

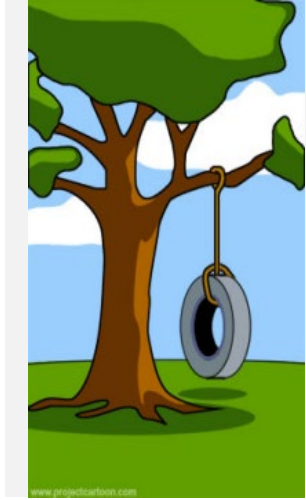
B O S T O N



EMBEDDED

USER EXPERIENCE  
DRIVEN DESIGN

Andrea Krajewska, CEO  
Voytek Krajewski, CTO  
Boston Embedded Inc.



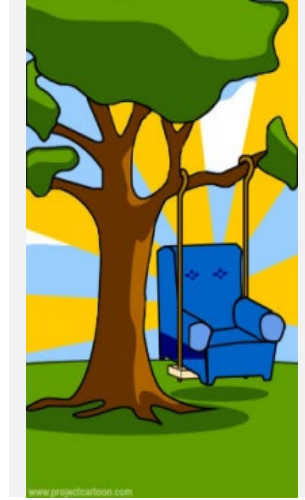
YOUR VISION

---



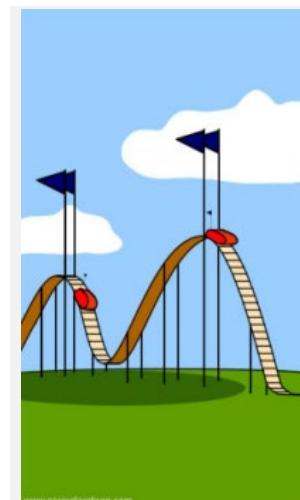
ENGINEERING

---



SALES

---



SPENDING

---



DELIVERABLE

---

# USER EXPERIENCE DRIVEN DESIGN



# THE PERFECT COFFEE CUP



# THE PERFECT COFFEE CUP VESSEL

	USER EXPERIENCES	QUESTIONS	TECHNICAL REQUIREMENTS
1	Holds coffee at perfect drinking temperature	What is the range and preferred temp?	<ul style="list-style-type: none"><li>• Optimal 130 deg F</li><li>• Range 125-140 deg F</li></ul>
2	Keeps coffee warm through commute &/or drinking time	How long does an average person take to drink their coffee?	<ul style="list-style-type: none"><li>• 2 hour minimum</li><li>• More time is preferred</li></ul>
3	Not too heavy	What is the maximum desired total weight?	<ul style="list-style-type: none"><li>• Maximum 2.2 lbs wet</li></ul>
4	Holds a good amount of coffee	How much coffee do most users prefer to drink in one sitting?	<ul style="list-style-type: none"><li>• 16 oz reservoir</li></ul>

- Action Items
- Meetings With A Purpose: Create A Path
- Inaccurate User Experience = Inaccurate Design

# HOW NOT TO WRITE A REQUIREMENT

USER EXPERIENCES

QUESTIONS

TECHNICAL REQUIREMENTS

5

Must use Li -Batteries

Ok

- Powersource Li-Batteries

- Locks Out Creativity
- Emparts Technical Choices On The User

# PERFECT COFFEE - DESIGN A

	TECHNICAL REQUIREMENTS	DESIGN A	PAIN POINTS
1	<ul style="list-style-type: none"> <li>• Optimal 130 deg F</li> <li>• Range 125-140 deg F</li> </ul>	Meets range requirements	The tradeoff between warm time (2), reservoir size (4) and weight (3) has proven to be the most challenging part of this product.  How confident are we in these technical requirements?
2	<ul style="list-style-type: none"> <li>• 2 hour minimum</li> <li>• More time is preferred</li> </ul>	Meets 2hr time at 130 deg. Falls short as temp increases. At 140 deg temp holds for 45 mins.	
3	<ul style="list-style-type: none"> <li>• Maximum 2.2 lbs wet</li> </ul>	Exceeds weight requirement at 3 lbs approx.	
4	<ul style="list-style-type: none"> <li>• 16 oz reservoir</li> </ul>	Meets reservoir requirement	

- Identifies Novelty & Major Challenges
- Enforces Open Communication
- Accurate Estimates & Controlled Spending

# USER EXPERIENCE REQUIREMENTS



## A HIGHER PURPOSE

A guiding force which keeps your company on track.



## A COMMON LANGUAGE

A communication medium which promotes user focused language.



## A PLAN

A set of actionable items that outline your design and spending.





Andrea Krajewska, CEO  
Voytek Krajewski, CTO  
Boston Embedded Inc.

[www.BostonEmbedded.com](http://www.BostonEmbedded.com)  
225-286-9835

*"ENGINEERING TANGIBLE INTELLIGENCE"*

Product Design  
Management  
Functional Prototypes  
Firmware  
Architecture  
Software Design  
Hardware Design  
Code Reviews

At Boston Embedded (BE), industries collide as we support consumer, scientific, industrial and military clients who endeavor to bring diverse embedded systems to market. BE specializes exclusively in the embedded design space which allows BE to elevate the innovation, management, prototype and documentation of robust production ready devices.

Our track record of success ranges from startups to enterprise-class projects. A user-centric methodology is our foundation for repeat performance. With a varied background, we excel at any number of device areas, including: IoT, low power, wireless and wired communications, emerging tech, and legacy systems.

We love this work, and we love working with our clients. For us, a great project goes beyond code and silicon to long-term relationships.