

Improve . Impair

As designers there is an obligation to consider the necessity of what is being created. Forethought and post analysis of what was previously designed can reveal insights that benefit the designer's future endeavors. In this assignment, I performed an in depth analysis of a previous project, Prisma.

The project was to design a product or experience around the usage of AR. Prisma is a series of customizable business cards made for designers, to be able to more easily showcase 3D models and CAD projects. Through a series of prototypes and tests, I created three unique cards to showcase some of my past works.

Months after the initial completion of the project, I decided to revisit the work as part of an object analysis project. With a series of mind mapping and more expansive user testing, I began to compare the necessity of business cards that use AR, especially compared to the simplicity of the classic paper card. In an increasingly technology dependent world, there is importance to realizing when there is no need to implement it. This analysis features an image comparison of Prisma cards and classic paper business cards, showing how much more design and physical work is needed to create one card, while questioning the necessity of it.

The fusion of modern technology and classic products can enhance an experience, but also unnecessarily complicate and otherwise encumber it when not thoughtfully designed and thoroughly fleshed out. This project serves to show a realization of the latter, when a project ends up being interesting, but realistically unnecessary.

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