Invitation to our Design Trade Show
Managing New Product Design: Design Theory and Methods
December 15, 2013 | 1-4:00 pm | Bank of America Forum, Haas School of Business

This semester, graduate students in multiple disciplines from UC Berkeley and the Autonomous University of Mexico City (UNAM) have created innovative products and services, with an eye to the “triple bottom line” – designing products to be good for the environment, serve a social need, and make a profit. This operationally focused course aims to develop the interdisciplinary skills required for successful product development in today’s competitive marketplace. Each student brings his or her own disciplinary perspective to the team effort in order to synthesize that perspective with those of the other students in the group to develop a sound, marketable product.

This project-based course is team-taught by Alice Agogino (Mechanical Engineering) and Jonathan Propp (Haas School of Business) from UC Berkeley, with assistance from graduate student instructor Euiyoung Kim (Mechanical Engineering). Each team is aided by a coach from a non-profit or industry, to provide advice on the design process. We are grateful for our coaches this year, including representatives of 44 Energy Technologies, Aditi Rao Design, Bridge Design, CCA, Clarify, Design4X, Google, Gravity Tank, Parc, Point Forward and Space X. Our projects this year are:

1. **Product-Science Connection – Bring the adventure to life**, App, software, and/or hardware interactive learning device to illuminate the connection between technological devices and the science behind them. It will allow kids to learn about science topics and inspire interest in science in an engaging and natural way.

2. **Compass – A web-based application** where users can read news stories and topics curated by experts and their opinions, allowing users to stay current on the latest developments and trends in areas of interest via trusted channels.

3. **The Design Lab** – For those design researchers seeking collaboration, we provide a platform to generate better ideas and increase collaboration. Co-Design Lab increases creativity and productivity and is sponsored by theDesignExchange.

4. **Bevolution - A sustainable, user-friendly, and commercially viable solution for dispensing take away beverages.**

5. **Teach Together – A solution that enables teachers to work together across the country.** Improves teaching by increasing collaboration, decreasing wasted work time, and providing a reliable, easy to use, supportive, and widely compatible set of resources and connections.

6. **UNAM – Neck Pain – Whiplash.** Safeguarding the integrity of the driver creating an innovative product that will mitigate whiplash through a system that is activated by changes in car speed.

7. **Ergonomic Laptop Case – A laptop case with a built in stand** that
helps users keep neutral posture and alleviate neck pain while using their laptops. The case can raise the laptop to eye level and is equipped with a holder for a detachable keyboard to allow users to keep their arms in proper ergonomic position.

8. **UNAM - Bike Protection – Free Sustainable transport for students.** Bicycle program for universities to improve environmental, social and healthy life styles.

9. **Bike Protection – Integrating the locking device with the bicycle in a non-invasive manner.** The user is never without a lock and can safely secure their bicycle with a lower threat of it being stolen.

10. **Care Down There – To provide women with trustworthy products/services to ease the emotional pain points associated with menstruation.** Alleviating negative emotions surrounding traditionally anxiety-ridden, negative purchase and use experiences and empowering users with a sense of greater freedom.

11. **Garden Gate – To attract and enhance the Farmer’s Market shopping experience for both existing and new, unfamiliar shoppers.** Provide a service and experience to both new and existing shoppers that engages them to explore the intricacies and benefits of the farmer’s market. Farmer’s market shoppers that sign up for our service are provided with a handy reusable compartmentalized bag to store and protect their produce as well as a seasonal recipe that helps introduce them to new and exotic produce found at the market.

12. **Intellicrop – Intelligent problem-detection software for agricultural crops.** IntelliCrop helps growers identify and action field problems (e.g., pests, irrigation shortages, fertilizer needs, etc.) by automating the process of crop data integration, analysis, and visualization. IntelliCrop yields actionable insights that save growers both time and money.

13. **Smart Glove – A sensor-based, data tracking device mounted on an exercise glove that provides weight lifting feedback.** A high quality exercise glove with embedded sensors that passively tracks data, improves exercise quality with quantitative analysis and personalized coaching and makes the weight lifting experience more engaging with a social/gamified layer.

14. **UNAM – Design Collaboration Products – Improve the collaboration experience between team members as well as improve working efficiency of short-lasting meetings.** Physical devices enabling fast setup, easy screen and document sharing. Supports brainstorming with better focus.

15. **Design Collaboration Spaces – Developing a physical space, as well as possible IT solutions, to improve communication, interaction, synchronization and information sharing of geographically-together group and internationally cooperating projects.**

Visitors are welcome! The Haas School of Business is located on 2220 Piedmont Ave., across from the football stadium. Directions at: [http://www.haas.berkeley.edu/haas/maps.html](http://www.haas.berkeley.edu/haas/maps.html)

For questions, please contact Euiyoung Kim at euiyoungkim@berkeley.edu or Professor Alice Agogino at agogino@berkeley.edu.