

Canadian speaker mug fuses summertime music and drink

Dubgear, a new Toronto-based maker of mobile audio gear, unveiled two novel portable speaker designs at CES 2014 in Las Vegas, the Consumer Electronics Show. The Dubstein combines a versatile beverage holder with high-quality Bluetooth enabled stereo speakers to create a unique social listening experience. Thumb activated controls are integrated into the Dubstein's handle for easy access.



Dubgear co-founders Jansen White (left) and Jonathan Loudon in Las Vegas at CES 2014.

For the road warrior, Dubgear (www.dubgear.com) introduced the Dubsling portable speaker—combining a durable water resistant case with an innovative rubber strap allowing the speaker to be attached to virtually anything. Co-founders Jansen White and Jonathan Loudon think their focus on design and high-quality sound will differentiate Dubgear in the contentious portable speaker market. Both speakers are expected to ship this spring.

Loudon is also co-founder of Swave Studios (www.swavestudios.com), the design house behind Dubgear, and a member of the DPN Editorial Advisory Board. Dubgear was developed using a combination of local 3D printing for prototype shaping and final manufacturing in China.

Motion sensors working overtime at CES 2014

By Zac Bolan

Steven Barraclough, product manager for Bosch Sensortec GmbH, moved an X-shaped controller through the air. On a large display an avatar, Motion Bob, gyrated to his command at the Bosch booth in the Motion Tech TechZone at the 2014 International CES (Consumer Electronics Show), held last month in Las Vegas.

“It senses forward, backwards, up and down as well as rotation,” he explained, “three sensors for acceleration, three for rotation... and another three for the magnetometer, giving precise orientation with regard to the earth’s magnetic field.”

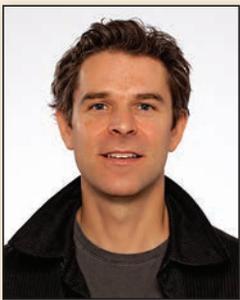


Liat Rostock controls a Windows 8.1 desktop with gestures thanks to Eyesight software and a common 2D webcam.

eyeSight, an Israel-based software developer, has exploited the common laptop 2D camera to recognize many gestures.

Marketing director Liat Rostock of eyeSight said, “using any 2D camera, eyeSight recognizes hand and fingertip level gestures as well as universally known hand signs.”

Advisory Board Directions | By Jonathan Loudon



Human Factoring: Design for the human body, mind, and heart

Understanding humans can be great for business

Designing for humans is a complicated undertaking. Humans are different in shape and size, they each see the world differently, have different needs, wants and desires, and most often make purchasing decisions based on gut reactions and/or emotional desires.

Whether you’re creating an innovative product or designing a new brand, understanding those who will purchase and love your creation is critically important.

The question becomes – “How does a brand, product (or service) development team proceed with so many variables?”

The industrial design process puts humans at the centre of developmental thinking. Known as human-centric design, this approach helps navigate and strategize a

robust and compelling outcome. Ultimately, a new creation should fit the body, mind and heart.

How does a product development team proceed with so many variables?

There are several areas of discipline with the context of designing for humans. Human factors, or ergonomics, look at both the physical dimensions of humans and the nature in which humans perceive the objects around them.

Complementary to ergonomics is the examination of the cultural, social and psychological aspects of humans and the products they use.

Ethnographic research paired with insightful socio-cultural (human) analysis provides clarity to new product creation and can drive many aspects of innovation. Good ethnographic research uncovers human motivations regarding purchasing and define unmet needs.

Traditionally, ergonomic challenges dealt with physical products and their relationship with the human body. Whether it was a large product like the driver’s cockpit in a car or a small one like a TV remote control, the physical dimension needed to “fit” and be understood.

The designer must understand how it is to be used, and speculate on the sophistication of the user as well as the nature of the system that is to be created or enhanced. Tools of the trade include mapping out a user-based “frame of reference”,

charting the use-cycle from start to finish and referencing human factors resources. As with all things ‘human,’ a great solution should fit both body and mind.

Understanding the users’ needs and motivations help clarify the purpose of the product and drive its creation from the ground up.

Whether you are improving your current product/service/brand or creating something new, understanding humans can be great for business! **DPN**

Jonathan Loudon is a partner at Swave Studios (www.swavestudios.com), a Toronto based design and branding firm. He is also president of ACIDO (Association of Chartered Industrial Designers of Ontario; http://acido.info) and on the board of ACID (Association of Canadian Industrial Designers; www.designcanada.org/).