

ABCFGH
EIDJKLM
ONPQRS
TUVWXYZ

ESD.051 / 6.902

**Engineering Innovation &
Design**

Today

- Pop Quiz
- Wednesday's class: movie time!
- Monday's class in Kenmore sq.

Escalators









Putterie

Putterij





**How much does it cost a company
to sign up a new paying customer?**

Definitions

- What does “honest” design mean?
- Should be you 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

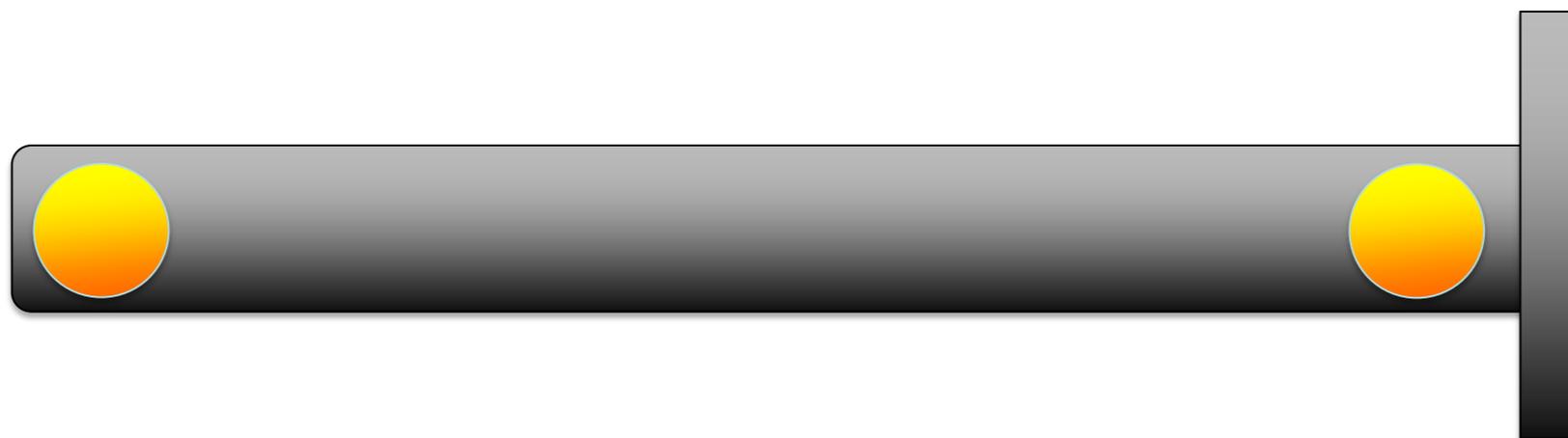


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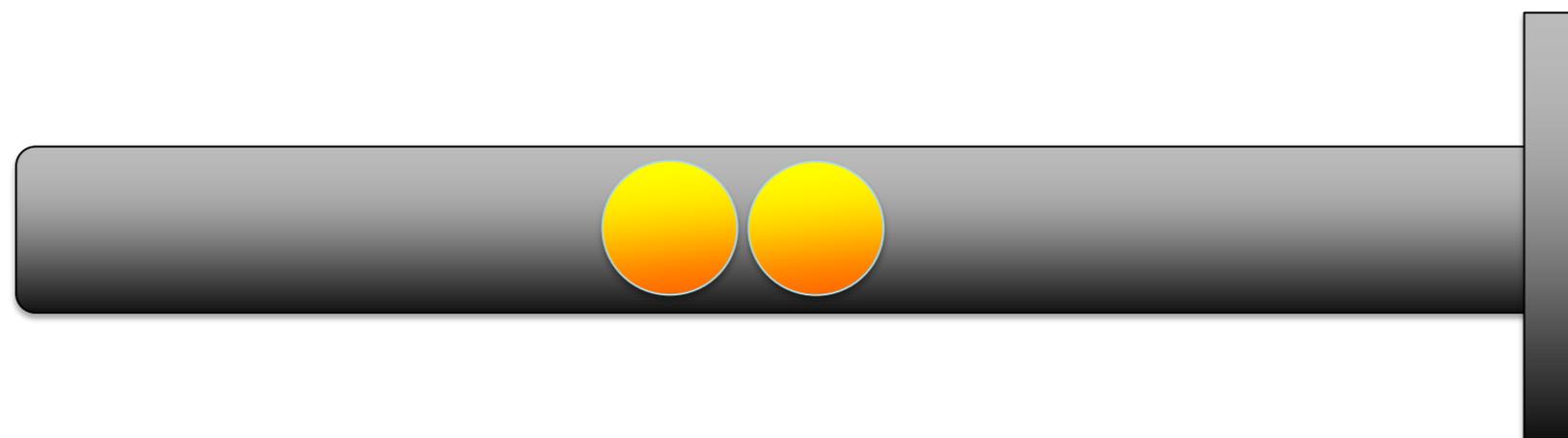


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2 Designs Tested



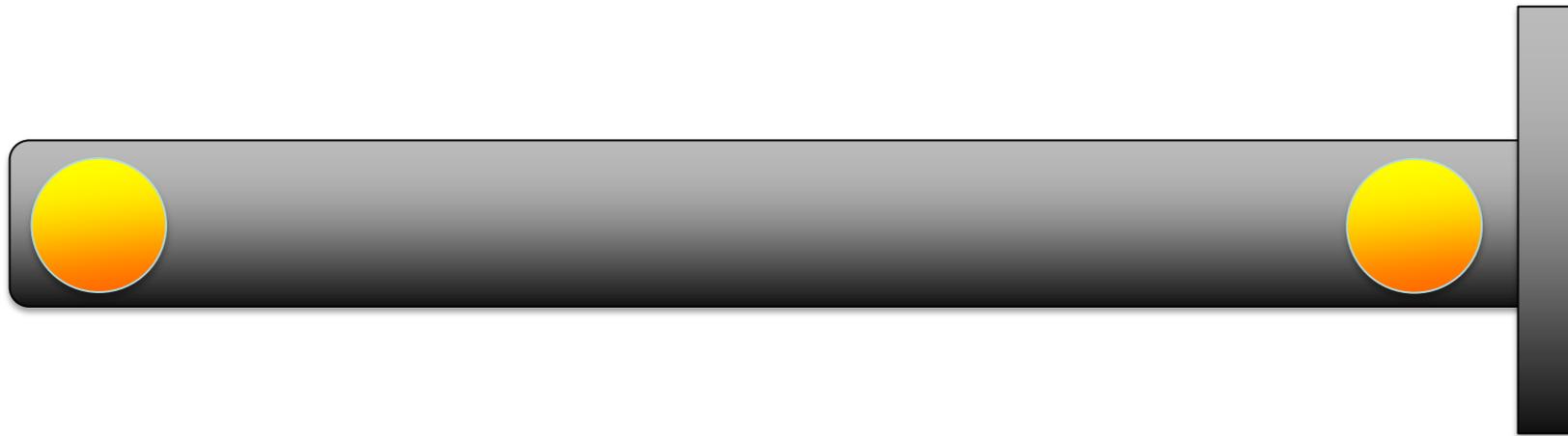
Which one do people prefer?



 = 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?

<http://www.gillette.com/Products/Razors/proglide/fusion-proglide-power-razor.aspx> (Q&A)

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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