**WEEK**

**10 March 3th 2014**

**APD ONE**
Product Analysis
Degree Project

**APD TWO**
Project 2: Strategic Design
Degree Project

**TD ONE**
Graphic Design 2
Degree Project

**TD TWO**
Design Project 1
On Internship

**IXD ONE**
Degree Project

**IXD TWO**
Interaction and expression

**BFA ONE**

**BFA TWO**

**BFA THREE**

**IDI**

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**CREDITS**

Thanks for your contributions.
Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings. We love hearing from you!!

Editor: Stephanie Knödler
Graphic Designer: Stephanie Knödler
Contributions: Migle Padegimaite, Kevin Gaunt, Regimentas Vegele

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**SINGLE SUBJECT COURSE**

*Service design,
Strategic design och produktutveckling*

*Interaction and expression*

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**PRODUCT ANALYSIS**

**Staying in the loop**

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Check out the UID vimeo pages: vimeo.com/uid & vimeo.com/ixdumea

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**KITCHEN CLEANING**

BA ONE

WORKSHOP CLEANING

IDI

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**Martin Edlund**

**APD Two**

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**Alastair Warren**

**APD Two**

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**SWEDISH SAYING OF THE WEEK**

Det finns inget dåligt väder, bara dåliga kläder.
There is no bad weather, only bad clothing.

**WHAT’S UP in Umeå**

**SNOW JAM**

Saturday 15 mar 2014

This winter, four Snow Jam events will be held at Bräntbergbäcken. Snow Jam is a drug-free event for youths, organized by Umeå municipality youth centers. The young and curious will be able to loan equipment to try different downhill winter activities such as slalom, snowboard, sledge, snow slider and trick skis. There will also be coffee and food for sale, and the fireplace will be lit to keep you warm all night.

The Snow Jam events target youth from 12 years and older. The activities are free of charge.

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**The New Black in TV / MOVIES**

I don't watch many movies or a lot of TV, but the Lego movie is hilarious. It’s rare you’re in a cinema where people are just cracking up, it was unexpectedly awe-some.

The New Black 5 in DESIGN:
I’m diving into behaviour change and habit design for my thesis.

Check out the Fogg Model for behaviour change, the Tiny Habits technique, and the book Reality is Broken (gamification of real life). Fascinating stuff.

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**The New Black on the WEB**


A final word: when it’s freezing and dark here, I find reading a book about a hot place in another time is a good fix.

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**10 words or less about yourself**: Introvert swede who likes snus, coffee and videogames.

**Something most people do not know about you**: I used to eat frozen cinnamon buns when was little because they lasted longer.

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**The New Black 5 in DESIGN**: Carlos Arturo Torres and Robert Provo Kluit

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**The New Black in Books**: 438 dagar, Blink, This means this and this means that.

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**铝董**: Somewhere between a driven design nerd and wanting to live in a beach hut, simply surfing and living off of nature.

**Something most people do not know about you**: After APD1 I took 39 days to bike solo with a hammock and no idea what I was in for across France, from Germany to Spain. Long story short, the trip included a nudist wizard (yes, really), bull running, sleeping in a field of hay, a kangaroo, plenty of tough moments, and celebratory liquor with some Basque parade performers...

I highly recommend doing this!
THE WEEK
THAT WAS

10
MX3D-METAL

Combines

Amsterdam-based Joris Laarman Lab teamed up with the Institute for Advanced Architecture of Catalonia (IAAC) to design a 3D printer that can produce complex metal objects in thin air. MX3D-Metal is a combination of a 3D printer and a welding machine that can print lines of steel, stainless steel, aluminium, bronze or copper.

ADIDAS SAMBA

the world’s first knitted football boot

In order to combine the comfort and responsiveness of playing barefoot with the protection of a traditionally designed performance shoe, adidas has launched “samba primeknit”, the world’s first knitted football boot.

BJ Fogg’s Behavior Model

What Causes Behavior Change?

“My Behavior Model shows that three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and Trigger. When a behavior does not occur, at least one of those three elements is missing.

Using my Behavior Model (FBM) as a guide, designers can identify what stops people from performing behaviors that designers seek. For example, if users are not performing a target behavior, such as rating hotels on a travel web site, the FBM helps designers see what psychological element is lacking.

The FBM also helps academics understand behavior change better. What was once a fuzzy mass of psychological theories now becomes organized and specific when viewed through my Behavior Model. The FBM highlights three principal elements, each of which has subcomponents. Specifically, the FBM outlines three Core Motivators (Motivation), six Simplicity Factors (Ability), and three type of Triggers.

The subcomponents define the larger elements. For example, in the FBM the word Ability refers to the how the six Simplicity Factors work together in the context of a Trigger.

Many other people have proposed ways to understand persuasion and behavior change, dating back to Aristotle in ancient Greece. What makes my Behavior Model different from previous work? First, the FBM shows how behavior is the result of three specific elements coming together at one moment. Next, the FBM explains the subcomponents of each element. In addition, the FBM shows that motivation and ability can be traded off (e.g., if motivation is very high, ability an be low). Finally, the FBM applies most directly to practical issues of designing for behavior change using today’s technology.”

Dr. BJ Fogg

http://www.behaviormodel.org/
Students can now register for the Interior Motives Design Awards 2014. By entering the competition the students will be able to demonstrate their unique interpretation of the three creative, thought-provoking briefs within the overall theme:

**Beyond styling: a design for life.**

**Beyond Autonomous**

What if we were to mix some of the latest developments in computing and robotics with a car? What would it look like? Will it still just be a mode of transportation, or would it be more than that? What would it do when it is not carrying passengers, what contribution could it make to the individual owner and to society at large? Develop a complete scenario of the future and explain how this far-reaching automotive concept will fit into it.

**An Interior for Life**

With an increasing variety of consumer products, lifestyles and activities to choose between, people’s daily lives are becoming more and more complex and exhausting. They therefore seek products and services that are not only simple, but which also meet their individual needs. When designed with care, multipurpose devices with sophisticated but intuitive features can help satisfy these needs and simplify the user’s life in the process.

Instead of creating an overall vehicle concept, dive deep into the car’s interior design. Focus on one feature or object, such as the glovebox for example. Think about how the experience of being inside the car can be tailored to fit the objects regularly used by the passenger in their normal lives – for example by integrating space-saving accessories with smart, useful items.

**Pickup Truck of 2030**

A pickup truck is a workhorse, a statement and a lifestyle. It has undergone a transformation from a simple cabin and box on a frame to a full size lounge and everything in between. As the world continues to evolve, and therefore the environments in which pickup trucks are used, so must the design of the vehicle itself.

Take a clean-sheet approach. Consider what a pickup represents to its users now, and how that will change in the next fifteen years. How can such a vehicle be tailored to fit the individual lifestyles of its year-2030 users? The integrated “bed” is increasingly seen as part of the interior – think about how this open space, this blank canvas, can be adapted to fit a variety of different scenarios and customer profiles.

Students will be able to showcase their work to a panel of world-renowned designers at one of the most important events in the design calendar. This year’s judges include Robin Page, Director of Interior Design at Volvo; Frank Stephenson, Director of Design, McLaren Automotive and Amko Leenarts, Director of Global Interiors Design Strategy, Ford Motor Company.

All shortlisted students are invited to attend the awards ceremony in Paris on 1st October 2014. Should their project be selected as a finalist, it will be displayed throughout the evening and scrutinised by hundreds of the most influential designers working in car design today. The winning entries and overall 2014 Student Design of the Year will be revealed by our Master of Ceremonies, Chris Bangle; each category carries a prize of $500, while the Student Design of the Year will net its creator or creators $5,000 and one of the automotive industry’s most prestigious accolades.