Crafting Focus

How creators help create a focused experience

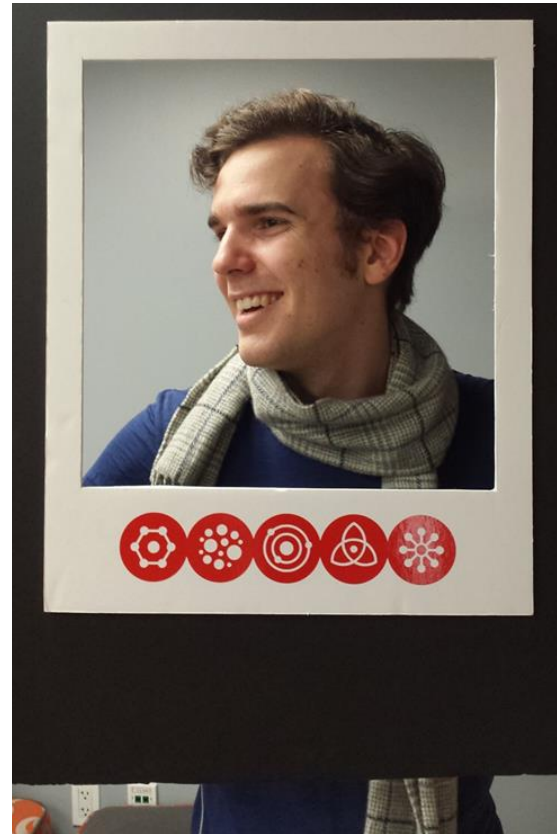**the team**

Aaron

the team

Adrian

the team

Andrei

the team

Dylan

Initial POV

Extreme cases of focus- how does pumping adrenaline impact focus?

Skydivers

Athletes

Interviews

How do producers of food and other consumables

help their customers focus?

- Winson, a chef who makes meals for a major Silicon Valley company
- Mike, a winemaker whose target audience is uninformed about wine
- Rick, a Washington pot grower who is trying to reimagine the expectations about his product

Who are these subjects?

Points of View

We met **Winson**, the **head chef** of **Palantir Technologies**, who needs a better way of **receiving feedback** from his patrons.

It would be gamechanging if he could get **easy objective feedback** from everyone.

Points of View

We met **Mike**, a **wine blender**, who needs to **educate his customers** about wine.

It would be gamechanging if we could **help Mike connect** with his audience, so he could **better inform** them about his product.

Points of View

We met **Rick**, a **grower**, who needs to show his customers that marijuana can be a **premium experience**.

It would be gamechanging if there were a way that he could **remove the stigma** around pot.

Points of View

We met **Josh and Kyle**, two **football players**, who need a way of **better focusing** in the **film room** during practice.

It would be game changing if we could **engage them** with the **entire** film session, rather than solely when they are on screen.

How might we help them connect?

Winson, the chef

How might we utilize the empty vs full plate feedback dynamic to provide Winson with an objective measure of how well he performed on a given day?

Mike, the winemaker

How might we inform the wine consumer in a quick and simple way that doesn't require them to learn through conventional, but pretentious means?

Josh and Kyle, football players

How might we make the film room scenario more interactive, exciting, community oriented instead of just passively watching film ?
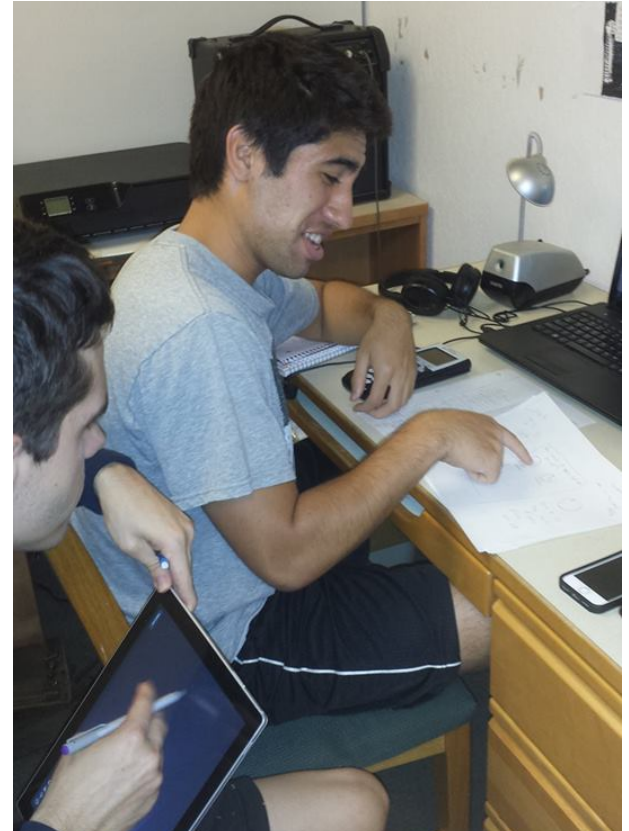
How we did.

Prototype 1

We designed a simple interactive interface to inform cafeteria-goers about their food and allow them to give feedback about it.

- Feature Nutrition Facts
- User probably wouldn't use the feedback option without an incentive.

We were correct in our assumption that patrons would like to learn more about their food in a simple and fun way.

Prototype 2

We prototyped a system for customers to learn more about the wine they buy: scannable QR codes on the label will forward them to an informational page.

- feedback was positive, users often have a hard time choosing between wines
- gives better information than just price

We were correct in our assumption that consumers are interested in learning more about the wine they purchase.

Prototype 3

We created a system of collaboration for athletic film rooms, where players can all comment and provide live feedback on the recording.

- Would create a collaborative atmosphere
- Would help players stay engaged in the film
- Encourages players to improve themself and their accountability

Our interviewee was not sure that the entire team would take the system seriously, but was very optimistic about its value.