

Next-Gen PC Design Competition

Entry Questions

Please answer the following questions. Do NOT exceed three (3) 8.5" x 11" pages. **Do NOT include your name/design firm name anywhere on this form.** Failure to follow these guidelines will cause your entry to be disqualified.

1. **Name of project:** Live Wallet

2. **Design Category of project** (select one)

- Personal Productivity
- Communication
- Entertainment
- Living and Lifestyle*

*The Living and lifestyle category provides for a more free-form exploration, reducing challenges of manufacturability and Focusing more on lifestyle scenarios including wearable computers and more forward-looking scenarios.

3. **Date project completed:**

December 9, 2006

4. **Size:** What are the dimensions of the components?

LiveWallet (unfolded) 15cm x 10cm x 15mm.

5. **Overview of Design:** Explain in non-technical terms why this PC Design is innovative.

The Vista Wallet is the first real specialized device just designed for your spending of hard earned cash. In the 21st Century we are always connected, always available, and we can retrieve knowledge and information as soon as it's discovered. Banking and shopping are still stuck in earlier times, still obeying early closing times when money used to be counted, they still take 24 - 48 hours to clear a check and you only get monthly bank statements.

Today's consumer's deserve more, as a society we are working longer hours and still have the most debt of any generation. The problem is a lack of an emotional connection with the spending of money that they never see. The Vista Wallet will empower the consumer allowing them to check their balances online, use analysis software so the wallet can advise on purchases and even see if it would be better to wait until next pay check. For the shopper it allows connectivity that brings a hybrid 21st century form of shopping with "scan and shop", where online and real world shopping collides in the most environmentally and consumer friendly form.

Finally the Wallet will embrace "real money", using real money and using this concept as a metaphor for the device. The vista wallet will reinvent consumer spending habits and shopping for the good of the consumer.

6. **User and Context:** Describe the users of this product and the context of usage.

The ^{Live}Wallet is aimed at everyone, from the penny pinchers to millionaires. Today we all earn and make money and we have a deep emotional experience with spending. The wallet would most beneficial to the 50 million US consumers currently in debt. The ^{Live}Wallet is designed for sorting out your finance, your shopping, your spending habits and even the best way to utilize your "real money".

The ^{Live}Wallet has been designed to be utilized in 4 main ways.

Passive usage.

The ^{Live}Wallet heats and vibrates to indicate the status of you accounts and transactions, getting hot and making you more knowledgeable of your purchase, yet still keeping your burning debt, your secret.

- Informative usage
- Looking at bank balances
- Statistics of percent of product purchased
- FatWad Feature – The wallet will expand with the more disposable income you have.
- Hot Buy – the wallet gets hot when you shouldn't buy something

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Shop and Scan.

21st Century Window Shopping, the experience of shopping is a unique and customer need the tactile feedback of real shopping. *Shop and Scan* allows the user to shop, and scan the product for later, for a recommendation, or as a possibility. Often consumers will go from shop to shop, looking for the ultimate bargain more often than not buy the time you get to the 6th shop you can't even remember what was in the first shop.

ShopLocal.

ShopLocal is a Mash up of online and real services. The ^{Live}Wallet acts as a client that allows the shopper to shop both online and locally. It will have all the advantages of shopping online, but it will allow you to view and pick up your goods from a local store.

This powerful feature will allow for a location and time based advertising system to help fund the ^{Live}Wallet services. This advertising feature will open up a whole new world of offers and deals for both consumers and businesses.

Live Accountant

Live Accountant will help keep you bank balance in check by letting you know what your spending, and if you can afford it. Interactive features such as the *HotBuy feature* where when your about to make an impulse purchase to the *FatWad feature*, which lets you know how much disposable income you have to spend with on a shopping trip.

7. Scenarios of Use: Describe how this design delivers on new scenarios that benefit the targeted user(s).

Everyone loves to shop, in this scenario we will look at a fictitious young professional called "Nia John". Nia loves to shop with needs and wants often being the same thing. Within the social circles Nia circulates wants are more important than needs.

The Vista Wallet will be Nia's personal shopper, her conscious, her accountant and her best friend. In this scenario you will see how Nia seamless's utilizes her wallet on a weekend shopping spree for a new outfit for a University Christmas Ball.

On Friday Nia gets a last minute invitation to the Christmas ball. But then at the last minute she realizes that she doesn't have the right clothes to wear. So Nia fires up her computer to check her favorite online stores, but she can only find a couple of low resolution pictures of her favorite dress. She utilize the ^{Local}Shop feature to find the Mall with the nearest to her with the dress she was looking for. Nia hits the stores looking for favorite dress. Nia then goes to her local mall shopping, scanning and storing all of her favorite dresses. Over a Tall Latte, Nia compares the dresses, even e-mailing them to her friends to get advice. Nia's whittles here decision down to two choices, she decided to go with the red dress as when she went to buy here Prada dress the HotBuy Feature kicked in as this dress was just too much over the limit.

8. User Interface: How does this design contribute to making the PC easier to use?

The wallet is both a passive and driven device. It can let you know "on the fly" about finical issues, or you utilize the unique menu to navigate the system. The wallet is made this way to give you feedback when buying and make sure you know if you really need it, or if you can get it somewhere locally cheaper. All of the control panels and interface will act as a client for a Microsoft Live Service; everything will always be updated and backup on a secure online connection. This will allow the user to use the service when shopping online, and allows them to take there basket out into the real world, to really get a feel for there product. If they like it, and can't get it cheaper locally, then they will be able to complete there paused online transaction.

Underneath the display will be electrically controlled expanding gel, This will used with graphical elements to create a push able surface on the flexible display. As the expanding gel is controlled electric it will mean that buttons could be any shape, and change positions as the user navigates the system.

9. Technical Aspects: Describe any new enabling technologies that are key to this design's success. How do These enhance the overall PC experience?

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The LiveWallet is based on existing technologies which would need to further refine for the implementation within the LiveWallet. The slim line technologies are under 5 years away, and with a specific product to refine these technologies the LiveWallet could be viable product before the end of the decade.

- > GPS.
- > Flexible displays color display.
- > Electronically controlled expanding Gel, as part of a tactile interface under the flexible display.
- > SIP Systems Integration.
- > Memory shape alloys.
- > 8001.1n with WAP2.
- > Barcode Scanner.
- > RFID Reader.
- > Bank Card Scanner.

10. Aesthetics: How does the appearance, interaction, or system behavior enhance the product's emotional appeal to the users?

The LiveWallet is visually designed to look the same as a traditional wallet, this is designed to make it become more welcome as a consumer product as current consumers aren't used to having a digital device as a wallet. The Flexible display will display a UI that could be made custom to the user so the wallet doesn't need to be gender specific.

On a deeper emotional level of interaction of the LiveWallet is the Artificial Conscious. The Artificial Conscious is there to act as you accountant and will on a deeper emotional level help make you decide upon what you should buy. The artificial Conscious does this by heating up when you are going to make a purchase, helping you think twice. The Wallet will also have electric controlled expandable gel, this will act as visual to let you know how much money you are carrying around. When your account recognizes that you have a lot of disposable income in your account the wallet will Expand giving a visual cue that you have a lot of money, As you go on spending the money the wallet will slowly shrink until it becomes flat. This will let you know that you have little money to be spending. This feature will give the user a real feeling of what is happening to the numbers as they spend the money on there visa card.

11. Accessibility: Does this design address usage by individuals with unique abilities?

The Artificial Conscious and Expandable Wallet user interface features help assist users of limited abilities, or the normal user who can't always see or wants to access the UI to get the full information on there accounts. The wallet is designed to be used by everyone, with a touch screen the GUI could be expanded and size of fonts could be enlarged to help users with restricted vision, or poor motor control.

12. Ecology: How is the design environmentally innovative? Consider consequences and effects on behavior over the whole life cycle of materials and processes, source and waste reduction, energy efficiency, and repair/reuse/recyclability.

Even though the vista wallet is all about spending and consumerism, it will make all of these purchases a lot more environmentally friendly. The wallet will be able to download you "online" shopping list, and it will be able to locate the nearest local place where you can pick it up. This limits the 85% of packaged goods that are always in transit somewhere else, and encourages people to buy locally.

13. Business Advantage: Explain why you think this design would benefit a PC manufacturer's bottom line.

The PC business is based on making a product 6 months out of date even before the product has left the shelf. This outdated of products is just part of Moore's law. With the LiveWallet it is designed to change people perception of buying, people will buy less and spend the money they need on the products that are right for them.

- > People buy more, smarter. -- Less shipping, people know about better products
- > Online and Real shops now work as one
- > Environmentally Friendly, Side effect... Less shipping costs for Suppliers
- > Chance for a whole new branch of Location and Time based advertising.