Today

- Pop Quiz
- Wednesday’s class: movie time!
- Monday’s class in Kenmore sq.
Escalators
How much does it cost a company to sign up a new paying customer?
Definitions

- What does “honest” design mean?

- Should you be honest with users? Why?

- When should you not be honest with users? Why?
Turtle Wax

- Cream vs. liquid
- Which one puts on a better shine?
The Gillette Razors
2 Designs Tested

Which one do people prefer?

= weights
The Gillette Razor

- The handle has two weights at either end, though not needed. Why?
The Gillette Razors – 2 vibrate. Why?

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Design of the vibrating razor

When Gillette introduced its vibrating razor, the M3Power, it claimed that the razor actually lifted hair away from your skin, allowing for a closer shave.
How does movement of the razor give men a better shave?

Gillette was the first company to introduce a battery-powered wet shaving razor. The soothing micropulses provide comfort so incredible, you’ll barely feel the blades. Fusion ProGlide Power™ is Gillette's most comfortable shave.

Q: Is this a lie?
When should you lie to the user?

- Ideas?
- An unneeded warning – just in case?
- A warning to ensure that they take it seriously (just in case)?
- A warning to help ensure legal defense?
- An extra object to convey a lifestyle choice (like an extra tail pipe to convey the idea of speed)?
- When you know that you need to motivate them to complete something that’s helpful (mandatory census information over the phone? Could take a while, but maybe it shouldn’t feel that way)?
- Perfume: a larger physical bottle (same amount of perfume) to both convey the idea of an important product, yet also make it look like there is more perfume?
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