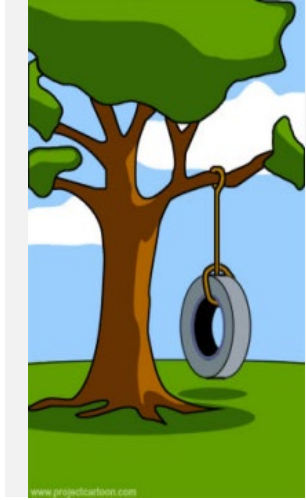




USER EXPERIENCE
DRIVEN DESIGN

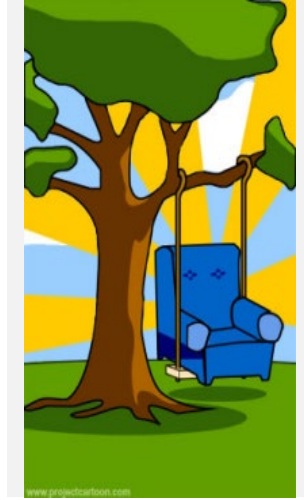
Andrea Krajewska, CEO
Voytek Krajewski, CTO
Boston Embedded Inc.



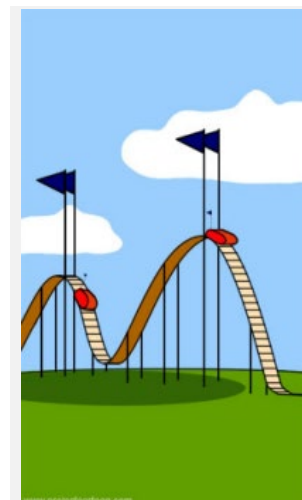
YOUR VISION



ENGINEERING



SALES



SPENDING



DELIVERABLE

USER EXPERIENCE DRIVEN DESIGN



THE PERFECT COFFEE CUP



THE PERFECT COFFEE CUP VESSEL

	USER EXPERIENCES	QUESTIONS	TECHNICAL REQUIREMENTS
1	Holds coffee at perfect drinking temperature	What is the range and preferred temp?	<ul style="list-style-type: none">• Optimal 130 deg F• Range 125-140 deg F
2	Keeps coffee warm through commute &/or drinking time	How long does an average person take to drink their coffee?	<ul style="list-style-type: none">• 2 hour minimum• More time is preferred
3	Not too heavy	What is the maximum desired total weight?	<ul style="list-style-type: none">• Maximum 2.2 lbs wet
4	Holds a good amount of coffee	How much coffee do most users prefer to drink in one sitting?	<ul style="list-style-type: none">• 16 oz reservoir

- Action Items
- Meetings With A Purpose: Create A Path
- Inaccurate User Experience = Inaccurate Design

HOW NOT TO WRITE A REQUIREMENT

USER EXPERIENCES

QUESTIONS

TECHNICAL REQUIREMENTS

5

Must use Li -Batteries

Ok

- Powersource Li-Batteries

- Locks Out Creativity
- Emparts Technical Choices On The User

PERFECT COFFEE - DESIGN A

	TECHNICAL REQUIREMENTS	DESIGN A	PAIN POINTS
1	<ul style="list-style-type: none"> • Optimal 130 deg F • Range 125-140 deg F 	Meets range requirements	The tradeoff between warm time (2), reservoir size (4) and weight (3) has proven to be the most challenging part of this product. How confident are we in these technical requirements?
2	<ul style="list-style-type: none"> • 2 hour minimum • More time is preferred 	Meets 2hr time at 130 deg. Falls short as temp increases. At 140 deg temp holds for 45 mins.	
3	<ul style="list-style-type: none"> • Maximum 2.2 lbs wet 	Exceeds weight requirement at 3 lbs approx.	
4	<ul style="list-style-type: none"> • 16 oz reservoir 	Meets reservoir requirement	

- Identifies Novelty & Major Challenges
- Enforces Open Communication
- Accurate Estimates & Controlled Spending

USER EXPERIENCE REQUIREMENTS



A HIGHER PURPOSE

A guiding force which keeps your company on track.



A COMMON LANGUAGE

A communication medium which promotes user focused language.



A PLAN

A set of actionable items that outline your design and spending.



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"ENGINEERING TANGIBLE INTELLIGENCE"

Product Design
Management
Functional Prototypes
Firmware
Architecture
Software Design
Hardware Design
Code Reviews

At Boston Embedded (BE), industries collide as we support consumer, scientific, industrial and military clients who endeavor to bring diverse embedded systems to market. BE specializes exclusively in the embedded design space which allows BE to elevate the innovation, management, prototype and documentation of robust production ready devices.

Our track record of success ranges from startups to enterprise-class projects. A user-centric methodology is our foundation for repeat performance. With a varied background, we excel at any number of device areas, including: IoT, low power, wireless and wired communications, emerging tech, and legacy systems.

We love this work, and we love working with our clients. For us, a great project goes beyond code and silicon to long-term relationships.