(5 pts EC – 30 minutes) Reflection and Designerly Attitudes. Briefly describe how your group did, or could have, applied some aspect of either the Reflective Design (http://epl.scu.edu/~stsvalues/readings/reflectivedesign.pdf) or the Papanek, Chapter 4 (http://www.cs.cornell.edu/~danco/temp/P.pdf) readings to your group project.

After receiving the comments for our WeMash assignment, our group realized that we made an overwhelmingly wrong assumption, which was that all of our target audience would have access to a mobile, touch screen application. In the paper, we indicated that we were aiming to bridge cultural gaps and wanted the application to be used widely around the world. Our mistake, like the ones mentioned in the Reflective Design paper, was that we made cultural assumptions based on our everyday perspectives. On this college campus, we are exposed everyday to other students, all currently in the United States, many of a mid to high socio-economic class, who all seem to have smart phones. The assumption here was that anybody we design for would have a smart phone. We were not consciously aware of this assumption we made until this was mentioned in the comments we received about our paper.

If we had included any participatory design with more varied samples of our targeted audience, we could have caught a lot of assumptions we made. For instance, if we actually traveled to Japan to observe the way they interacted with music and technology, we would have found that iPhones are NOT what they use. This participatory design would have prevented us from full fledged designing an application that would eliminate the entire country of Japan as well most others.