



Leslie
Chicoine



Portfolio In-Depth

11.20.06

Leslie Chicoine
theinfonaut@gmail.com
617-406-9133



Hello.



I'm **Leslie.**



Research



Heuristic Evaluation
Persona Development
Video Ethnography

Cultural Understanding

Research

Corporate Understanding

User Scenario Development
Usability Testing
Market Research



By forgetting **Stereotypes**



I've become the **User**



I've been a:

Grandmother

Chemistry student

10 year old boy



Research

substantiates design



DripDrop

An educational application for cell phones

A project for **Outpost Broadcast Communications**
Proposal created 11.05



You can **learn anything**,
it just takes so many
small maddening steps
that most of us can't
stick with it.





Mark studies
Chemistry



Ben studies
Japanese

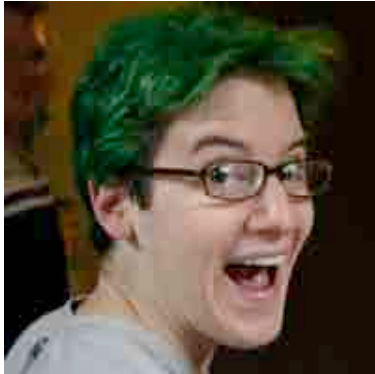


Lucy studies
Accounting



They all use **flash cards**.





Mark studies
Chemistry

“I like to study
in **small quick
chunks.**”



Ben studies
Japanese

“I use them to
study **all sorts
of stuff.** I wish
I could add
sound!”



Lucy studies
Accounting

“I always **forget**
to bring my
cards with me.”





Design Opportunity:

Discover **needs** to focus on a **challenge** to drive **solutions**.



User Goals:

Remember to study.

Keep **track** of progress.

Use **effective study** techniques such as many **short study periods** and **varied modes of quizzing**.

Learn **any subject**.

Get new cards and **share** cards easily.

Use **anywhere**, even with only one free hand.

User Testing with Paper Prototyping



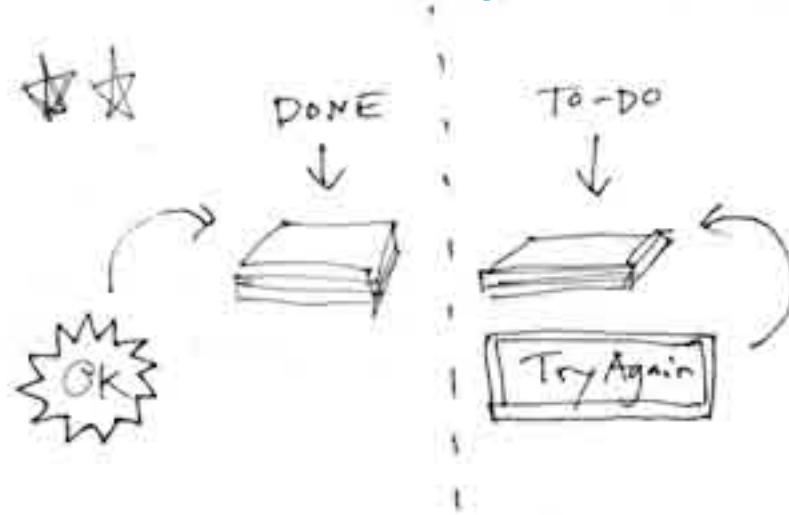


Design Opportunity:

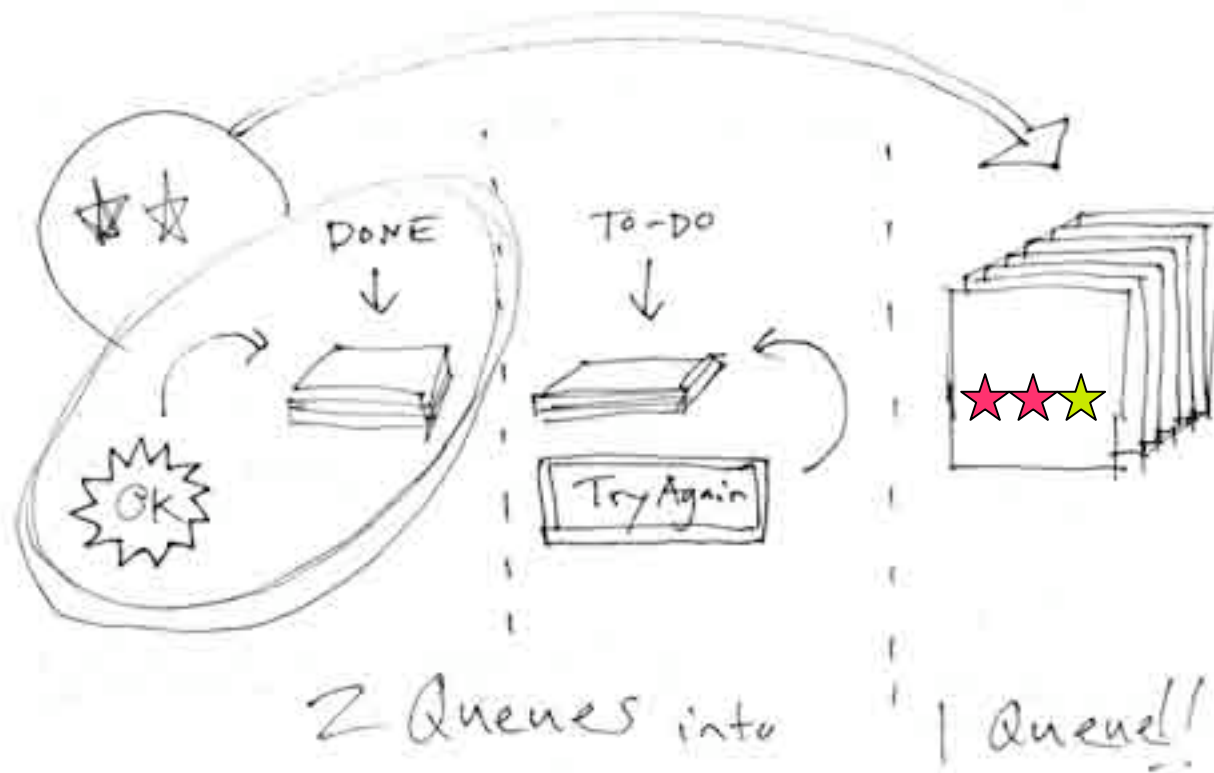
Users need a **flexible way to track progress**, focusing less on memorized cards and more on un-learned cards.



Mark, Ben and Lucy all use this **user created system**:



Normal flow of cards includes making **2 piles** and spending more time with the difficult cards.



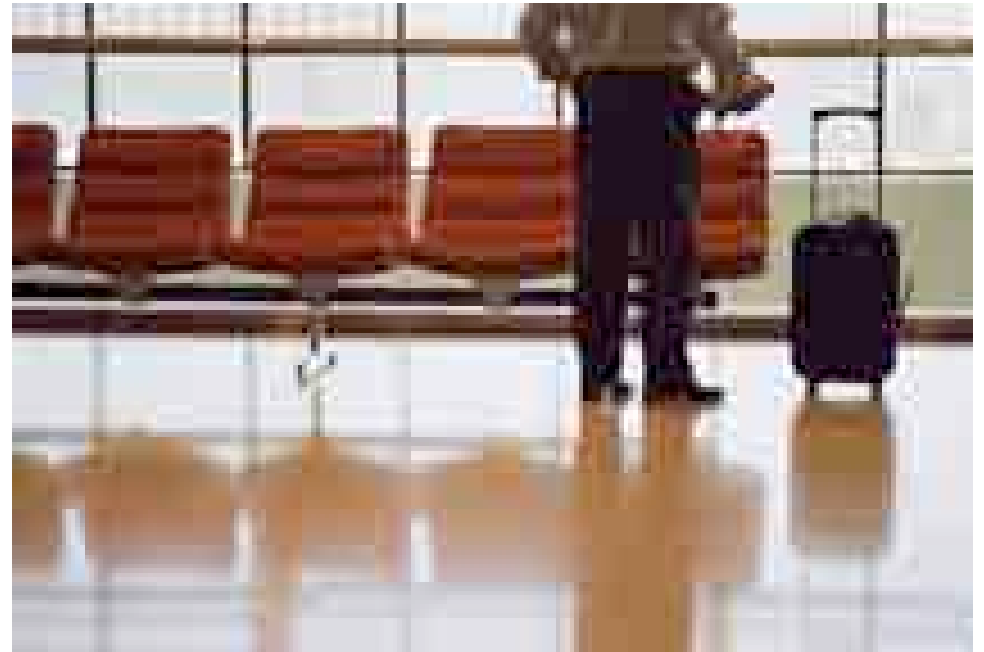
Eliminate the negative pile and create a **reward only** system to fit **1** screen interface. Finished cards simply **hide away** after being marked correct multiple times.



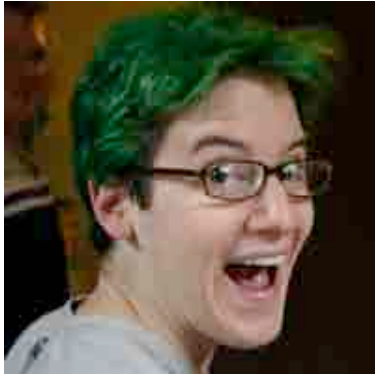
Users and Locations:

Students
Hobbyists
Lifelong Learners
Work Place Advancers

In Transit
Waiting Periods
Free Time
Study Time



*



Now Mark can get his geek on **anywhere**.



Ben's Japanese is **improving fast** and he can even **share** his flash cards.



Lucy **never forgets her cell phone**, and now with the study reminder she's **remembering** her accounting facts too.



Keep learning!



*



I am a Designer.



“What does that have to do with research?”

“Oh, like graphic design?”

“What does that mean?”

I am a Designer.

“Did you go to school for that?”

“Make my website.”

“You must be great at making things pretty!”



24 hours

1 tape recorder

626 objects touched

All man-made

All Designed

bed sheet
wooden floor
tape recorder
cotton floor rug
brass door handle
wooden door
toilet seat
toilet paper
sink basin
metal sink handles
tooth brush
bristle
toothpaste bottle
toothpaste
washcloth
mirror
hair brush
plastic hanger
clothing
watch
fabric covered chair
laptop
oatmeal box
oatmeal packet
cabinet door
bowl
spoon
microwave
sink
stainless steel countertop
wooden chair
table
magazine
pencil
backpack
books
papers
card game
keychain
zipper
bolt lock
deck
cement
planted grass
car door



Design Is Everywhere

How can we teach people about the impact design has on their lives?



**THE
INCONVENIENCE
STORE**
AN INSTALLATION

A gallery “store” with submissions from across campus that demonstrated the principles of **Paradoxical Design.**

Team member **Francis Villanueva**
Proposal completed for Studio I with Professor **SuAnne Fu**
At the Savannah College of Art and Design
Gallery Opening 05.01.04



Paradoxical Design:

The creation of artifacts using affordances and functions to the disadvantage of the object's purpose.

Concept by **Leslie Chicoine**
Logo and logistics by **Francis Villanueva**
Coffeepot for Masochists by **Jacques Carelman**



Opening Night





Submissions

Funny, intelligent and very paradoxical.

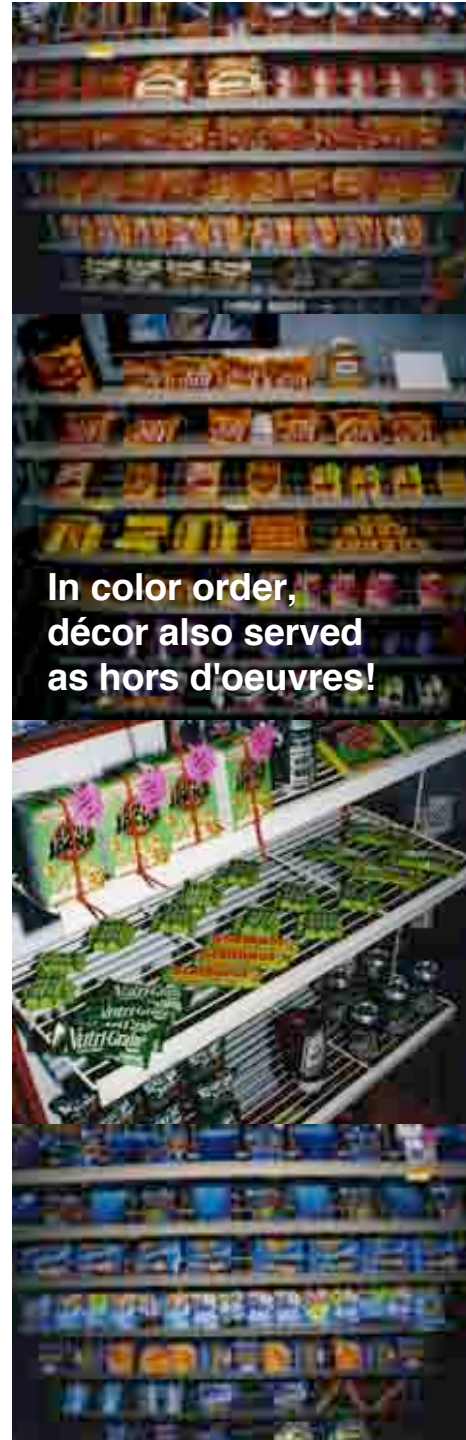
Over 30 people learned from the **process of creating paradoxical designs.**



**



**



In color order,
décor also served
as hors d'oeuvres!

**

Shoppers

Even more people were affected by the work and engaged with design at the gallery show.



Baby
Guaranteed!

Faraday
Cell Phone
Cases

**





The Inconvenience Store

Learn by unlearning. Do by undoing.



Research & Design

More than a job, it's a way of relating to the world around me.



Research

The daily practice of:

Observation

Focus

Understanding

0040 / Observing





Design

The Right Problem
Clarity
Redesign



Learn
Respect
Engage
Ignite



Thank you.

*
Image from Google Images

**
Photos from other sources