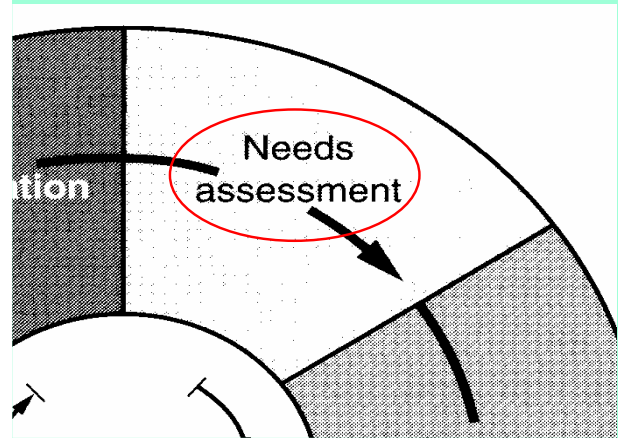


Peer Review of Memos

- Exchange Memos
- Follow instructions on Checklist handout

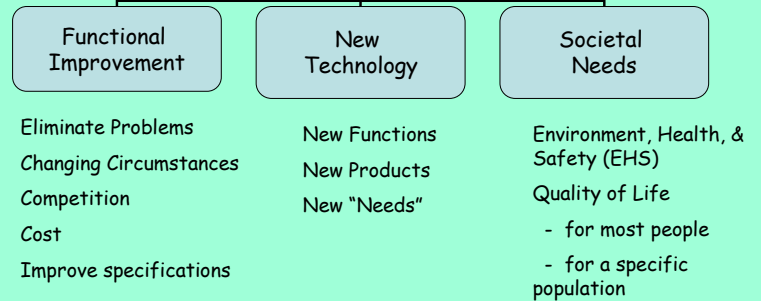


Most terminals on the London Subway have two escalators going up and one going down.

Why?

Image from Wikipedia, "Escalators"
en.wikipedia.org/wiki/Escalator, accessed August 2007.

Establishing Need



Exercise PC improvement needs (groups of three)

1. Function improvement - what would you like (longest list)
Personal Experience: What bugs you when using your computer?
Help computer phobes
2. Technology improvements (e.g. wireless)
What recent tech improvements have there been?
What needs could they meet/what possibilities do they open?
3. Societal needs
What computer adaptations could improve life for someone?

Restaurant illustration -
The limits of what customers can tell you

- What will someone raised on McDonalds order in a top restaurant?
- Listen to the stake holders but make a judgment including possibilities they cannot conceive.