Beall Student Design and Butterworth Product Development Competitions

Workshop #1
Introduction to Key Design Concepts
March 1, 2021
Welcome!
Butterworth Competition

[Images of group photos and event scenes]

UCI Donald Bren School of Information & Computer Sciences

UCI Samueli School of Engineering
The Beall Competition
Competition Summary

• Promote excellence in product design and development among Engineering, ICS and UCI Students

• Open to all UCI students (Graduate and Undergraduate)
  – Butterworth: Must have 1 ICS student
  – Beall: Must have 1 Engineering student
  – Teams must be entirely comprised of matriculated UCI students
Competition Summary

• Each competition will award a 1\textsuperscript{st}, 2\textsuperscript{nd}, and 3\textsuperscript{rd} place prize.
  – 1\textsuperscript{st} Place: $10,000
  – 2\textsuperscript{nd} Place: $6,500
  – 3\textsuperscript{rd} Place: $3,500

• $40,000 total in Cash Awards!
Competition Due Dates

1. Intent to Enter (ASAP)  
   – https://tinyurl.com/bbcompintent21
2. Product Specifications (April 11)  
   – Template is on the website
4. Final Product & Business Case Due w/video demo (May 9)  
   – Template is on the website
5. Demo Day (May 21)
6. Awards Night! (May 24)
## Schedule (part 1)

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>W8</td>
<td>Monday</td>
<td>02/22/2021</td>
<td>5:30-7pm</td>
<td>Kick-Off Event</td>
<td>Virtual Kick-Off</td>
</tr>
<tr>
<td>W9</td>
<td>Monday</td>
<td>03/01/2021</td>
<td>5:30-7pm</td>
<td>Design Workshop #1</td>
<td>Introduction to Key Design Concepts</td>
</tr>
<tr>
<td>S2</td>
<td>Monday</td>
<td>04/05/2021</td>
<td>5:30-7pm</td>
<td>Design Workshop #2</td>
<td>Putting the end user in the driver’s seat</td>
</tr>
<tr>
<td>S2</td>
<td>Sunday</td>
<td>04/11/2021</td>
<td>11:59pm</td>
<td>Product Specifications Due</td>
<td>Submit document online via website (comments only, no scoring)</td>
</tr>
<tr>
<td>S2</td>
<td>Wednesday</td>
<td>04/07/2021</td>
<td>5:30-7pm</td>
<td>New Venture Competition</td>
<td>Demystifying IP</td>
</tr>
<tr>
<td>S3</td>
<td>Monday</td>
<td>04/12/2021</td>
<td>5:30-7pm</td>
<td>Design Workshop #3</td>
<td>The Prototyping Process</td>
</tr>
<tr>
<td>S3</td>
<td>Wednesday</td>
<td>04/14/2021</td>
<td>5:30-7pm</td>
<td>New Venture Competition</td>
<td>How to Go to Market</td>
</tr>
<tr>
<td>S4</td>
<td>Wednesday</td>
<td>04/21/2021</td>
<td>5:30-7pm</td>
<td>New Venture Competition</td>
<td>How to Make Money</td>
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**UCI Donald Bren School of Information & Computer Sciences**

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**UCI Samueli School of Engineering**
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<tbody>
<tr>
<td>S4</td>
<td>Friday</td>
<td>04/23/2021</td>
<td>8-5pm</td>
<td>Product Specification Midpoint Review</td>
<td>Scheduled oral review by a portion of the judges</td>
</tr>
<tr>
<td>S5</td>
<td>Monday</td>
<td>04/26/2021</td>
<td>5:30-7pm</td>
<td>Design Workshop #4</td>
<td>Designing Hardware / Designing Software (Split workshop with specialty focus)</td>
</tr>
<tr>
<td>S5</td>
<td>Wednesday</td>
<td>04/28/2021</td>
<td>5:30-7pm</td>
<td>New Venture Competition Workshop</td>
<td>How to Build a Winning Pitch Deck</td>
</tr>
<tr>
<td>S6</td>
<td>Monday</td>
<td>05/03/2021</td>
<td>5:30-7pm</td>
<td>Design Workshop #5</td>
<td>Beyond Products: Designing Experiences</td>
</tr>
<tr>
<td>S6</td>
<td>Wednesday</td>
<td>05/05/2021</td>
<td>5:30-7pm</td>
<td>New Venture Competition Workshop</td>
<td>How to Pitch &amp; Deal With Q&amp;A (Tips and Tricks for Pitching Online)</td>
</tr>
<tr>
<td>S6</td>
<td>Sunday</td>
<td>05/09/2021</td>
<td>11:59pm</td>
<td>Final Product &amp; Business Case Due w/video demo</td>
<td>Submit document and video link online via website</td>
</tr>
<tr>
<td>S8</td>
<td>Friday</td>
<td>05/21/2021</td>
<td>8-5pm</td>
<td>Demo Day</td>
<td>Boardroom Presentation of Concepts and Demo of Prototypes</td>
</tr>
<tr>
<td>S9</td>
<td>Monday</td>
<td>05/24/2021</td>
<td>5:30-7pm</td>
<td>Awards Night with Demo Booths</td>
<td>Awards with Demo Hall for all teams to showcase their work.</td>
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Good Design
Good Design

- Menti.com
- CODE: 547 7000

What is "good design"?

Enter a word

You can submit multiple answers

Submit
What is NOT good design?
It’s not just visual
It’s Not Just Visual

Good design is CRAP

- CONTRAST
- REPETITION
- ALIGNMENT
- PROXIMITY
Good Design Is Like Beauty

Leadership is like beauty – it’s hard to define but you know it when you see it.

...so is Good Design
<p>| | |</p>
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<tr>
<td><strong>1. Innovative</strong></td>
<td><strong>6. Honest</strong></td>
</tr>
<tr>
<td><strong>2. Useful</strong></td>
<td><strong>7. Long-Lasting</strong></td>
</tr>
<tr>
<td><strong>3. Aesthetic</strong></td>
<td><strong>8. Thorough</strong></td>
</tr>
<tr>
<td><strong>4. Understandable</strong></td>
<td><strong>9. Environmental</strong></td>
</tr>
<tr>
<td><strong>5. Unobtrusive</strong></td>
<td><strong>10. Simple</strong></td>
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</table>
(1) Innovative

“The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.”
(2) Useful

- “A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasizes the usefulness of a product whilst disregarding anything that could possibly detract from it.”
“The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.”
(4) Understandable

“It clarifies the product’s structure. Better still, it can make the product talk. At best, it is self-explanatory.”
(5) Unobtrusive

“Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user’s self-expression.”
(6) Honest

“It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.”
(7) Long-Lasting

“It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today’s throwaway society.”
(8) Thorough

“Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.”
(9) Environmental

“Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.”
(10) Simple

“Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.

Back to purity, back to simplicity.”
What can you do to make your concept a better design?

1. Innovative
2. Useful
3. Aesthetic
4. Understandable
5. Unobtrusive
6. Honest
7. Long-Lasting
8. Thorough
9. Environmental
10. Simple
What is "good design"?
Resources

• ANTrepreneur Center
• Beall Applied Innovation
• Beall Center at Merage Business School
• Wayfinder
• Library
  – https://guides.lib.uci.edu/entrepreneurship
Next Steps

- Intent to Enter:
  - [https://tinyurl.com/bbcompintent21](https://tinyurl.com/bbcompintent21)
- Workshop #2 on April 4 at 5:30PM
  - [https://bbcomp21workshop2.eventbrite.com](https://bbcomp21workshop2.eventbrite.com)
- Share with your friends and fellow students
- Stay up to date at [https://tech.uci.edu/competitions](https://tech.uci.edu/competitions)
- Product Specifications are due on April 11
- Schedule office hours for help ([bbcomp@uci.edu](mailto:bbcomp@uci.edu))
- Get started!!!
Thank you!