

POV = User + Needs

INF5721, Fall 2007

Sara Kalantari, Margaret Lee

POV

- Examples
- Tools

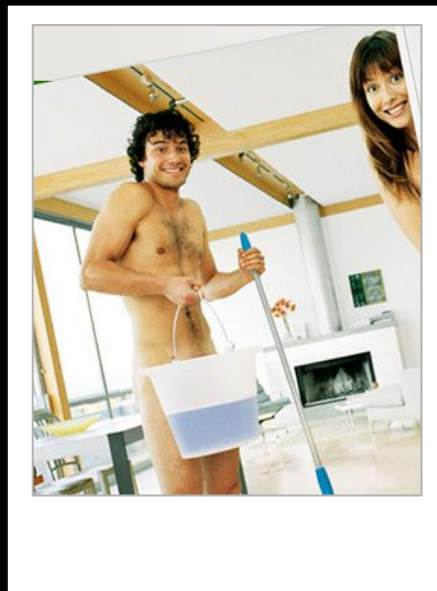
POV

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Method: "For People Against Dirty"

POV: to bring beautiful, non-toxic cleanliness to everyday people's lives

The Brand



The Experience

people against dirty:
dedicated to the fight against dirty | in whatever form dirty appears

method in the LEED

by Gunther Lie

Ever wonder what it's like to work at a cleaning company? Probably not, I'm guessing, but at the very least it's gotta be clean. 'Clean' for method means a lot of things but healthy and sustainable is definitely high on the list. Oh, spotless. Messy on the other hand, is not.

At our offices, we follow the LEED Green Building Rating System for guidance on how we keep clean and green workspaces. This is a voluntary rating system that evaluates the environmental performance of a building over its life cycle. Like LEEDS we look a five categories:

- Sustainable Sites
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality

Continue reading "method in the LEED" -

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Household Hazards Report points the finger at dirty

visit: methodhome.com

categories

- design + architecture
- flora, fauna + conservation
- green energy + transportation
- green living
- healthy home
- innovations + technology
- media, events + happenings
- new + innovative products
- pioneers + leaders
- social responsibility
- sustainable development
- tips + ideas

enlist to fight dirty

interested in becoming a member in the fight against dirty?

sign-up today -

archives

- September 2007
- July 2007
- May 2007
- January 2007
- December 2006
- November 2006
- October 2006
- September 2006
- August 2006

method products | people against dirty | what we're for | quickshop | view cart

advocate profile

search advocates: name

name: Suzanne

where do you live? South Jersey

why have you chosen to fight dirty?
I didn't want to choose between having a clean home and being kind to the environment.

a song or album that gets you dancing while cleaning?
80s songs I downloaded from iTunes

what method products make life worth living?
Daily shower changed my life.

what is your experience with method?
I've loved every product I've tried. They not only work, they smell good, too!

Go to profile listing

« Previous | Next »

The Product



shop | other people's confessions | send to mom | confess

Streaming everyone else's confessions to your desktop is dirty. You will have to confess that.

- macintosh screensaver
- windows screensaver

4:26:54 pm

Atlas Snowshoes

POV: Snowshowing as a way to allow everyday people, not just athletes, to get outdoors and explore



Xtracycle

POV: To meet the need of everyday people for a clean, affordable and soulful mode of transporting themselves and their things



Google

POV: To organize the world's information and make it universally accessible and useful



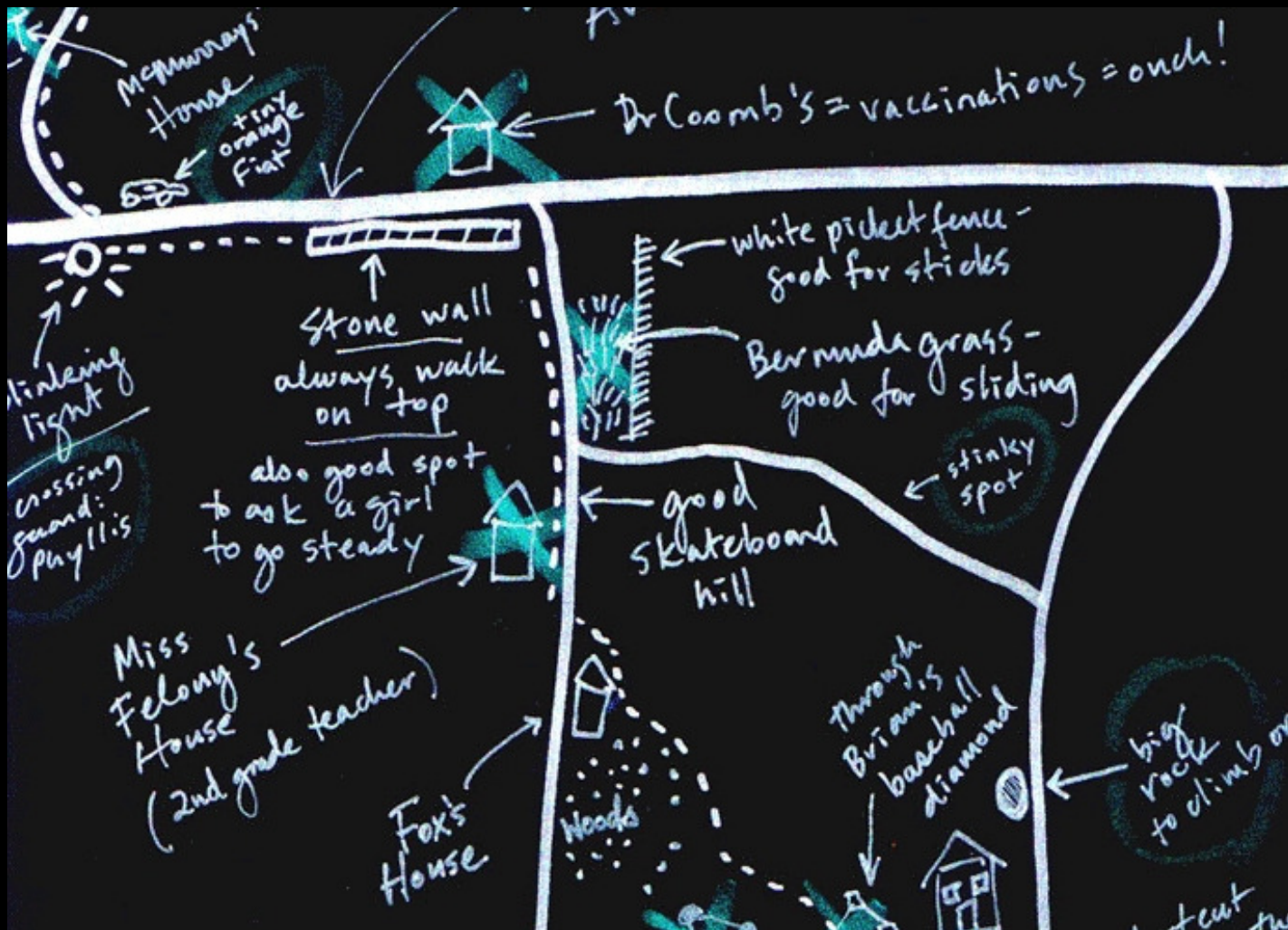
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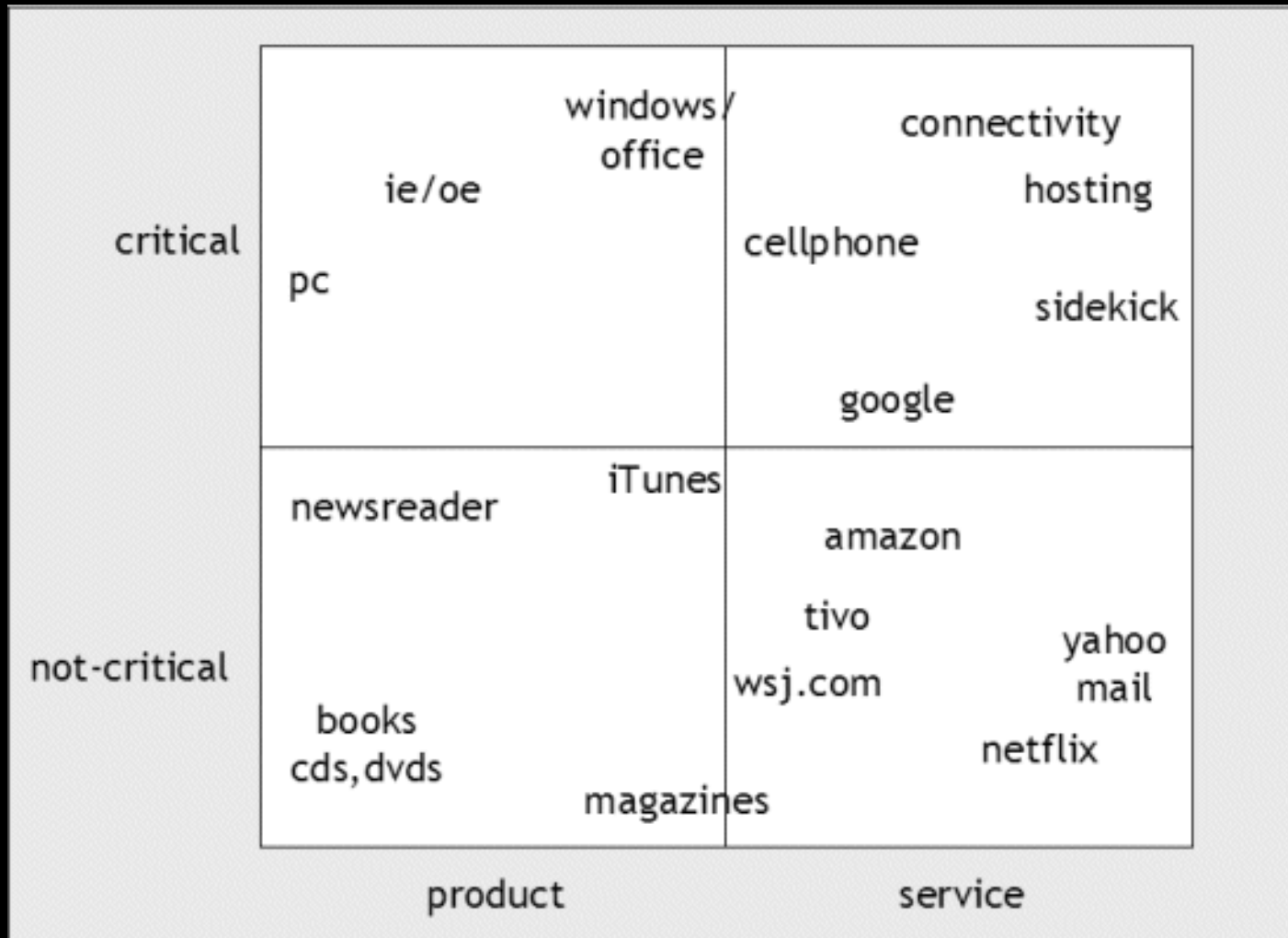
Space Saturation



Cognitive Maps



2x2



Metaphors



Power of 10

1m



10m



100m



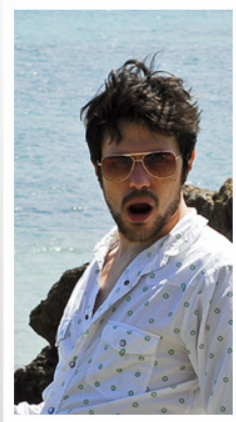
1000m



Grouping



Personas



Travis Taylor

Primary User Persona

Age 28

2Kool4Skool@gmail.com

Personas

When Travis rolled out of bed this morning, he needed a glass of water and handful of Advil, stat. He had been up until 2am working on his thesis project: burning pink foam into sculptural representations of his favorite Disney characters. On his way out the door, one of his friends proposed a round of tequila shooters to test out the

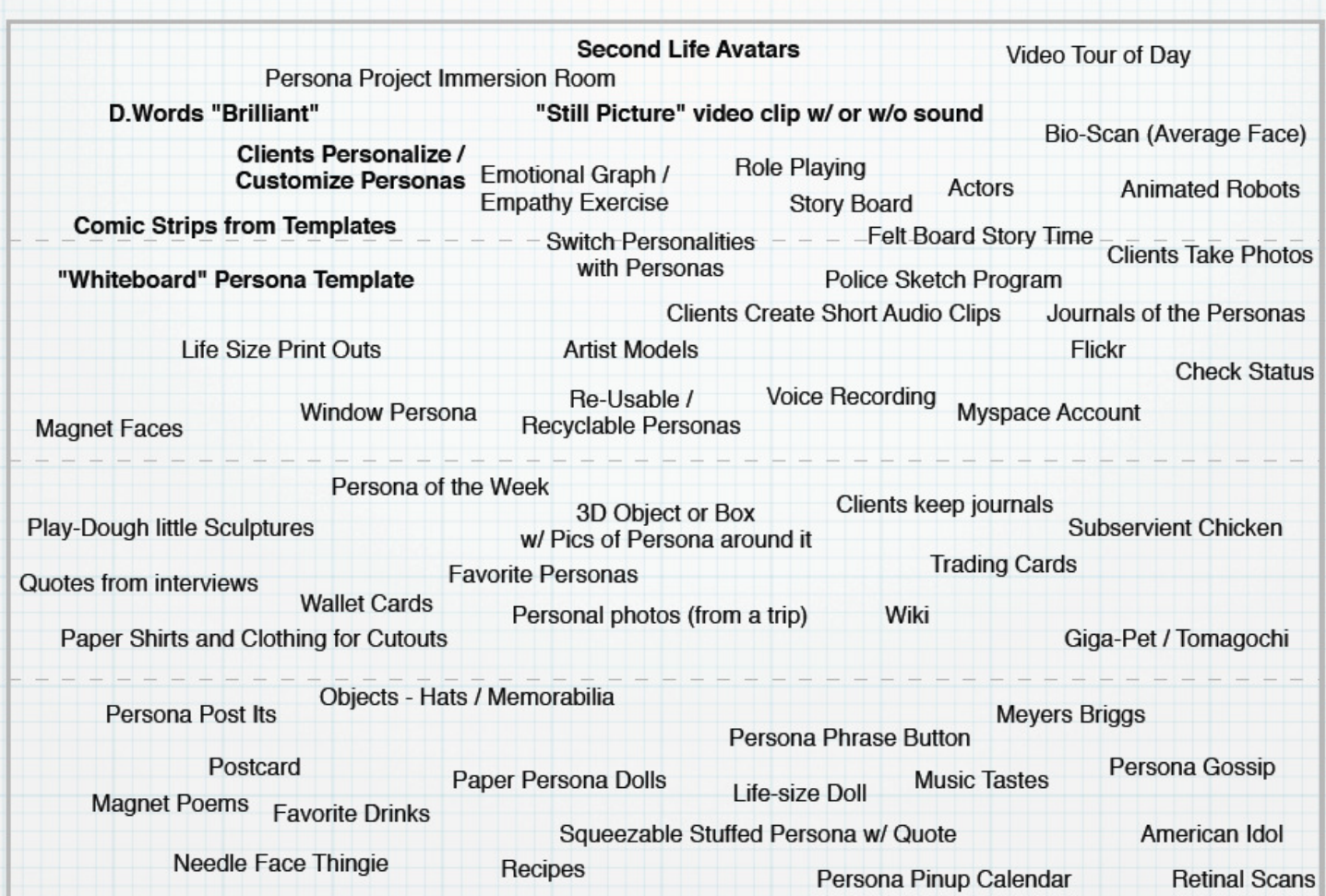
bodily-salting lime-launcher prototype he had just built for his implementation class. The prototype was so successful they extended their validation tests into the wee hours of the night. Like these that make Travis glad he sold his increasingly popular camouflage pants company to come back to school. He made instant friends with the other designers in his program and spends several nights per week either hanging out with them to enjoy the exciting Palo Alto nightlife. Now at the start of his final year at Stanford, Travis is hoping to make friends outside of the program, but is less outgoing around people he believes might perceive him as a nerd. Leaving New York for Stanford appealed to Travis because of the proximity of the university to his family, but has little experience with it apart from the best and greatest of consumer electronics. In particular, he is interested in how designers incorporate technology into their lives. He heard about IDEO when the Deep Dive special came out on Nightline and since has studied their work in most of his classes, especially that prototype of a surgical device made from only a whiteboard marker, a clip, and a film canister. Though internally driven to learn and succeed, Travis has found he has a short attention span, and can rarely sit still for longer than 10 minutes without running through a mental list of his daily commitments or daydreaming about his plans for the evening.

Travis' Goals

1. Be entertained
2. Make new, interesting friends
3. Learn about cutting-edge technology
4. Keep on the move

Personas

Effectiveness



Time