

ME 314: Good Products, Bad Products

Winter Quarter 2005 (Tuesday & Thursday, 3:15 – 5:05, Thornton 102)

Given two technically equivalent products, what makes one more desirable?

Date	Assignments	Class Meetings
1	1.4 no assignment 1.6 Read: Robinson (Quality), Bradford (Teams)	<i>Beach: Video Observation of Product Use, Bios</i> <i>Beach: Teams & Camera Work-Video Editing</i>
2	1.11 none 1.13 Video & Interpretation Paper Due	Bill Potts, CEO Precor: Observation of Behavior Beach & O'Mara: Discussion of Product Videos
3	1.18 1.20 Ackerman, Natural History of the Senses: Ch 1,3	Littlefield Military Vehicles Foundation Site Visit Beach & O'Mara: Discussion of Littlefield & Ackerman
4	1.25 Carbon Fiber Future, Putting on the Style 1.27 Site Visit Paper Due , Jon Steel: p. 103-138	Matt Lenoci: Textiles & Home Fashion Products Pam Scott: Brand Espionage
5	2.1 Read Mazria 2.3 Lovins p. 1-21, McDonough: p. 17-44, 165-181	Gil Masters: Energy & Building Design Beach & O'Mara: Discussion of Sustainability
6	2.08 Winograd: p. xiii-xxv, 63-80, 151-164, 191-205, 233-247 2.10 Demming's Principles, Preston: p 3-13, 71-89	Terry Winograd: Human Computer Interaction Design Nancy Gioia: The Automobile & How It Inspires
7	2.15 Perpetual Motion ,Laseter, Farrell 2.17 Gladwell: p 89-132	Daniel Emerson & Brennan Mulligan: Mfg US or China Beach & O'Mara: Discussion Product Creation
8	2.22 Read: Gastronomica, Bell 2.24 Team Final Reports	Genevieve Bell: Cultural and Design Discussion of Gastronomica, Team Presentation
9	3.1 Team Final Reports 3.3 Team Final Reports	Team Presentations Team Presentations
10	3.8 Team Final Reports 3.10 Team Final Reports	Team Presentations Team Presentation, Beach & O'Mara, Conclusions

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Required: ME 314 Course Reader, [A Natural History of the Senses](#), by Diane Ackerman
available: Stanford Bookstore

**Note: For remote students, the video assignment must be postmarked on or before January 20th.
For remote students at General Motors, team presentations will be made in the Detroit area, date TBA.**