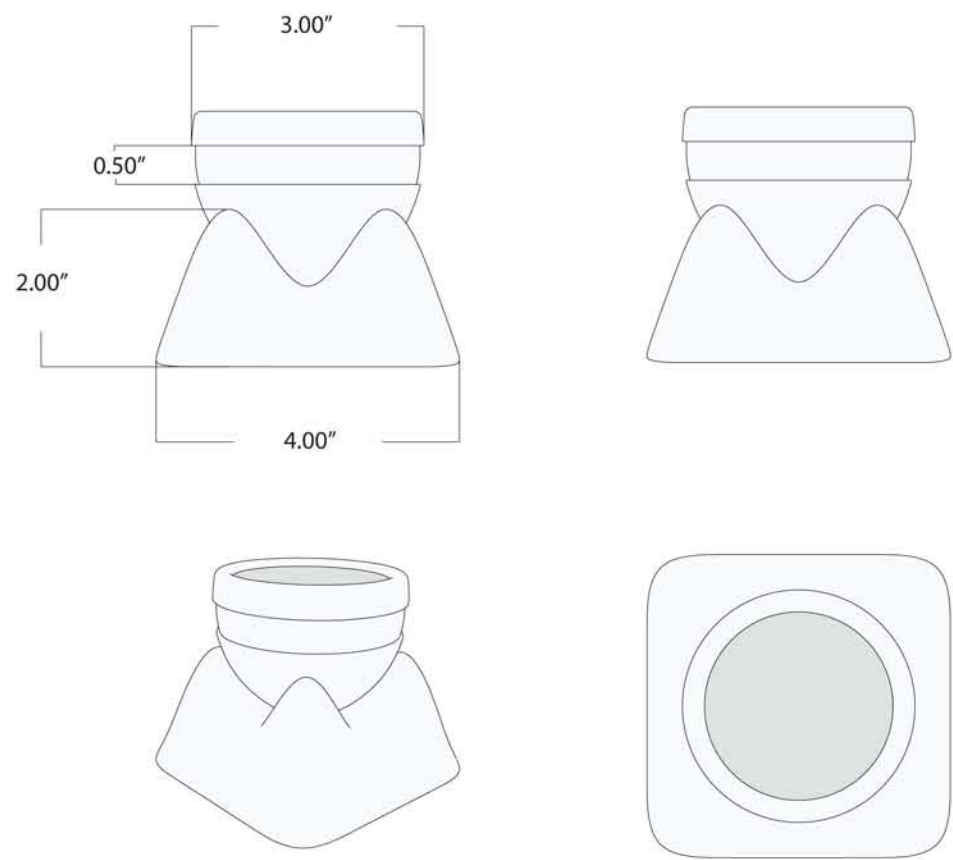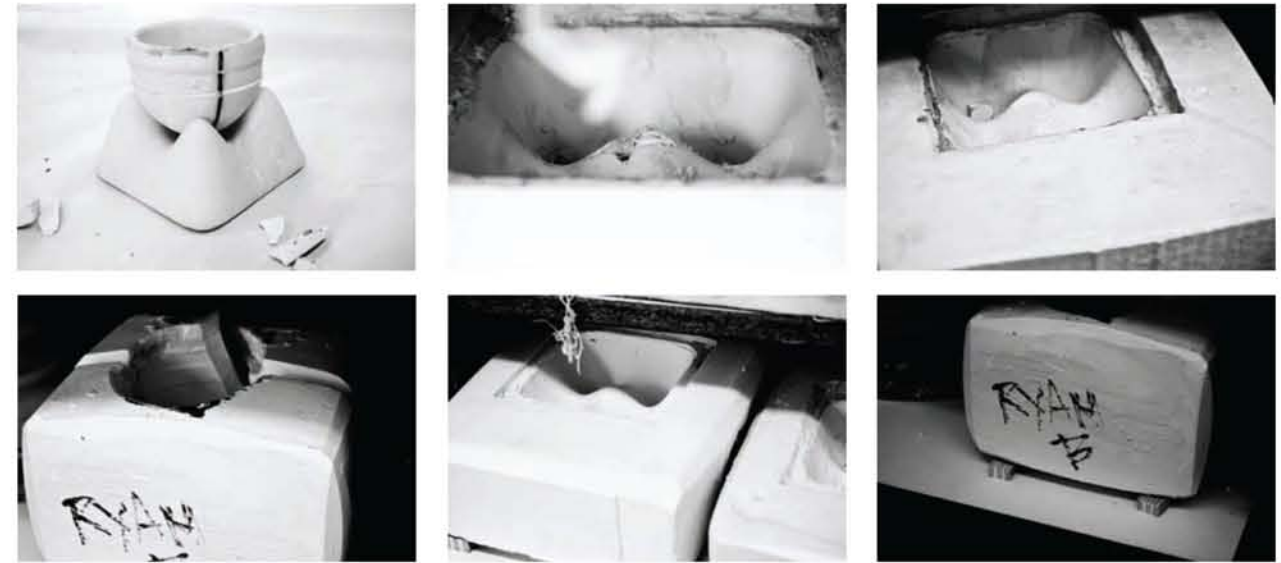# esso

So what's exactly is "esso"? esso is an espresso cup that was inspired by the traditional, yet highly functional egg cartons that most of us see in grocery stores on a weekly basis. The cup comes with the base and five, half inch rubber-bands that are meant to fi into the grooves around the cup. So instead of the cup having permanent rubber inserts getting worn out and boring, you can put in the rubber bands that come with your cup or throw in your own. The space between the very bottom of the cup and the very center of the base makes a great reservoir, perfect for sugar and spoon, or any condiment of your choice for that matter!
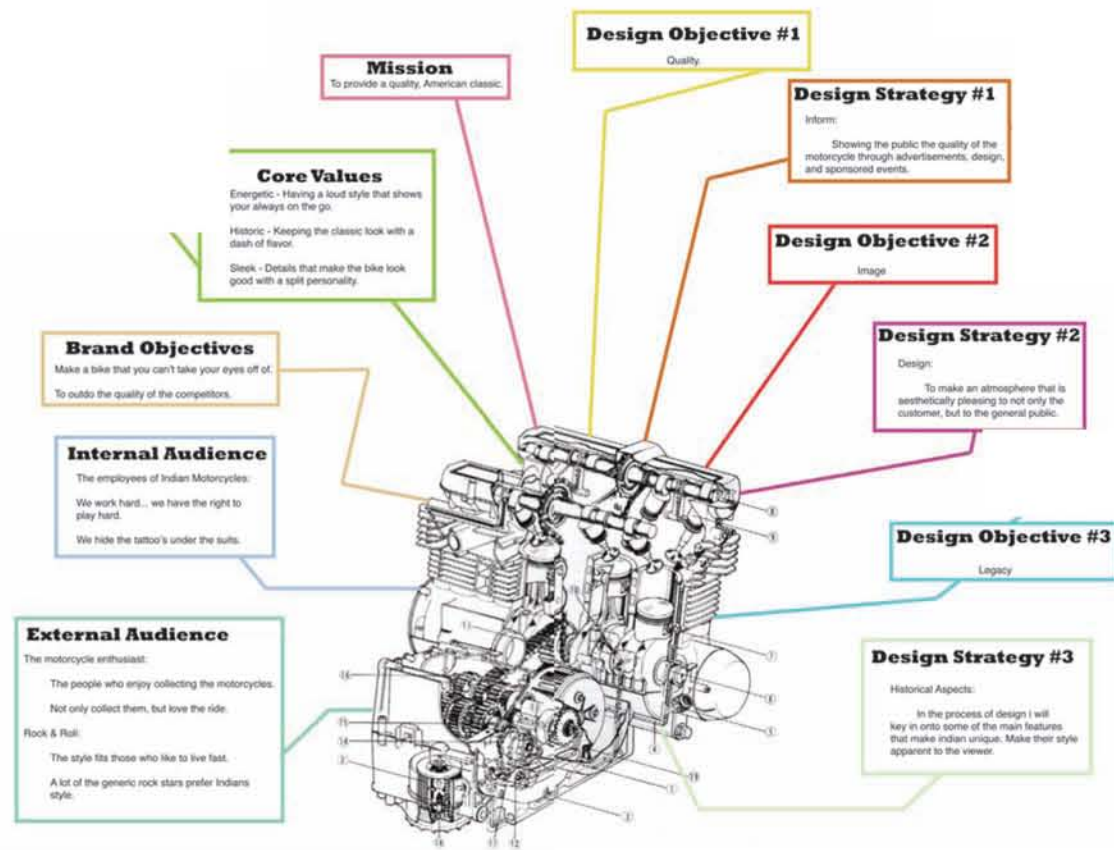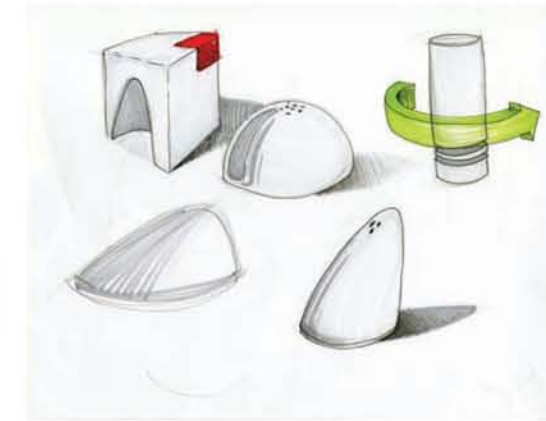
3.00"

0.50"

2.00"

4.00"

Indian

Designing a Bistro Set for Indian Motorcycles

I wanted the design to reflect the physical parts that are on the motorcyle itself. The palette was influenced by the colors of the riders' clothing; a lot of dark colors contrasting with reds, yellows, and blues. The material was chosen in order to juxtapose modern design with a rugged culture.

Background

Indian has a strong heritage and classic look that runs through the design of their bikes. By studying the brand building a design brief based off the company, I was able to pinpoint what their values were as a company and how I could implement their style and customer into my designs.
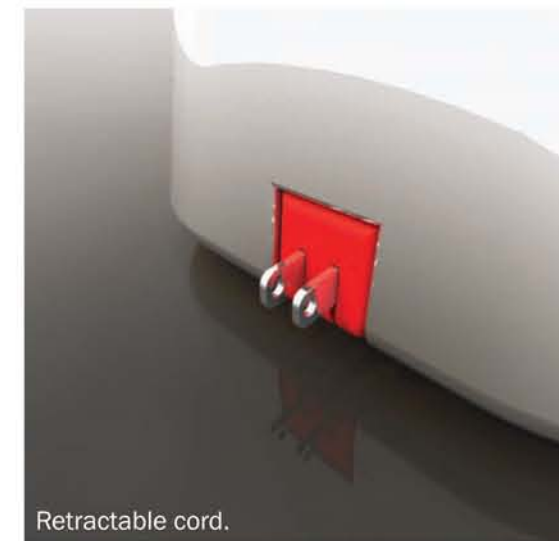
Mission
To provide a quality, American classic.

Design Objective #1
Quality.

Design Strategy #1
Inform:
Showing the public the quality of the motorcycle through advertisements, design, and sponsored events.

Core Values
Energetic - Having a loud style that shows your always on the go.
Historic - Keeping the classic look with a dash of flavor.
Sleek - Details that make the bike look good with a split personality.

Design Objective #2
Image

Design Strategy #2
Design:
To make an atmosphere that is aesthetically pleasing to not only the customer, but to the general public.

Brand Objectives
Make a bike that you can't take your eyes off of.
To outdo the quality of the competitors.

Internal Audience
The employees of Indian Motorcycles:
We work hard... we have the right to play hard.
We hide the tattoo's under the suits.

Design Objective #3
Legacy

External Audience
The motorcycle enthusiast:
The people who enjoy collecting the motorcycles.
Not only collect them, but love the ride.
Rock & Roll:
The style fits those who like to live fast.
A lot of the generic rock stars prefer Indians style.

Design Strategy #3
Historical Aspects:
In the process of design i will key in onto some of the main features that make indian unique. Make their style apparent to the viewer.

SMEG
CENNO

PERSONAL TOASTER OVEN

The two heating elements will be seperate components that can act as crumb tray's.

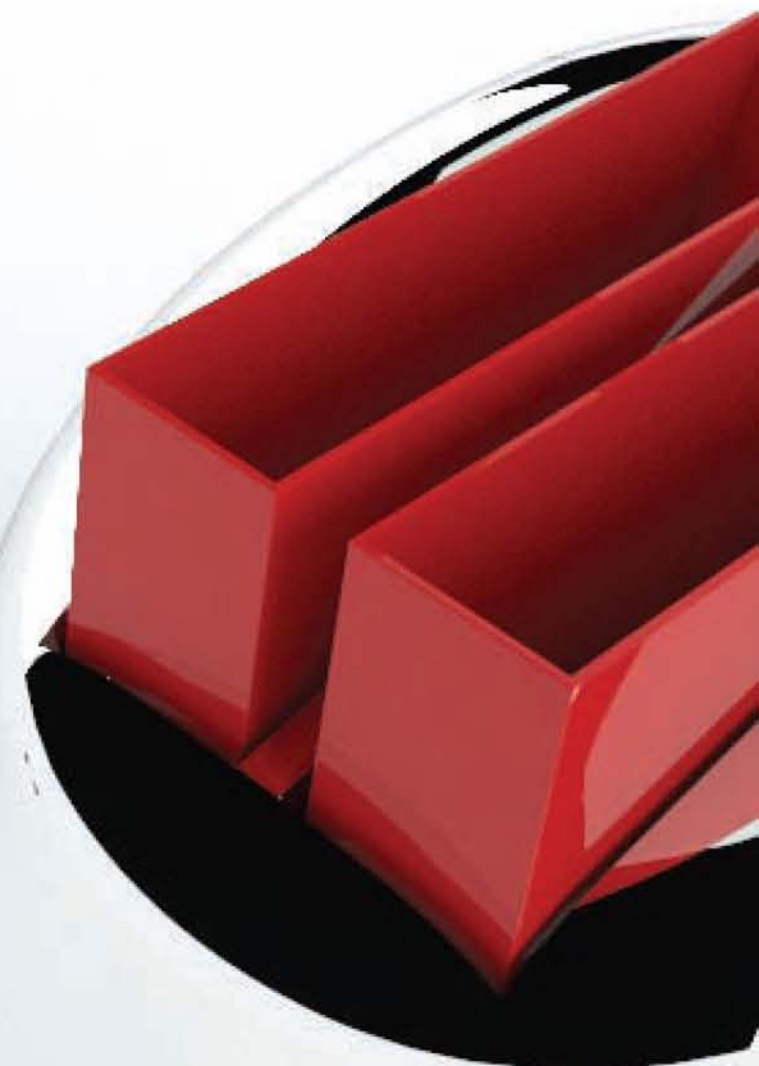Position when toasting food.

Retractable cord.

TOASTING...

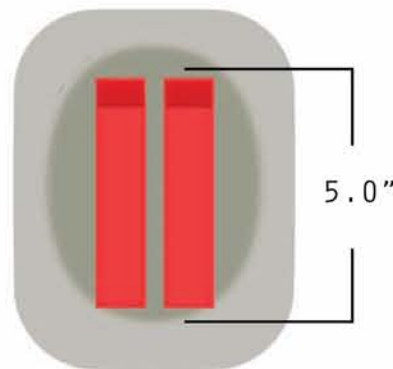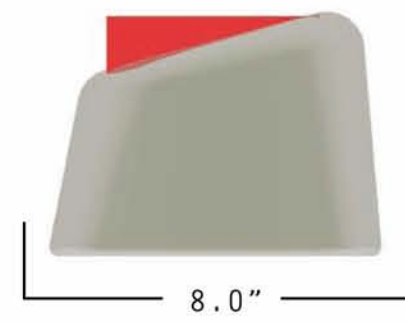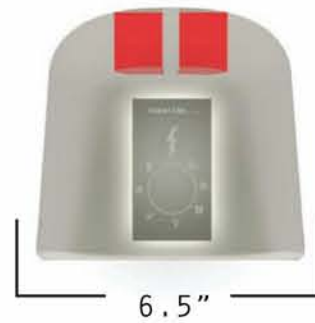# Problem

1.) Who's idea was it to have all of these cords? They often get tangeled and can be very unappealing

2.) Metal is not the safest material to use with heat when human contact is being made with the product

3.) Part of the toaster is non accessible, making the toaster hard to clean

The Idea

To maintain an overall physical appeal with all ages. letting the user relate to the normal functioning of a toaster, but personifying the toaster in a modern environment. The toaster is made so children can use it with little risk.
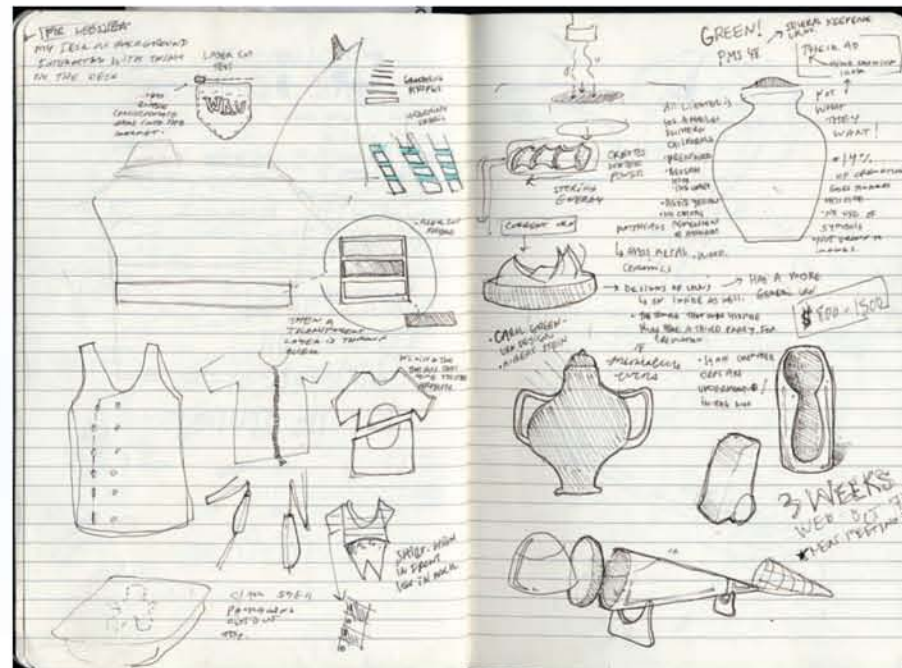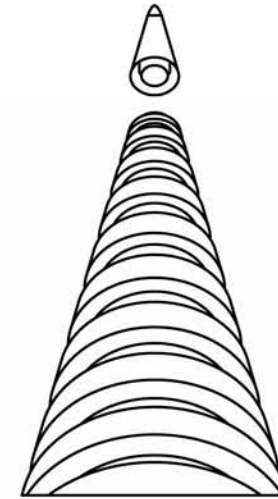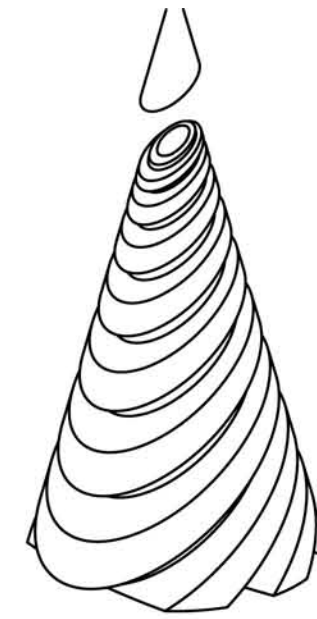
6.5"

8.0"

5.0"

layers

the idea

as humans and nature intended we design with layers. Put into a certain context these layers can be interpretted as both complex and structurally sound. The idea of layers in the urn is suppose to remind us of the layers of the human body (skin, flesh, bones, organs, etc.) and how we as humans have built our lives around complex layers of relationships, and emotional struggles. As the rings on the urn grow larger or become smaller i wanted this to be interpretted as how we solve problems that eventually come to a solution or how stress and tension ascend and descend troughout the different layers of a problem. The lid is then interpretted as letting certain problems go and setting your emotions free. Coming to rest with a single problem is one of the hardest, but most rewarding expreiences in life.
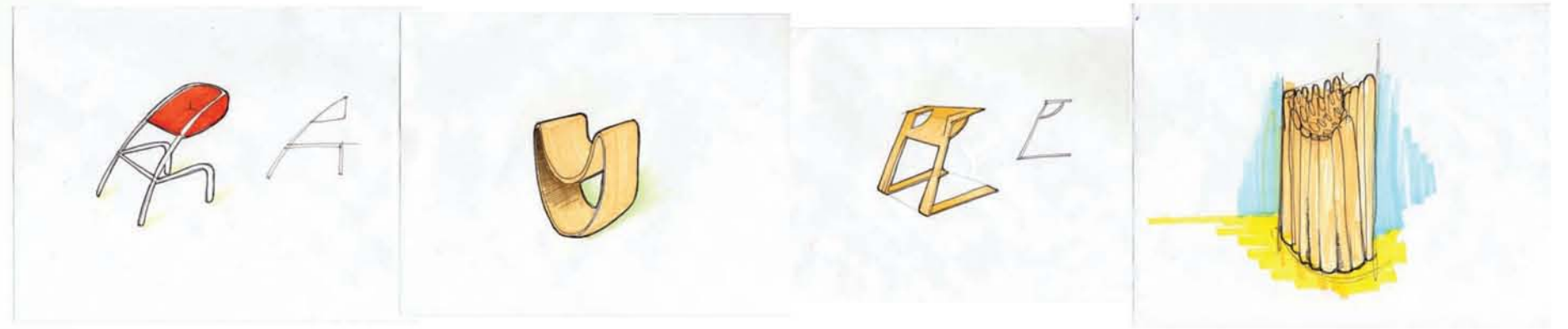
Ryan Boynton - Design: senior
Hillside Urn Project
Otis College of Art and Design

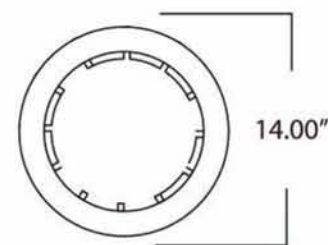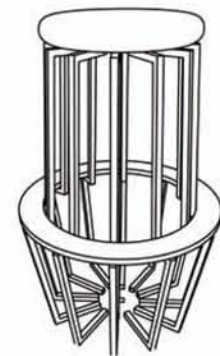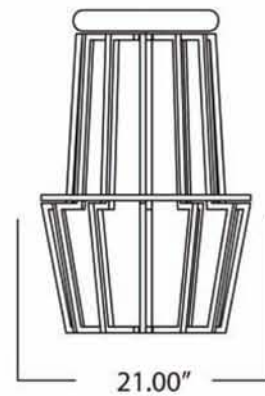inspiration
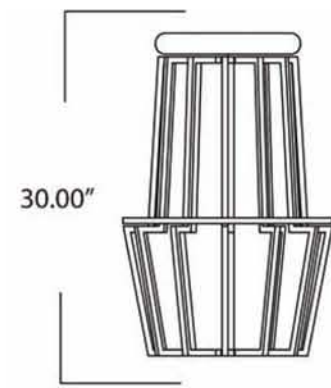
10.74

3.62

15.51

Stool Design for:

Village East Bar

Observation/intention

Village East Bar is located in London on Bermondsey St. Apart from it's retro rustic look, the bar is a high end destination. Attracting people from the age of 18 years old and up, the bar has done a good job in accomodating such a broad market. The thing that intrigued me most about the bar was the mix of classic modern furniture.

I wanted to make a stool that drew the crowd and spoke loud. The Design of the stool was still practical in the sense that it could function with its surroundings and added a linear element to the bar. with raw and neutral tone materials.

30.00"

21.00"

14.00"

Check.

making you think your actually good with time managment.

Brandon: A prominent hipster that nests in the vast cultural melting pot of Silver lake, CA and travels around quit often. He and his friends have engaged in the new technologies that are offered by companies such as apple and blackberry and wishes to take advantage of the fact that he's paying a lot of money for this new gadget.

Harry: Business savvy man that is in his early 30's and is already facing the problems of being on the go all the time. It's hard for him to manage a lot of his business and personal life at one time. He is constantly flying from one country to another consulting with his business partners and always finds himself being a tad bit behind schedule. Enjoys new technologies but hates the complications that go along with them due to the fact that he would rather spend his time doing something productive rather than having to learn another program.

Emmanuel: Older woman in her late 50's that likes to take trips on holidays. Due to the fact that she only travels during the holiday's she find's it rather hard to keep a good schedule going when in the mix of all the holiday rush. She know's a minimal amount about technology but wouldn't mind learning more about it as long as it is simple and easy to comprehend.

Target Market

Ecosystem

Application that managed the time of it's user based on decisionsthat have been made by the user. Multi-purpose service that provides time management and business promoter.

Device

Interface/web design built around the idea of time managment. Would perform functions such as timers, alarms, concerns of the users position at that point in time, solution/problem solving, etc.

Software

Channel

Major airlines, web pages that provide applications for smart phones.

User Experience:

Timers/clock, alarms, advertising space, easy access to transporation, space mapping, space searching, entertainment (shopping, etc.).

Content

I want the user to feel as if they have just managed their own time effortlessly. They need to feel as though they have independently maintained a consistent schedule without the assistance of a smart phone application

Support My Goals

The product will support my goals by providing a device that manages the users tie efficiently and at the same time promotes businesses and manages fast paced society in a more timely manner.

Provide efficiency, assurance, and relief into an ergonomic application that caters to those who utilize wireless technologies.

Services

Peer Opinion

Peers liked the idea of the application and thought it should be applied to everyday life. For example: managing your time at school.

The application would only be available on desktops, laptops, and smart phones. This service would also be available with regular phones that have texting capabilities, but the appearance and functionality would be limited in terms of the interface.

Interoper-ability

Customer Support

The customer support would not only come from people maintaining the application through Virgin Airlines; it would also come from the cooperative companies that are being promoted on the application.

HERE'S HOW IT WORKS...

2

By: Virgin

App Store or Virgin

The first thing your going to want to do is go to the application store on your iphone or look for the check button whenever you have purchased your ticket with virgin airlines

Once you've downloaded the app. the check icon will show up on your home screen where you can move it to your preferred location.

Prior to use of the application your information will request when you are buying a ticket with Virgin Airlines. If you do not plan on buying a ticket with Virgin Airlines then the application can be purchased at the app. store and your information can then be put in under a seperate account not including Virgin's name. This is a complimenatry service provided by Virgin Airlines that will only last for the duration of your trip.

3

Tip: if you shift your iphone you can view it horizontally as well

4

Once you have clicked on the applictation it will ask you for your confirmation number or your flight number / information. From here it will continue on to the next screen where you will enter this information to make sure your information is in the our system.

Once the application recognizes your information it will welcome you and take you to the clock where you can begin to manage your schedule

The information for the application will begin to load

5

If you choose "create my own."

Address:
5240 Manchester ave.
Los Angeles, CA 90094

Alerts:
Alarm: 6:00 A.M. ON
Flight Delay: ON
Traffic: ON
Taxi: OFF

6

Once you are woken up by your alarm your screen with display the first part of your schedule. The piece of the clock will be glowing/bouncing so that you know to click it.

7

Once your out of time this screen will appear. This screen asks you how you are getting transported to the airport. If you select either taxi or shuttle it will recommend selected companies that offer these services and are in your area.

YELLOW CAB

When your in the cab the phone will ask if you made it to your ride okay 20 minutes after the initial call to the taxi. If yes, then the next time slot on the clock starts to glow. This will also initiate the question "would you like to see how your flight is doing?"

8

Welcome to LAX! would you like to:
Get some food
Shop

9

You have 15:00 until your flight boards
On my way!
Give me 5:00!

Fifteen minutes before your flight starts to board the phone will notify you that your flight is boarding in 15 minutes. If you are waiting in line or are far from your gate then you can request five minutes and the flight attendants will be notified that a passeger is in the airport and will be about 5 minutes. The gate cannot wait any longer than five minutes so you wil have to hurry.
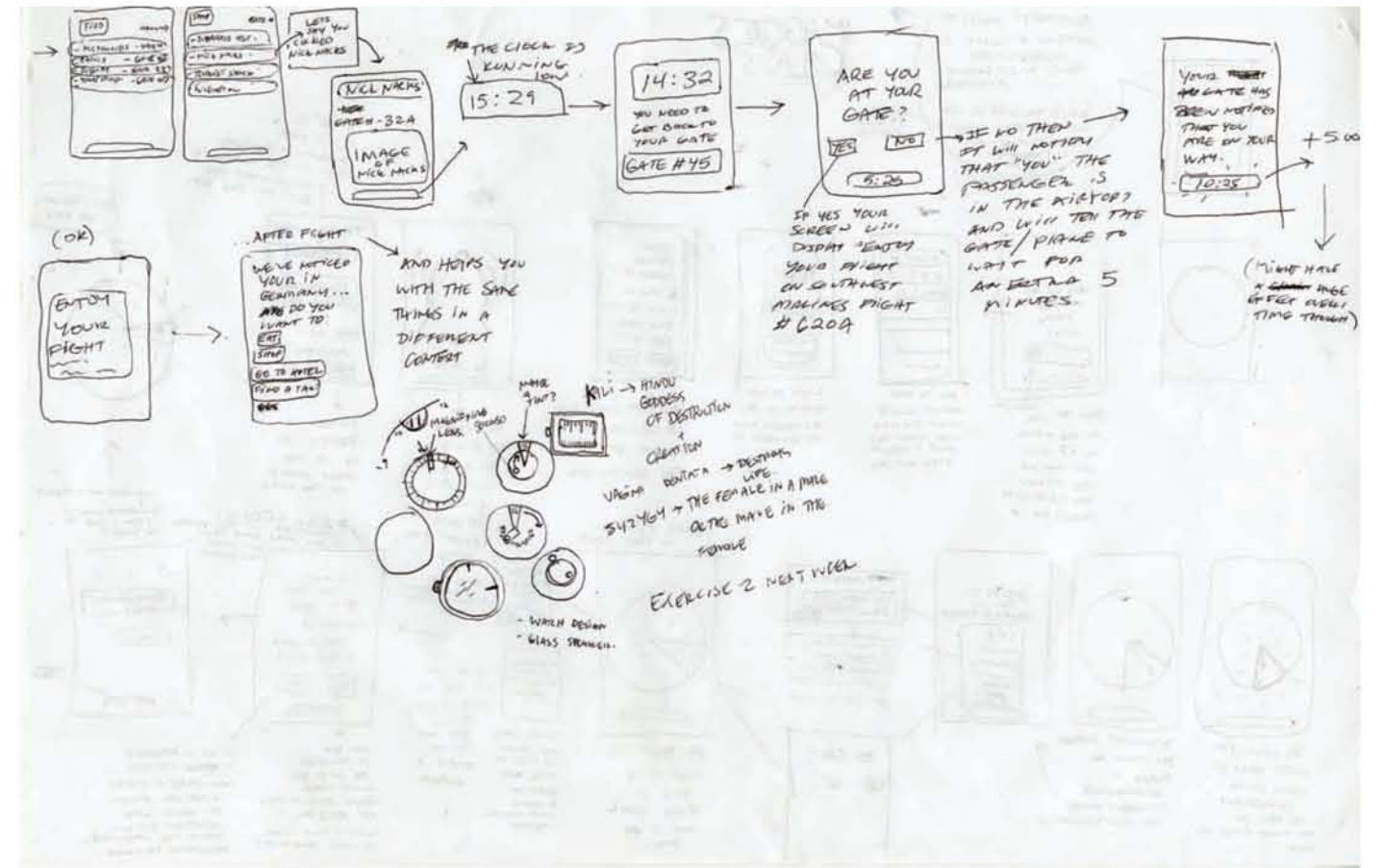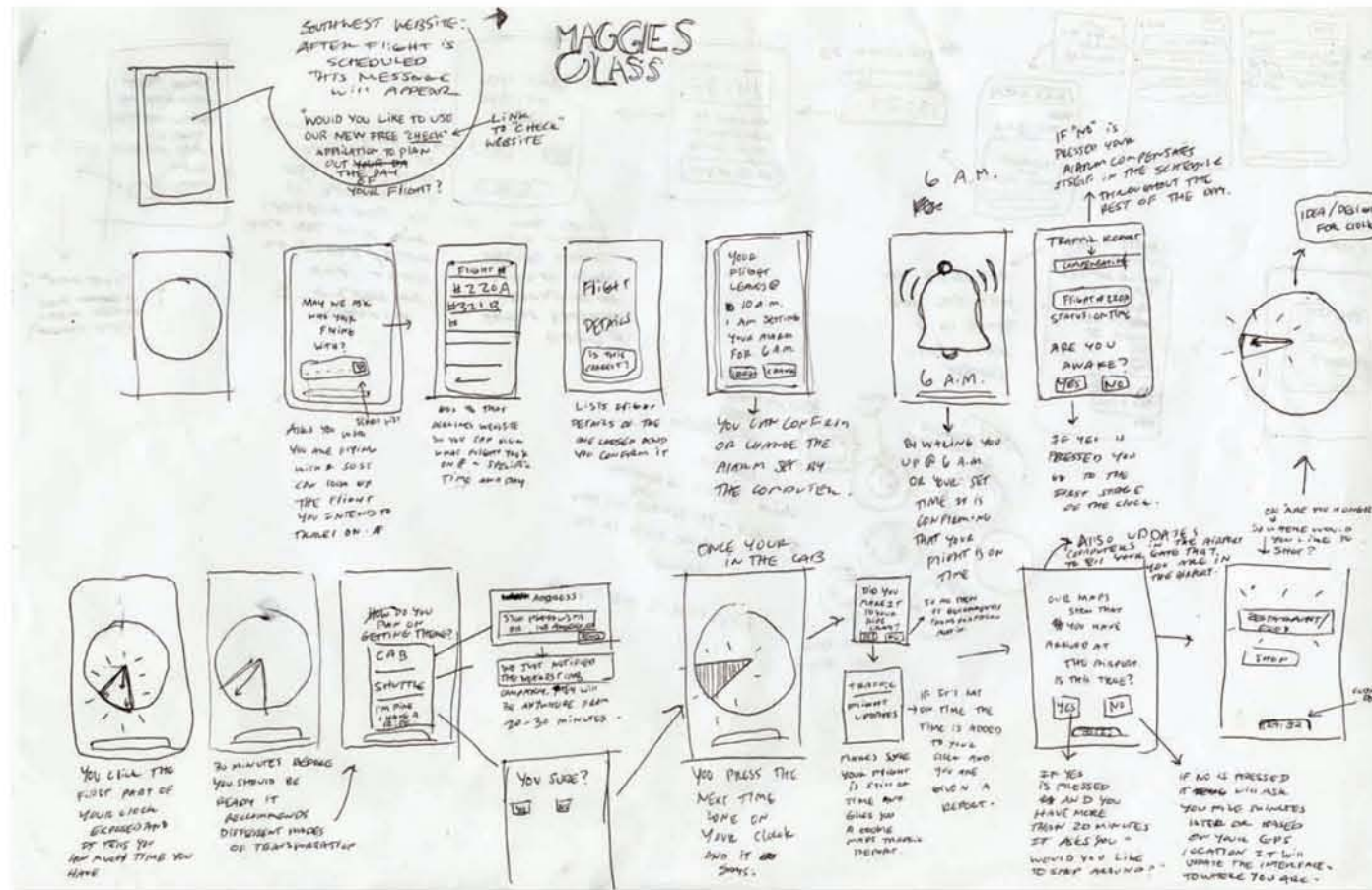
10

Enjoy your flight!

When you have finally arrived at your gate it will tell you to "enjoy your flight and you can continue to turn your phone off. When your arrive at your next location you can use "check" throughout your trip if you want to know more about where everything is located and you need some time management.

Final Design

To understand the interface on a more interactive level, I printed out copies of certain screens that would be on the interface. I specifically wanted someone to look at certain areas that I thought could confuse the user. Based on this information I corrected potential problems with the interface layout and made valuable decisions that were recommended by my peer's and test users.