

PAINSTORMING HOMEWORK ASSIGNMENT #1

An Introduction to Painstorming

A Chance to Practice

Task 1. Identify an everyday product that you commonly use, and have access to. Using your cell phone or other video camera, create a 2 – 5 minute video of someone that you know using that product in the way it is normally used. Make sure that you get permission from that individual to be filmed, letting them know that the film will be turned in for class but will not be watched by anyone other than you and the professor/teaching assistant. Note that it is less desirable, but acceptable, to have someone else tape you using the product if you cannot find someone who is comfortable being filmed.

Task 2. Watch the video at least two times, noting the pains that you observe. Complete column 1 on the attached table. In column 1, you want to write down each and every pain you observe associated with the product's use. Be sure to try to capture some non-obvious pains.

Task 3. Browse the internet to try to find one related or semi-related (likely newer) product that is available to eliminate at least one of the pains you noted for your process. Looking at “As Seen On TV” products, assistive technology for individuals with disabilities, and technology reviews may be especially helpful if you get stuck finding a related product. Complete columns 2 and 3 on the homework assignment, similar to what we did in class. Note: Depending on the product you find, it may not address nearly as many of the original problems as the Keurig did for the Mr. Coffee.

Task 4. Complete the final prompt on the homework assignment.

DELIVERABLES

Submit the video you took and the completed typed homework packet on Isidore

Grading for these deliverables is out of a total of 50 points and will be based on completion of the tasks, number and depth of pains identified, and overall quality and thoughtfulness of your deliverable. Individuals earning the highest grades on this assignment will have demonstrated an outstanding effort and thoughtfulness on this assignment, listing numerous pains (especially those non-obvious), thoroughly describing how the new device eliminates these pains, and demonstrating thoughtful and in-depth reflection. Highest scoring papers will look and read professionally, being nicely organized and well edited.

Name: _____

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A Chance to Practice: HOMEWORK SHEET TO BE COMPLETED (Please Type)

Task 1a. Product chosen for your video: _____

Task 1b. Brief explanation of what the product was used to do in your video: _____

Task 3. Product Name of the newer product you identified that solves some of the pains from Task 1 & 2, Brief Description of it, and Website/Catalog where it can be found: _____

<p>TASK 2. In this column, list each pain/annoyance you identified while watching the video tape you created</p>	<p>TASK 3. In this column, checkmark those pains that the new product eliminated/reduced</p>	<p>TASK 3. In this column, list how (e.g. what features or improvements) the new product eliminated/reduced these pains</p>

[Copy-paste more table rows as needed]

