

6 Redesigning our world

Reading

1 Skim the article on page 49. Are the sentences true (T) or false (F)?

- 1 Jamie Siminoff was given the job of designing a doorbell. _____
- 2 At first, Siminoff hated the product's design. _____
- 3 Siminoff's invention was an instant success. _____
- 4 Siminoff tried to get money to develop the product by going on TV. _____
- 5 Ring was developed through collaboration. _____
- 6 Ring became successful after Siminoff sold it on Amazon. _____

2 Complete the product development case study with these words.

doorbell Doorbot 'gadgety' garage motion
Ring success Wi-Fi

3 Choose the best description of the concept map in Exercise 2 (a-c).

- a It explains the various parts of the Ring system.
- b It shows how Ring developed from concept to finished product.
- c It reveals the evolution of Wi-Fi doorbells.

4 Choose the best option to complete the sentences.

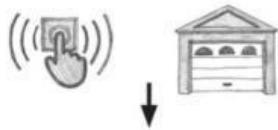
The writer probably thinks that ...

- 1 ... Siminoff made a lot of unnecessary mistakes / was hard-working.
- 2 ... the *Shark Tank* investors were cautious / enthusiastic.
- 3 ... Chris Loew was skilled / unimaginative because his designs were simple.
- 4 ... consumers don't understand good design / need to understand products clearly.
- 5 ... Ring is a truly useful product / probably unnecessary for most people.

Product development case study: Wi-Fi-connected video doorbell

PROBLEM:

Can't hear doorbell in ¹ _____



SOLUTION:

Use ² _____ to connect doorbell + camera + ³ _____ detector to phone



PRODUCT IDEA:



Original product name: ⁴ _____
Investors say no. Too ⁵ _____



REDESIGN:

New product name: ⁶ _____
Looked more like a ⁷ _____
Investors say yes. Big ⁸ _____!

Great idea – too bad about the design

In 2011, Jamie Siminoff had a problem. The inventor and entrepreneur was working most days in the garage behind his house, but when his doorbell rang, he couldn't hear it. As a result, he would miss delivery drivers and visitors. At the time, he was trying to come up with an idea for a new business, with ideas ranging from gardening to conference-calling technology, without success. The doorbell problem was just a distraction.

Taking a break from work to deal with the issue, he devised a simple electronic system that sent a signal over his Wi-Fi network to his phone when the doorbell rang. Siminoff's wife suggested that this could be a splendid idea for a new business. Siminoff agreed and enhanced his invention with the addition of a camera and a motion detector. Now, wherever he went, he could monitor his front door using his smartphone, a solution that offered both convenience and security. He'd just invented the Wi-Fi-connected video doorbell.

Siminoff gave the new product the science-fiction-sounding name Doorbot (door + robot). He created a design that featured a small camera behind a curved piece of plastic that stuck out very noticeably on the front of the device like a single, if slightly scary, computer eyeball. He was proud of the design.

To launch Doorbot as a business, Siminoff needed funding. He took his product to *Shark Tank*, a reality TV programme where people with ideas for new business ventures present a proposal to potential investors. Siminoff explained his Wi-Fi-video-doorbell concept, but left the programme without financial backing. Most of

didn't think Doorbot would ever catch on. They felt the product was too 'gadgety' for most people. It didn't look like a doorbell and people arriving at the house wouldn't know what they were looking at or what it was for.

Siminoff was still convinced that his basic idea was strong, but he realized that the design needed a rethink. To help make the necessary modifications, he hired industrial designer Chris Loew. After evaluating the requirements – space for a camera, battery, motion detector, a button and a few tiny electronic parts – he created a look for the product that wouldn't look odd on the front door of the average home and be chosen in appearance to a conventional doorbell. People might notice the new design, but it didn't look out of place.

Although he had left *Shark Tank* without any money, the programme had given Siminoff and his product a lot of publicity. Investors, aware of Doorbot, were ready to invest in the new design. To complete the product's redesign, the name needed to be replaced with something more clearly descriptive of its function. One of the project's investors pointed out that Siminoff said the word 'ring' dozens of times in his presentation, so they decided that the name Ring would help consumers to understand the product.

Ring very quickly became successful and soon caught the attention of Amazon, who reportedly paid one billion dollars for the company. Ring now produces not only video doorbells but also home and car security systems and several other electronic products. Ring's development story shows that a product's design can be

Vocabulary

Representation

1 Match the words and phrases in bold (1–11) with the definitions (a–k).

One thing I love about my gym is its **diversity**. People from all over the world live in my city and there are dozens of different countries **represented** in the gym. The **inclusivity** also extends to age, gender, religion, social class, body type, disability and so on. I think anyone who came to the gym would see people who **resemble** themselves exercising there. Knowing or even just regularly seeing people who aren't like you is a good way to get rid of **negative stereotypes**.

A few years ago, the management was criticized for having adverts that were **unrepresentative of** the wide variety of people who use the gym. The pictures showed young, fit people and seemed to **emphasize** that these body types are the socially-accepted ideal. After the adverts were given **a makeover**, there was no longer one **prominent** type of person in them. Now the adverts **highlight** the gym's diversity and help **change people's perceptions** that gyms are just for a certain type of person.

- a the practice of making sure that everyone has equal access and opportunities
- b the fact of having many different types of people
- c make people see or think of something differently
- d included, heard
- e a complete change in design
- f unfair or untrue beliefs about groups of people
- g look like, be similar to
- h not an accurate view or description of
- i give greater importance to
- j make easy to see so people pay attention to it
- k important, easily noticeable

2 Complete the paragraphs with these words and phrases.

change people's perceptions emphasizes makeover
negative stereotypes represent

The Centre for Ageing Better charity held a design competition to find ways to **1** older people without using the **2** of characters with bent backs and walking sticks that are often seen on road signs. The idea was to try to **3** that old age is simply joyless. The winning **4** of the sign shows an outline of two elderly people dancing and **5** the fact that a love of dancing can be shared by everyone, no matter how old they are.

diversity highlights inclusivity prominent
representative of resembles

A growing number of businesses in the US now have a sign that says 'Inclusive business – we serve anyone' displayed in a **6** place. Called the '100% Sign', it **7** the fact that all people are welcome there. This clear message of **8** isn't just for businesses. Another version of the sign reads 'Be kind, be inclusive – you are in the 100%', calling attention to the fact that humanity – the 100% – includes a huge **9** of people. The middle part of the sign **10** a blanket made from many different colours and is **11** the many varied parts that make up the whole.

Grammar

Alternative conditional forms

1 Choose the correct option to complete the sentences.

- 1 They won't consider making a change *unless / supposing* someone suggests it.
- 2 Groups are inclusive *as long as / assuming* everyone is represented.
- 3 *Supposing / As long as* you could change anything in your workplace, what would it be?

- 4 We're happy to change the design, *unless / provided* the staff approve it.
- 5 The problem wouldn't have been solved *unless / provided* people had complained.
- 6 *Assuming / Unless* everyone agrees, we can order the new signs right away.
- 7 *As long as / Unless* the meaning of the sign is clear, we're happy to put it up.

2 Rewrite the sentences using the words in brackets.

1 If they're represented in the materials, course participants feel included. (unless)

Course participants don't feel included unless they're represented in the materials.

2 We won't change the signs if we can't find a better alternative. (provided)

3 If you had to create a symbol to represent yourself, what would it be? (supposing)

4 If everyone is represented, attitudes will change in time. (as long as)

5 If we hadn't demanded it, the change wouldn't have happened. (unless)

Listening

1 **6.2** Listen to a conversation at a consumer focus group. Match the parts of the conversation (1–4) with the laundry detergent package designs (a–d).

a _____

c _____



b _____

d _____



2 **6.3** Listen to four extracts from the conversation. Match the extracts (1–4) with the thing they're describing (a–d).

1 _____ 3 _____

2 _____ 4 _____

a a taste or smell

b an adjective

c a product

d a task

3 **6.3** Listen to the extracts again. Write the adjectives you hear.

1 intelligent, well dressed, _____

2 boring, _____

3 better, _____

4 clean, fresh, _____

Vocabulary

Design

1 Choose the correct option to complete the sentences.

1 My TV remote has a lot of *pointless* / *artificial* buttons. The design is too complicated to be *unreliable* / *user friendly*.

2 I have an exercise watch that's *compatible* / *functional* with my smartphone, but the Bluetooth connection is *unreliable* / *in the way*. The watch often says 'Phone not found'.

3 My games console controller has a(n) *fragile* / *illogical* design. The large joystick gets *in the way* / *impractical* of the buttons next to it.

4 I bought a *user-friendly* / *an artificial* plant because my real ones kept dying. It is very *striking* / *looks* – not because it looks so real but because it looks so fake!

5 Umbrellas that fold up very small are convenient but too *fragile* / *illogical* for *everyday* / *unreliable* use. They're *striking* / *impractical* because they blow inside out if it's windy.

2 Complete the sentences with these words and phrases.

artificial compatible fragile functional
illogical impractical in the way looks pointless
striking unreliable user friendly

- 1 Sometimes it works, sometimes it doesn't.
It's _____.
- 2 The controls are easy to understand. They're
_____.
- 3 It isn't real. It's _____.
- 4 Some of the design features don't do anything.
They're _____.
- 5 My phone can connect to my speaker system. The
two are _____.

Focus on Compound adjectives

1 Choose the TWO compound adjectives (a–d) that can naturally complete the sentences (1–5).

1 The shop is easy to find because they have a(n)

2 Complete the sentences with a word from each list. Use a hyphen if necessary.

brightly	eye	full	ice	long
sugar	two		user	
catching	cold	free	friendly	lasting
length	lit	week		

- 1 The car's design is _____, so people notice it and often stop to look at it.
- 2 The food was excellent, but the restaurant wasn't very romantic because it was so _____.
- 3 If you're hot and thirsty and want to cool down, the best thing is _____ water.

- 4 The school is closing for a(n) _____ break.
- 5 I have diabetes which means I have to watch my sugar intake, so I'd prefer a(n) _____ drink if you have one.
- 6 The software is super _____ and easy to understand.
- 7 I can store about 40 _____ films on my tablet, or about 100 half-hour TV programmes.
- 8 Consumers love the _____ battery – up to a full week between charges.

Writing

2 Downloads and crashes on the Table Service app were also tracked. Look at the line graphs below and choose the correct options to complete the paragraph.

The data shows that we ¹have / *don't have* a lot of work to do. We promoted the app heavily on social media and for the first ²two / *four* weeks after launch, that worked. But from then, with the exception of week 7, we've seen a steady ³climb / *drop*.

Crash reports have steadily ⁴increased / *decreased*. However, in terms of crash reports per total number of downloads, this is expected as week on week ⁵fewer / *more* people are using the app. We ⁶need / *don't need* to do a more detailed analysis to fully understand when and why the app fails.

Figure 2: Downloads per week

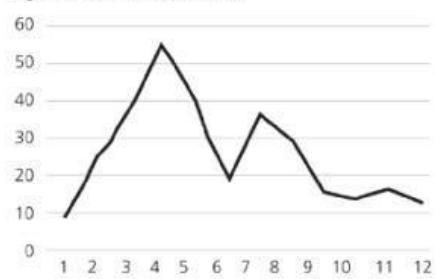


Figure 3: Crash reports per week

