**STAY IN THE LOOP**

**APD1**  
Project 2: Strategic Design

**APD2**  
Degree project & Examination

**BA1**  
Study Trip

**BA2**  
Project Application 2

**BA3**  
Developing artistic Skills 3

**DC**  
Design business

**IDI**  
Designcommunication

**IxD1**  
Project 2: General Product

**IxD2**  
Degree project & Examination

**TD1**  
Storytelling in Design

**TD2**  
Degree project

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**A CROWDSOURCED CHAIR, BUILT USING DATA FROM THOUSANDS OF BUTTS**

The R18 Ultra Chair was designed using a process first used in carbon-fiber race cars.

It’s like something out of a middle-school nightmare: you’re asked to sit down in front of hundreds of your peers. In front of you, a heat map appears, showing the stress you’re foisting upon the structural members of that poor chair beneath you. A machine records the data for posterity.

This scenario played out for thousands of people at this year’s Salone Internazionale del Mobile in Milan, as part of a project that advances the state of computational design (rather than bullying).

Working with Audi, German designers Kram/Weisshaar connected hundreds of stress analysis monitors to the seat, back, and legs of their carbon fiber and aluminum R18 Ultra Chair. They installed the chair on a platform in the middle of an 18th-century Milanese palazzo, inviting thousands of passersby to take a load off for a few moments. Each time someone sat down, the industrial monitors recorded the stress data, processing it with a custom algorithm that determines the most structurally efficient version of the chair (the final version will be revealed at Design Miami later this year).

The idea behind such rigorous testing is to determine just how light a chair can be before it becomes structurally unsound. Audi originally developed the stress analysis technology for its series of carbon fiber race cars. In racing, every gram of weight equals seconds on the clock, but structural stability under high stress is key. It makes sense that the same analysis techniques could be used on furniture, and for that matter, on buildings.

The designers brilliantly cataloged each test, and on their website, you can watch design luminaries (including MoMA curator Paola Antonelli) trying out the chair. This isn’t Kram/Wiesshaar’s first collaboration with Audi; last year they installed eight robotic arms that allowed visitors to London Design Week to write light messages in the sky over Trafalgar Square.

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**INSPIRATION**

1. http://www.jaymug.com  
   Sharing inspiration, creative thoughts and awesomeness for the ever curious

   A dose of the coolest bicycles, six days a week

   Quick, hide here: A blog and gallery by Justin Gerard

Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to: wozzop@gmail.com

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**SOURCE:**  
USABILITY IS KING FOR YOUR PRODUCT. HERE’S HOW WE CAN FINALLY MEASURE IT

Businesses live and die by the usability of their services, writes Continuum’s Rick McMullen. But how do they know when there’s a serious problem?

“Life used to be simpler,” my mom says while making her fourth attempt to update her Windows firmware in order to install Office 2011 on top of Office 2008.

I don’t correct her, but I don’t believe her either. As far as I can tell, life has always been complicated; and certainly as long as my mother has been alive, there has been incredibly sophisticated technology in the world. (When she was my age, people were landing on the moon. Nothing simple about it.) What I do believe, though, is that life used to be more usable. What’s different now is that complex technology has become so freakin’ cheap that it seems free to include “one more” feature in your product. The unforeseen cost, of course, is that those extra features hurt usability.

But we know all this. There is plenty of literature on the subject, and good usability is table stakes for a modern product. If your product isn’t usable, your business is in a dangerous position. Maybe you can get by in the short term by boasting your killer feature set; but the fact is that if people can’t figure out how to use your bells and whistles, you’re going to feel it on your bottom line sooner or later.

It may be old news, or even obvious to some, that poor usability can hurt customer relationships and hold back sales. But what isn’t obvious to business leaders is: How do I tell if it’s happening to me?

“Organizations get results from the data, but it’s amazingly simple to collect.”

Before I get right to answering that, consider customer service for a moment. The adage “the customer is king” is a really useful, usable metric.

Critics of the metric say it is a blunt instrument, and maybe it is. But if your NPS is -20, and your biggest competitor’s is 80, you had better do something about it. It could certainly be argued there are better ways to measure customer loyalty (Sybty); but the success of the Net Promoter Score was closely tied to being the most usable way to measure customer loyalty. This is all by way of saying that even one of the oldest goals in the business world—to keep the customer happy—has only recently been armed with a really useful, usable metric.

The question itself is less important than making sure you ask it.

Now, back to usability. I suspect that even if you believe wholeheartedly in the power of usability, you probably aren’t measuring it in a useful way and making it a key part of your business strategy. I am willing to bet that one of the major reasons people don’t effectively measure usability is that they don’t know how. One of the other major reasons is that the established usability metrics take a lot of effort and analysis to get anything out of them, so ironically, the usability measurements themselves aren’t terribly usable. So here’s my thought. Let’s apply the broader lessons of the Net Promoter Score to usability. No complicated metrics, no long surveys, just one “ultimate question for usability” that lets us know if we need to invest more in making our products intuitive.

What, then, should that question be? When I was in college, we were taught that the quantitative measures of usability are efficiency (how long a task takes), effectiveness (whether or not a subject can complete a particular task), subjective satisfaction (whether or not the experience is enjoyable), and error rate (how many times the subject makes a mistake, even if they eventually complete the task). All good stuff to know, but too low level for this purpose.

The famed usability expert and evangelist Jakob Nielsen says that quantitative measures of usability are low bang for the buck; he favors qualitative evaluation instead. When it comes to making a product better, it also firmly advocate qualitative over quant. But qualitative evaluation is just too much work to answer the simple question, “How do I know if I need to invest in usability?” I asked all of my “usability guru” friends, dug into the existing metrics, and came up with some of my own ideas; and the one I came across that most succinctly captured it was “How confident are you using this system/product/service?”

Unfortunately for me, this wasn’t one of my original ideas. It is a question I poached from the System Usability Scale (aka the “SUS”), originally published by John Brooke at Digital Equipment Corporation in 1986. It’s actually a nice survey in and of itself, but it takes several minutes to complete and doesn’t overly tie to business goals, and I’ve never actually seen it done. Put another way, it’s usable but not usable enough to actually ever get used.

In our modern world of automated interactions, the usability of your product or service is an important part of your relationship with your customers, and it had better not suck. If people knew that the complexity of their products was causing serious brand damage, they would surely make the investment to prevent it. But by no fault of their own, people outside of the design and usability world just don’t necessarily know when there is a problem. So even if this one question is under-nuanced, over-generalized, and doesn’t tell you how to fix your usability issue, it does answer the question, “Do I have a problem I need to address?” with a yes or no.

So I propose that we all ask one simple question of as many potential users of our products as we can. The question I asked above was “On a scale of 1 to 10, how confident do you feel using this system?”

But in truth, the question itself is less important than making sure you ask it. It’s a well-understood quirk of human nature that we tend not to take things seriously unless we’re measuring them. Whatever you ask, pay attention to the percentage of scores that are under 7. Those are all the customers you’ll lose, customers you’ll keep without delighting, or customers you’ll perennially frustrate, and for an embarrassingly fixable reason. It’s easy to do, and it might just move us toward a more usable world, which I know my mom would appreciate.

Source: http://www.fastcodesign.com/1668923/usability-is-king-for-your-product-heres-how-we-can-finally-measure-it
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Ung Svensk Form.
Sista ansökningsdag 10 september 2012

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Invigning i Greenhouse, Stockholm Furniture & Light Fair februari 2013 följt av turné i Sverige och internationellt.

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