

## Group Process Record for A2 Graduate Studio II

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Discussion of "Shared Personal Media":	<p>To gain a greater understanding and develop a common appreciation for this design challenge, our group began this process by identifying what we thought was "Shared Personal Media." We began this conversation around a conference table and soon relocated to a large presentation wipe board. Within the hour, we discovered over 50 varieties of shared media. The concepts included, among others, recipes, expertise, stories, identities, letters, text messages, home remedies, the Farmer's Almanac, scent, furtive glances, food and superstitions. (If interested in the complete list, please visit our website at <a href="http://www.andrew.cmu.edu/courses/52-712/teamx">http://www.andrew.cmu.edu/courses/52-712/teamx</a>)</p> <p>From this compendium, we researched potential user groups and themes in order to develop initial sketches based upon our brainstorming session.</p>
Initial Concept Sketches:	<p>Each team member generated 5-10 concept sketches based upon specific user groups and themes relative to shared media. Drawings ranged from multi-player gaming options to digital information creatures to digital scrapbooks. After reviewing each proposal, we realized the need to list the values and qualities that we wanted our proposal to embody.</p>
Values and Themes Brainstorm:	<p>During this session, we evaluated the values and themes we believed to be integral to our team's design. Listing these ideas on post-its notes allowed us to place them on a wall and step back to see the emerging patterns and repetitions. From this list we were able to distill the information into the following categories: values/benefits, tasks/goals, technologies, contexts, and methods/activities.</p>
Drawing Relationships between Ideas:	<p>With a wipe board overflowing with post-it ideas, we grouped similar themes and concepts to facilitate the identification of shared group interests. Through this analysis, we established five interrelated sections that pertained to commerce, play, narrative, collection, and services.</p>
Combining Sketches with Post-its:	<p>After a thorough discussion of our options, we posted our concept sketches within our affinity diagram to better assist us in seeing what opportunities had already been pursued. The combination of themes and drawings really helped us redefine our vision for the next phases of the project.</p>
Prioritizing our Objective:	<p>Instead of perpetuating this scale of brainstorming, we agreed to each select five values/themes and then use these attributes to formulate a more defined objective. We agreed on seventeen values/themes: including narrative, combined media, cradle to cradle designs, personal identity and making contents precious, among other.</p>
Future goals:	<p>Update the Website Continue to Brainstorm the values selected by the team Maintain process summaries Create more iterations of potential shared media projects</p>

## What is Shared Personal Media?

recipes	stories	gossip	scrapbooks
adress books	knowledge	expertise	“best of” lists
jewelry	theories	music	data
postcards	letters	emails	tips
digital files	text messages	cds	data
trading cards	tapes	coins	mp3’s
magazines	article clippings	records	jokes
identity	opinions	id cards	Farmer’s Alamanac
histories	horoscopes	home remedies	food
sub culture	musicals	museums	art
symphony	clothing	scent	furtive glances
radio shows	television shows	NPR	MTV/VH1
internet	superstitions		

## Values/Benefits Agreed Upon by Group Consensus:

Category	Votes
Collection	III
Narrative	I
Play	I
Combining Media	I
Memory	II
Information in the World	I
Cradle to Cradle	IV
Personal Identity	III
Convenience	I
Information Sharing	II
Community Sharing	I
Accessibility	I
Safety	I
Making Contents Precious	III
“Sending” Affection	I
“Saving” Affection	I