My Passion
What am I passionate about?

- Playing video games
- New innovations and technology
- Music
- Electronic products
- Action movies
- Food/Cooking
- Live a healthy life
- Exploration & Adventure

Selection Process
How did I get here?

1. Racing Simulator
2. Food Organization
3. Future Education
4. Shipping Service
5. Design for Play
6. Anti-theft Design
7. Racing Simulator
8. Restaurant Service
9. Firefighter Safety
10. Design for Play
11. Sustainability Awareness
12. Future Education
13. City Traffic

- Restaurant service
- Shipping Service
- Racing Simulator
- Future Education
- Design for Play
- Anti-theft Design
- Racing Simulator
- Restaurant Service
- Firefighter Safety
- Design for Play
In this phase, I start looking for needs and market in gaming industry. I interviewed different age groups of trying to define the need and problem. Through talking to the people, I found out that younger gamers and elderly gamers have a larger possibility to explore.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total Interview People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Gamers</td>
<td>21</td>
</tr>
<tr>
<td>Adult Gamers</td>
<td>14</td>
</tr>
<tr>
<td>Senior Gamers</td>
<td>17</td>
</tr>
</tbody>
</table>

- 85% of them spend 7.5 hours per week for video games.
- 51% of them get finger and wrist pain after playing the games.
- 32% of them give up school's physical activities for video games.
- 76% of them play video games twice a week.
- 97% of them like more adult and realistic games.
- 71% of them are satisfied with video game consoles.
- 36% of gamers age 65+ play games everyday or almost everyday.
- Senior gamers may play more frequently because they have more time to play than younger gamers, as 77% of senior gamers reported being retired.

I’m passionate about video games and I’m willing to design gaming accessories for my thesis. Racing game has always been my favourite game, so I start my topic with “Racing Simulator”.

Through talking to people and my fellows, I realized that there isn’t really a need in the market and has very little room to improve. Since then I expended my idea to “Design for Play” which aims at enhancing gaming experience. In Initial Research, I was trying to find out where is the market and what are the problems.

**Selection Process**

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**Initial Research**

**Observations & Interviews**

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After I interviewed the gamers and games retail stores, I start trying to contact with Industry experts. Therefore, I can collect more valuable information and validate my interview result at the same time. Here are three industry experts talking about gaming industry.

- **Roger Hector**  
  Senior vice President of Product Development, NAMCO BANDAI Games America Inc.  
  “You might want to look at simplicity design for seniors. There’s a need for senior gamers to have more accessible and simplified interface gaming system.”

- **Kyle Swan**  
  Vice President / Partner, ASTRO STUDIOS Inc.  
  “We are working on some projects aiming at encouraging young gamers getting out of the couch. Motion sensor technology will be the trend for future gaming console.”

- **May Wong**  
  Occupational Therapist, ROSENTER HOUSE [ Adult Day Care Services ]  
  “People with limited mobility will need a device to help them exercises. Easily communication and simplified interface is very important for older people.”

I also walked into different stores that sell games and gaming accessories. I interviewed the owners in Playtrade, senior game advisors in GameStop and sales person in Fry’s. Here are their thoughts about gaming industry.

- **Kelly**  
  Owner  
  PLAYTRADE, San mateo  
  Most of our customers like shooting games and they are from 9 years old to 50 up years old.

- **John**  
  Senior game advisor  
  GameStop, San mateo  
  Gaming industry never gets effected by economy.  
  GameStop has reported a 24% increase in year-over-year sales to $8.8 billion in 2008.

- **Timmy**  
  Sales representative  
  Fry’s, Suunyvale  
  Wii console and games are our best selling. A lot of seniors like to play them.
Inspiration from Interviews

Through talking to people, retail stores people, industry experts and reading journals, I was inspired by their thoughts about gaming industry which is also what I’m passionate about. Video games, older people limited mobility and Wii gaming console are my inspirations.

Video Games

I’m passionate about video games. I start playing them when I was 13. People always ask: why do you love playing them? It feels like child play! Well, I’ll reply them without hesitation: Games bring me to another world in which I can accomplish something I couldn’t achieve in reality.

Limited Mobility

Occupational therapist May talked about seniors limited mobility. It reminds me that I always hope my grandma can go to my birthday party and celebrate with me. But due to her physical condition, even walking downstairs is an exhausting process.

Seniors play Wii

Flossie Chambers, 89 is playing ten pin bowling. “They were absolutely hooked.” “They’re up of their armchairs and moving about and there’s a real team spirit. They forget bridge, cross words, even the telly, all these residents want to do is play Wii.” said manager Laurel at sunrise senior living.

Initial Research

Publications

JOURNAL PUBLICATIONS


BOOK PUBLICATIONS

Health, Well-Being and Older People
by Jan Reed, Charlotte Clarke, David Stanley
The Policy Press, 2004

Inspiration from Interviews

What did I inspire from interviews, observations and publications?

Through talking to people, retail stores people, industry experts and reading journals, I was inspired by their thoughts about gaming industry which is also what I’m passionate about. Video games, older people limited mobility and Wii gaming console are my inspirations.
"The problem is that seniors become more and more disconnected from social activity as they get older. They become less physically able to do the activities they once were able to do."

--- Roger Hector
Senior vice President of Product Development, NAMCO BANDAI Games America Inc.

If a system can provide senior people play and entertainment that can engage them in doing activities, it will improve their quality of life and maintain their physical and mental health.
II. PROJECT ANALYSIS

- Video Game Industry
- Target Users
- Personas
- Video Game Value Chain
- Stakeholders
- Competition Analysis
- Future Technology
- Benefits for Playing Digital Games
Video Game Industry
A brief history of video game console

Video games have been around since the early 1970s. The first commercial arcade video game, Computer Space by Nutting Associates, was introduced in 1971. In 1972, Atari introduced Pong to the arcades. An interesting item to note is that Atari was formed by Nolan Bushnell, the man who developed Computer Space. He left Nutting Associates to found Atari, which then produced Pong, the first truly successful commercial arcade video game. That same year, Magnavox offered the first home video game system—Odyssey.

Today, more than thirty years later, video game systems have evolved amazingly from the rectangular blips in Pong. XBox, PlayStation 3 and Wii support richly textured, full-color graphics, awesome sound and complex interaction between player and system games. The increased storage capacity of the cartridges and discs allows game developers to include incredibly detailed graphics and CD-quality.

Credit: Jeff Tyson, How video game systems work, 2009

The video game industry in the U.S. and on a global scale has seen tremendous growth in the last several years. According to The Entertainment Merchants Association (EMA) 2009 Annual Report on the Home Entertainment Industry, among 115 million American households:

- 68% of them are now playing video games.
- The average game player age is 35
  - 28.2% under 18 years
  - 47.6% 18–49 years
  - 24.2% 50+ years
Video Game Industry

Gaming Facts

Total industry sales jumped 19% to almost $23 billion in 2008, and if consumers aren’t buying video game software or hardware, then they’re renting. Video game rentals for 2008 totaled $541 million, which was up eight percent over 2007.

The NPD figures for US game console sales in 2008 are below, ranked in order of number of sales:

<table>
<thead>
<tr>
<th>Console</th>
<th>April US NPD Game Consoles Sale Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>XBox</td>
<td>10.2 million</td>
</tr>
<tr>
<td>Wii</td>
<td>9.9 million</td>
</tr>
<tr>
<td>DS</td>
<td>4.7 million</td>
</tr>
<tr>
<td>PSP</td>
<td>3.8 million</td>
</tr>
<tr>
<td>PS2</td>
<td>2.1 million</td>
</tr>
<tr>
<td>PS3</td>
<td>3.7 million</td>
</tr>
</tbody>
</table>

A recent Nielsen study, called “The Value Gamer: Play and Purchase Behavior in a Recession,” found that the number of hours people have spent playing video games this year is higher than ever before.
Video Game Industry

Where is the market?

Once a gamer, always a gamer.

- More than a quarter of all video gamers in the United States are over the age of 50, according to new research. Once a consumer decides to play video games, they continue to play for life – adding to the growing number of gamers worldwide.

- Seniors, in particular, tend to play games more frequently, because they have more time to play than younger gamers, as 77% of senior gamers reported being retired. 36% of gamers age 65+ say they play games everyday or almost everyday. According to Pew Internet Survey.

### Frequency of Game Play

| How often do you play games, whether on a computer, or online, or on a game console, or on some other device? Do you do this? | Total Gamers | Gamers ages 18-29 | Gamers ages 30-49 | Gamers ages 50-64 | Gamers ages 65+
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyday or almost everyday</td>
<td>21%</td>
<td>20</td>
<td>20</td>
<td>19</td>
<td>16</td>
</tr>
<tr>
<td>A few times a week</td>
<td>28%</td>
<td>50</td>
<td>24</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td>A few times a month</td>
<td>27%</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td>Less often</td>
<td>20%</td>
<td>50</td>
<td>25</td>
<td>24</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: Pew Internet & American Life Project Survey, October-December 2007, N=1,063 total game players, margin of error is 3%
Society is currently undergoing a huge demographic shift towards an increasingly aging population. Today almost 500 million people are age 65 and over; by 2030 one out of five people in the U.S. will be age 65 or older.

This aging demographic is also healthier and living longer lives than their counterparts decades ago; likewise, future generations will have even longer life expectancies.
Using questionnaires and conducting interviews with my selected user group, senior people, gave me some new perspectives on this demographic. I asked general questions to get an idea of their childhood background and experiences, their outlooks and perspectives on aging, and their aspirations or concerns for the future. I found out these wonderful things about them:

- **Healthier**
  Improved nutrition, fitness and health care with less physical ailments.

- **More Educated**
  73 percent of seniors age 65+ in 2004 who have at least a high school diploma.
  19 percent of seniors age 65 and older in 2004 who had earned a bachelor’s degree or higher level of education.
  47,000 seniors age 65 and older who were enrolled in college in October 2004.

- **Active**
  They enjoy staying active through hobbies, sports and enjoyable activities.

- **Engagement in play**
  They engage in play to stimulate their minds as well as maintain social connectedness.

- **Wealthier**
  Larger incomes, especially Baby Boomers (generation refers to those born between 1946 and 1964) are in their peak earning years with a median income of nearly $64,000—much higher than either the generations who came before (median of $32,000) or those who followed (median of $50,000).
  $108,885 - Median net worth in 2000 of households headed by seniors age 65 and older.
  $24,509 - Median 2004 income of households headed by seniors age 65 and older, unchanged from 2003.

- **Pursuit of personal fulfillment**
  Seniors now have the time and freedom to pursue their own interests, have a fresh beginning and achieve personal fulfillment.
Personas

Personas I

Retired senior couple Iris & Michael

Age: 67 years old & 69 years old

Michael age 69, once was passionate about basketball. Michael plays basketball throughout high school. When age catch up Michael was forced to quit basketball, the sport he once loved he is unable to play.

To pass the time, the only sport Michael does is walking in a park with his wife Iris. Sometimes Michael and Iris play basketball video game on SONY PlayStation 3 with his grandchildren. Michael almost lose every game and Iris gets very confused with the 3D images on screen. Michael gets very frustrated with the control for the game and he gets confused with the multi button controller combine with hand movement; he couldn’t remember which button to push in different situation of the game.

Video game is the only device that could bring challenges to Michael’s life but with console getting more complex, it’s hard for Michael who has never played video games before in his life time to just pick up on it like his grandchildren do.
Stakeholders Personas

Personas II

- Retired senior couple Rose & Thomas
  Age: 73 years old & 74 years old

- Thomas live happily at San Mateo County with his wife Rose who has limited mobility and dependent on him. They like to go to senior day care to attend activities and meet people there.

  Thomas is passionate about music and used to like playing guitar. But now his finger cannot move as flexible as before and he feels tired to carry a guitar. So he usually goes to music class listening to musician playing music and talking about music history. He fell asleep sometimes since the class is lack of interaction.

  Iris likes bicycle riding for her leg muscle training. But she gets bored easily with that tedious processes and simple movements.

  They both think senior day care is a good place to go but needs more interactive classes or activities that can draw their attention and have more fun.

Source: http://todaysseniorsnetwork.com/holiday-hugs.htm
Helen and her grandson Jamie

Age: 83 years old & 5 years old

Helen is an 83 year old senior citizen who retired as an event coordinator at the age of 68; she is currently staying in Palo Alto alone after her late husband past away few years after she retired.

Helen was involved in many activities when she was at a young age. A young Helen would travel to different places exploring nature by climbing mountains and skiing. But now she has been forced into a more sedentary lifestyle after developing hip pain, shoulder pain and knee pain.

The only thing she’s excited about is playing Wii with her grandson Jamie in every weekend. But sometimes she has a hard time to differentiate the cartoon characters. She also confused about how to use the controller. She still have eye-hand coordination problem now. She wish she can play like her grandson.

Source: http://www.clintrogersonline.com/blog
Software Developers
This layer of the value chain is primarily responsible for the ideation and development of video games for consoles.

Software Publisher
These players are responsible for funding and distributing most major game titles.

Console Manufacturers
The video game console manufacturers control the value chain, as developers and publishers do not have the right to produce titles for the manufacturer’s console without the console manufacturer’s consent.

Retailers
The retailers are responsible for seventy-five percent of video game sales.

Consumers
The end-users purchase and use video game consoles that publish titles from software publishers.
### Competition Analysis

**How Are "Needs" Currently Being Addressed?**

<table>
<thead>
<tr>
<th>Devices</th>
<th>Granny Racers Game</th>
<th>Poker Video Games</th>
<th>Jive</th>
<th>Nintendo Wii</th>
<th>Taizo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Needs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain Physical Health</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
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<tr>
<td>Maintain Mental Health</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
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<tr>
<td>Stimulus</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Appropriate Interface</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Fun Factor</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
</tr>
<tr>
<td>Communication</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
<td>○ ○ ○ ○ ○</td>
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<td>○ ○ ○ ○ ○</td>
</tr>
</tbody>
</table>

#### granny racers game

This fun gravy racers game is fun for **two seniors**, or a grandma and a grandchild. Game includes two gravy racers, 10 piece track, and two controllers.

**Price:** $29.95

#### Handheld Video Game

**Poker Game**

This handheld poker game can keep a poker loving senior busy for hours. It has an **larger than average LCD screen** (3 1/2” w display x 1” high numbers) for a handheld game.

**Price:** $24.95

#### New Communication Device

**Jive**

In development, Jive is a three-part **networking interface** that brings digital social interactions to an unexpected market: grandparents and the elderly. It is a device **does not require a mouse** and relies on large photos and images.

#### Video Game Console

**Wii**

Nintendo Wii was designed as a next generation video game. With an innovative **motion-sensing remote** and **simple graphical interface**, videogames for the Wii are simple and intuitive that grandparents can play with their grandkids.

**Price:** $199.99

#### Entertainment Robot

**Taizo**

Taizo is a delightful chap with a bulbous visage and a fun, plushy space suit who stands just over 24-inches tall and weighs 15.5 pounds. The robot is designed to **helps aging people stay in shape** and features voice recognition and a library of thirty different exercises.

**Price:** $68000

---

**Note:** The comparison chart above may vary slightly from the actual page due to formatting differences.
Muscle Sensors
A muscle computer interface allows interaction with a computer without touching a keyboard, mouse or other input device. In tests, a “gesture recognizer” is learning strumming and fretting so a person can play air guitar.
Credit: University of Washington, Microsoft, University of Toronto

Mind Control Technology
The Emotiv EPOC headset - the first Brain Computer Interface (BCI) device for the gaming market is the technology behind the revolution -- and the company claims to have already mastered thought control.

The EPOC detects and processes real time brain activity patterns (small voltage changes in the brain caused by the firing of neurons) using a device that measures electric activity in the brain.
Source: http://www.cnn.com/Technology
The Cinematrix Interactive Entertainment System

The Cinematrix Interactive Entertainment System® puts everyone in an audience right into the driver’s seat. Cinematrix makes the direct and real-time interaction with large groups possible.

Cinematrix can be used for instantaneous team-building, to support certain learning contexts, to engage in a dialogue with the whole group, to energise the entire audience or simply to have fun with everybody in the room involved.

Source: http://www.cinematrix.info/EN/overview.html

Sixth Sense Technology

‘SixthSense’ is a wearable gestural interface that augments the physical world around us with digital information and lets us use natural hand gestures to interact with that information. The SixthSense prototype is comprised of a pocket projector, a mirror and a camera.

Source: http://www.pranavmistry.com/projects/sixthsense/

Project Natal for Xbox 360 - Full body motion control

Project Natal is a revolutionary piece of technology brought to you by Lionhead studios and Microsoft that is set to change the world of gaming forever. Project Natal uses no handheld controller and it has no wires. It uses nothing but your body to control game play.

Compatible with any Xbox 360 system, the “Project Natal” sensor is the world’s first to combine an RGB camera, depth sensor, multi-array microphone and custom processor running proprietary software all in one device.

Source: http://www.projectnatalgamer.com/
Benefits of Playing Digital Games

- **Relaxation and Entertainment**
  Playing video games, computer games, or other digital games is probably one of the best ways to relax, stay committed, become less bored, and even blow off a couple of hours.

- **Socializing**
  Many elderly enjoy games as a means of socializing with others within and outside their social network. Games provide a rich set of enjoyable topics of conversation (e.g., Trivia), as well as a common activity that can serve as a way of decreasing social distance (e.g., Bingo).

- **Maintaining Mental Health**
  Challenging mental activities, such as puzzles and quizzes, may indeed be beneficial for stimulating memory and attentional abilities. Moreover, the sense of accomplishment and perceived self-efficacy after mastering a certain game can provide a significant boost to one’s self-esteem.

- **Improves Hand-Eye Coordination**
  A recent study has shown that video game improved surgeon’s hand-eye coordination enough that it was recommended that surgeons play a specially developed videogame before surgery in order to “warm up.”

  Playing digital games requires you to use your eyes to adjust the amount of force each individual finger is using while your eyes analyze what each individual movement has done; the process then repeats itself as the gamer makes corrections or sees a new target.

  Source: http://www.associatedcontent.com

  "These types of facilities are discovering that the mild physical activity is appropriate exercise for seniors, and the social benefits of competition is both entertaining and mentally stimulating.”

  — Roger Hector

  Senior vice President of Product Development, NAMCO BANDAI Games America Inc.
III. VARIFICATION

Industry Experts Varification
I stated my refined project to the industry experts I consulted at the beginning to validate the needs, problem and hypothesis of the project. They agree that this will be a potential market in the future.

- **Roger Hector**  
  Senior vice President of Product Development, NAMCO BANDAI Games America Inc.  
  “This is an underserved product opportunity, and one that you could creatively find more solutions to.”

- **Kyle Swan**  
  Vice President / Partner, ASTRO STUDIOS Inc.  
  “Older people are actually interested in playing fun games as youngsters especially when the game is not only meant for fun, but also for exercising the mental or physical skills of adults.” It will be a market in the future since almost all the companies are designing for young gamers.

- **May Wong**  
  Occupational Therapist, ROSENER HOUSE [ Adult Day Services ]  
  “This will definitely help elderly people mental and physical health. A solution can engage them to think and move is very important.”
IV. CONCLUSION

Summary

Bibliography

Timeline
The goal of my project is to look beyond the traditional perspective of usability requirements imposed by age-related functional limitations, towards the design opportunities that exist to create digital games that will offer engaging content combined with an interface that seniors can easily and pleasurably use.

The direction of my project could be a new video game console, video game gear, handheld video game platform or a new interactive entertainment interface based on new technology.

There are compelling social, economic and technological reasons why gaming industry should think seriously about making games interesting and accessible to elderly users.

- **Social Reasons**
  
  Digital games hold a significant promise for enhancing the lives of seniors, potentially improving their mental and physical wellbeing, enhancing their social connectedness, and generally offering an enjoyable way of spending time.

- **Economic Reasons**
  
  From a commercial point of view, elderly users are potentially a very large customer base. Worldwide, the population is ageing rapidly, and this is particularly true for United States, where the proportion of seniors is dramatically on the rise. However, the growing aging demographic is currently not well served by the majority of commercial games on the market, creating a significant potential niche market for my project.

- **Technological Reasons**
  
  With the advent of new interaction technologies, digital games now afford new ways of interacting that are both more natural in terms of affordances and engage the whole body. In such a context, digital games can be regarded as persuasive technologies that provide an additional incentive to engage in healthy behaviour.


Timeline

2010 Spring

RESEARCH

FEBRUARY
- Concept Development/Ideation
- Brainstorming
- Clustering on many developed concepts among stakeholders
- Rapid Prototyping
- User Scenarios

MAY
- Concept Validation/Filter
- User Testing
- Iterative Prototyping

Concept Refinement/Iteration
- Process Book

2010 Summer

- Intership

2010 Fall

DEVELOPMENT

SEPTEMBER
- 2D & 3D Visual Development
- Design Validation
- Viability (Business): Brand
- Feasibility (Technology)
- Desirability (People)

OCTOBER
- 2D & 3D Visual Refinement/Iteration
- Finalization of Design Concepts
- Storyboarding
- Process Book

DECEMBER
- 3D Data & Physical Models
- Feedback
- Process Book

2011 Spring

IMPLEMENTATION

JANUARY
- Final Design Refinement

MAY
- END OF MFA PROGRAM
Mooko, a dedicated practitioner of sustainable farming, would like to bring the same integrity from our farms to our customers. With our invention of milk packaging, we encourage customers to join us by using less resources and causing less pollution.

<table>
<thead>
<tr>
<th>Mooko’s Cycle</th>
<th>FAMILY FARMS</th>
<th>where our milk is produced</th>
<th>TRANSPORTATION</th>
<th>from farms to cities</th>
<th>CONSUMER</th>
<th>enjoy and reuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>02</td>
<td>03</td>
<td>04</td>
<td>05</td>
<td>06</td>
<td></td>
</tr>
</tbody>
</table>

Mooko, a dedicated practitioner of sustainable farming, would like to bring the same integrity from our farms to our customers. With our invention of milk packaging, we encourage customers to join us by using less resources and causing less pollution.
Mooko was introduced to meet consumers' request of quality and sustainable dairy products. As a branch of Berkeley farms, we focus on serving the Bay Area consumers. We believe this practice is beneficial to the health of consumers as well as community, animals, and land.

"Moo" mimics the sound of cow, and "ko" is part of "milko", a word used to call the milkman. We combined these two words and formed "mooko", which reflects what we do—we take care of cows and deliver fresh, and quality milk.
Ememo

"I CAN READ YOUR WORDS"

Now record the video and convert the voice into text! Ememo is inspired by “paperless notes” concept and engaged to help international student translate the lecture directly into notes. It is also a good helper for travelers! Record any video in Ememo, it can convert the voice into text.
W² Night Light

The W² Night Light (2008) by JRS® Studio, San Francisco, CA, was designed with wood in mind. Simple, with clean aesthetics, the W² Night Light pairs the soft glow and warmth of Birdseye Maple and Padouk with aluminum's austere beauty. The included 120 VAC super bright bulbs consisting of 32 individual LEDs use only 3 watts, and is rated for an average life span of 20,000 hours; far more efficient than traditional bulbs and thus healthier for the environment. Available in two sizes, Small and Large, this subtle light will fit comfortably in any interior.

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In Stock

Measurements & Materials

W 3" x D 3.75" x H 5.25"

Materials:
60% acrylic, 30% wood, 10% metal, electronics, bulbs

W² Night Light

Design by JRS® Studio:
Jeeon Heo
Guo-Shiung Hung "Raymond"
Yee Cwyn
Joyce Moore
Powell Huang "Sam"
Sigi Liu
**Free Direction Clock + Base**

Personalized rotation design.
Freely rotate the clock to any angle on the base.

**Free Reading Hour + Minute**
Freely read the time in any angle.

**Definition of Freedom**
Time lives in deep ocean.
It flows silently...
You cannot see it.
You cannot feel it...

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**UPEAZE**
CLOCK CONCEPT
Design Drawing 4
Star War Drawing Copy

Product Drawing Using Star War Drawing Technique