Design Expo 2010 – Service meets Social

Designing Services with Social Networking technologies
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An overview of Design Expo: what and why

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What is Design Expo?
  • Annual Theme
  • Top Design schools engage students in teams with semester project
    • Work with faculty and Microsoft product group design liaisons
    • One project selected to be presented at Design Expo

Why do we do this?
  • Engaging design schools and raising awareness of MS design
  • Opportunity to directly engage with MS designers
  • Student opportunity to develop design solutions – common theme
  • Design Expo community
  • Scavenger Hunt Game
  • Informal design network
Awe, my four year anniversary since my year doing the game. I loved it!

that was so much fun!

the best scavenger hunt ever

that was the best!!!
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What’s a service? Think everything from getting a coffee at Starbucks to being treated at your local hospital, from government services to financial services.

Social is all about people building and connecting through communities and sharing information and influence.

This year’s challenge was to ask—What happens when service meets social?
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Designing services at the intersection of Social Networking technologies

Art Center College of Design
Microsoft Liaison: Craig Hally
Professors: Steve Kim & Todd Masilko
The Neighborhood

- Connects seniors with volunteer children
- Breaks isolation, builds social responsibility
- Great research and thoughtful presentation
Journey Share

- To coordinate, track and share transportation options
- Real-time data/itinerary updates
- Info sharing and member feedback
- Payment infrastructure, Ad model, viral growth
- Nice, clean UI presentation
• Digitized wardrobe and personal stylist
• Online community where people and professionals interact
• Uses Natal-like interface to superimpose wardrobe on user
• Excellent, ambitious prototyping effort
**Steps**

**Software**
- Teachers share and receive lesson plans
- Teachers can view student work
- Intercommunication between teachers and parents is developed

**Hardware**
- Design is to be used in class
- Students can read, write, draw, and play on it
- Teachers can monitor student progress in real-time

**Edit Lesson: Alphabets**
- A total of 6 sessions:
  - Session 1: A, B, C
  - Session 2: D, E, F, G
  - Session 3: H, I, J, K, L
  - Session 4: M, N, O, P
  - Session 5: Q, R, S, T, U
  - Session 6: V, W, X, Y, Z
- 45 minutes per session
- Today's exercise: Aa, Bb, Cc, Dd
- Archives: Apr 2010, Mar 12 2010, Sep 25 2010
- Students’ Work: Amir, Amanda, Billy, Congo

**Lesson Preview**
- Objective: Using pen, write alphabets A, B, C, D, E, F
- Estimated time: 45 minutes
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Carnegie Mellon University
Microsoft Liaison: Shelley Evenson
Professors: Chris Kasabach, Vanessa Sica & Bruce Hanington
Carnegie Mellon University teams

go play

current-c

synchronicity
MOBILE

WEEKLY FIND
Mandarin Oranges 14/20

MY SHOPPING LIST

TOP 3 FAVORITES
- Milk 64 oz
- Eggs 24 ea
- Orange juice 64 oz

FRUIT & VEGETABLES
- Lettuce 2 lb
- Spinach 2.5 lb
- Apples 12 ea

MEAT & FISH
- Chicken breast 4 lb
- Mussel 0.5 lb

WEB

Fleat FAMILIES LEARNING TO EAT

NUTRITIONAL ANALYSIS

FOR THIS WEEK FROM 04/08 to 04/11

Oops! You need more protein and carbohydrates!

Why don’t you try these recipes:
- Cheesy Ranch Potatoes $12.00 (serves 8 people)
- Chicken Lasagna $56.00 (serves 8 people)
- Basic Chicken Stock $17.00 (serves 8 people)
- French Onion Soup $13.00

Add to shopping list
Meet Raising Hands

- sales
- trust fund
- donations
- government funding

- publisher
- institute
- school district
- school board
- RH team
- sister school

- contract
- collaboration
- collaboration
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Central Saint Martins College of Art & Design
Microsoft Liaison: Tim Regan & Richard Banks
Professor: Caroline Till
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NYU Interactive Telecommunications Program
Microsoft Liaison: Georg Petschnigg
Professor: Nancy Hechinger
Additional Criteria

Three D’s

Class Structure

Collaboration + Competition

Outside Judges

VCs, Entrepreneurs, CEO, a Dean, an artist
Add your memory

Man I forgot how awesome those summers were ... riding bikes, swimming in swimming holes, making bows and arrows, playing every sport known to man, hiking up Tuckerman's, playing "guns" in the Tassy's woods, going up to camp ... man, those days were so fun ... we didn't even know how good we had it!

Add Media

Allan Carpenter  April 15 at 11.07pm

You guys remember the first time we biked up to Emerald Pool? We couldn't have been more than, what, 12? It was like this mystical swimming hole we had only heard about ... I don't even know if we knew if it was real, right? Biking up like 10 miles of hot winding dirt roads on a rumor ... wouldn't catch me doing that these days! I remember feeling so psyched when we actually rolled up to it! It was like Indiana Jones times. And then it was ... who's going to jump off that ledge first ... and OF COURSE Mike did it. I took my kids to the pool here in St. Louis the other day, and I was thinking how different it was when I was a kid. Next time we're back up north, I'm gonna take these kids to Emerald.
Project Streamline helps those who help the homeless by providing outreach workers with communication tools that facilitate:

- Knowledge sharing across organizations
- Smarter methods of reaching the homeless
- Simplifying paperwork

Project Streamline consists of:

- Mobile Phone Application
- Common sharable database
- Social Networking Site

Bunmi Adeleke, Dharmarajan R Ayakkad
Lisa Maria, Peiyu Liu

Project Streamline
streamline.org@gmail.com
What Makes a Winner?
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**Universidad Iberoamericana**

Microsoft Liaison: Vincent Ball & Joe Fletcher

Professor: Jorge Meza, Ariel Mendez & Georgina Duran
Pyxis is a social network that functions as a new channel to request and provide help, this could be a question, a service, a recommendation or anything you might need.
If you are in a hurry, DON'T WORRY!
Teens who are not able to attend school need a chance to improve their knowledge and skills without relying on government run school which simply cannot scale to the population growth of México; this leaves many without education. Kueponi is a system that creates and facilitates partnership between universities and companies that provide teens with a chance to obtain competitive and technical skills in place of school.
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University of Washington
Microsoft Liaison: Yong Rhee & Sander Viegers
Professor: Axel Roesler
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Design Expo 2010 website

- Expo Details
- Participating School Projects
- Video presentations

Closing thoughts

Demofest 2010

**TOMORROW** - Tuesday July, 12 10:15 am - 12:45 pm
Microsoft Conference Center – McKinley room

Come talk to the students and see the demos of the prototypes up close!

**Acknowledgements:**
Co-Chairs Shelley Evenson & Mike Kasprow

Tremendous help from MSR team: Susan Dawson, Heather Mitchell, William Dangel, Jenifer Carlson, and Tom McMail
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