

let's get
buildy!



*social
brands*

THE FACILITIES

Prototyping Room

- quick low resolution prototypes
- cardboard, foamcore, laser printer, hot glue
- sacrificial prototypes that don't need to be durable

Room 36

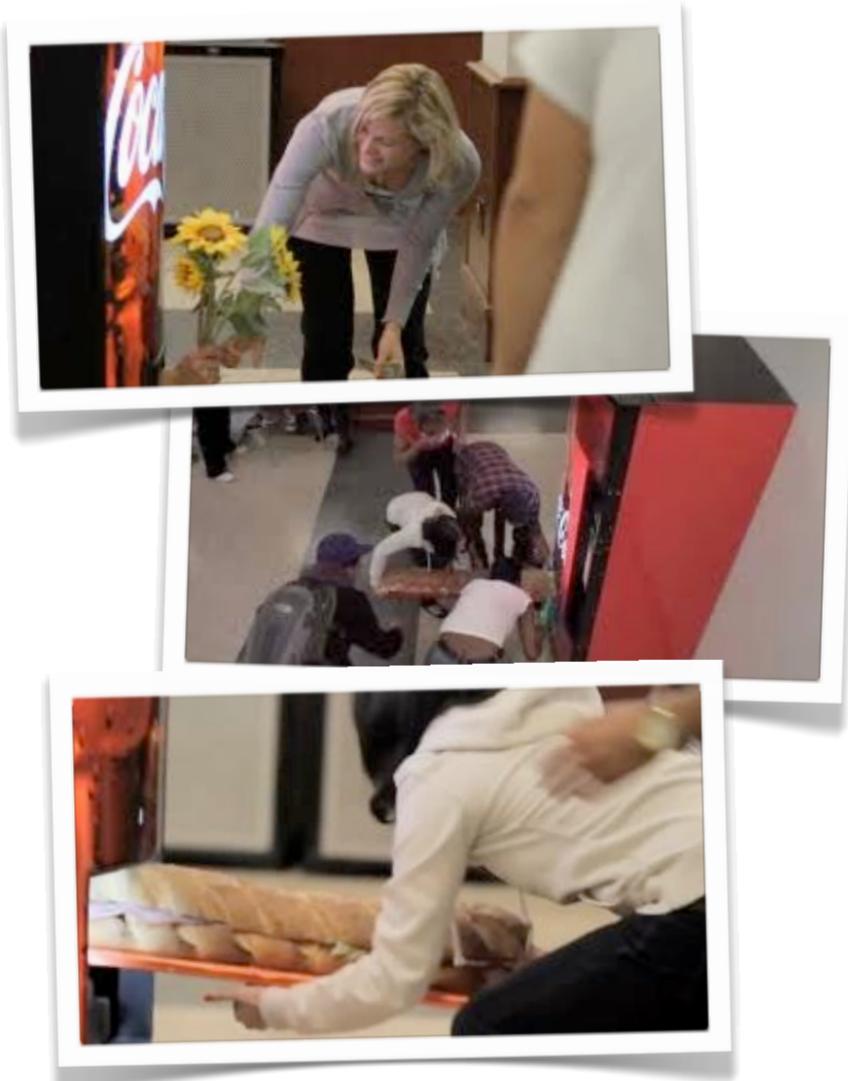
- more refined prototype-level objects
- foamcore, vinyl cutter, laser cutter, sewing machine
- more refined “craft-level” prototypes with some level of finish
- smaller-scale objects that are semi-durable

Model Shop

- durable, larger-scale prototypes
- table saw, chop saw, drill, power sanders
- larger scale structures that need to be durable



COKE HAPPINESS MACHINE



How they did it

Coke took a vending machine shell, cut a hole in the back, and built a room behind it where a team of people waited and handed awesome gifts to unsuspecting customers.

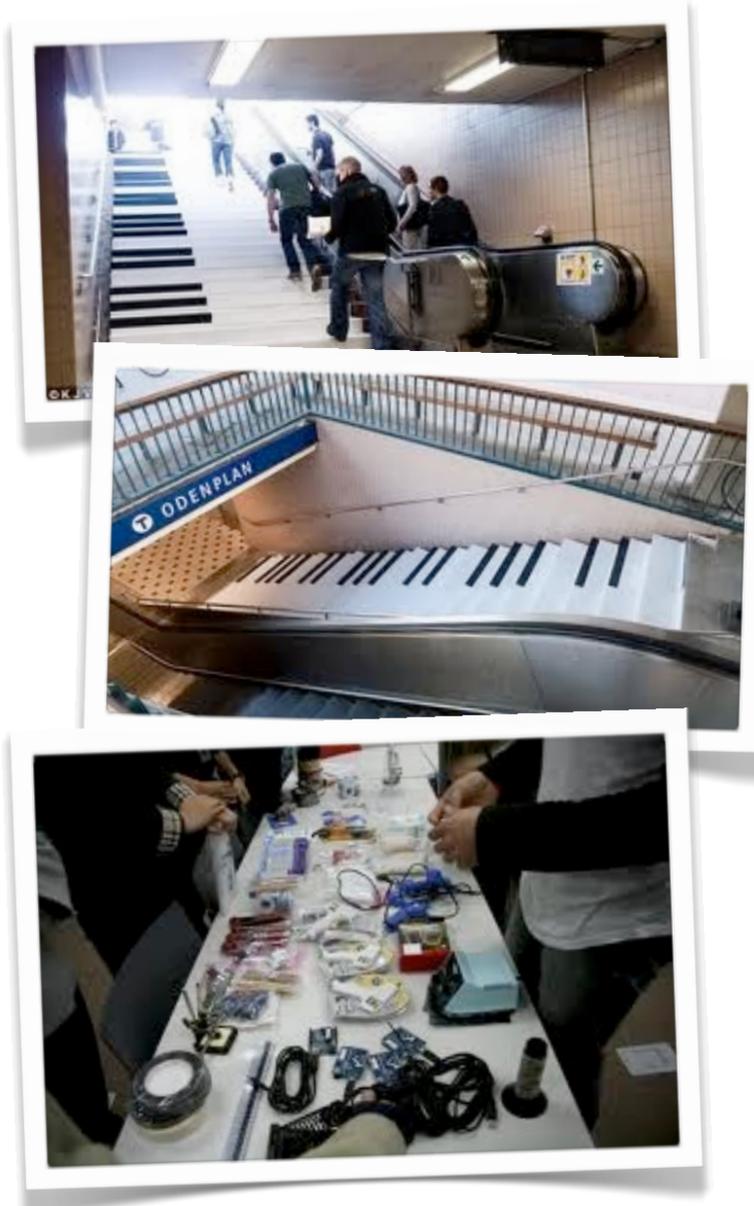
How you might do it

You might be able to get a vending machine shell from a brand partner or off Craigslist. If not, a decorated refrigerator box or foamcore structure is a great substitute. To simulate the false wall, a curtain or foamcore walls might be a way to hide the magic dispensing system. For a more automated setup check out [this cool example by a former d.schooler.](#)

What you'll need

- vending machine shell (brand partner, Craigslist)
- big sheets of foamcore (d.school, University Art)
- lumber/PVC for framing (Home Depot, OSH)

VW FUN THEORY PIANO STAIRS



How they did it

Over the course of a night, VW placed pressure sensors and vinyl sheeting on a staircase, hooked them up to speakers and a microcontroller, and turned a subway station into a musical experience.

How you might do it

This might take a little bit of familiarity with technology and Arduino but it's doable (a group of IDEO interns did it last summer). Wire up and connect sensors to the microcontroller and create (or find) code that triggers specific sound files when the sensor is actuated. (Tutorials very available online)

What you'll need

- Pressure or IR sensors (Sparkfun or Jameco)
- Arduino (Sparkfun, Adafruit)
- Vinyl/wallpaper to decorate stairs (Room 36)
- Speakers

HONEST TEA HONEST STORE



How they did it

Honest Tea set up pop up stores in major cities and put out a cash box and signage that asked people to pay for their drinks on the honor system.

How you might do it

Creating a pop-up store is as easy as finding some shelves or tables to display product, and then going to town with signage and props. The d.school has design software and free color printing, and mounting signs on foamcore will help them stand up in the wind. You can likely get your products from your brand partners. The cashbox can either be built out of laser cut acrylic in Rm. 36 or bought.

What you'll need

- tables and shelves (Costco, d.school)
- signage (d.school, printshops)
- product (brand partners)

COKE HAPPINESS TRUCK



How they did it

Coke decorated a truck and turned the back into a giant vending machine with a huge “push” button. When visitors pushed the button, surprises came out from the dispenser

How you might do it

You can rent a similar-sized truck from places like Hengehold or Monarch Truck rentals. Truck graphics can be done with vinyl stickers made on Room 36’s vinyl cutter, and a pushbutton can be purchased online. To simulate a dispensing mechanism, the rear gate can be replaced by large sheets of foamcore with a hole cut in it. Check out [this truck project](#) by another d.school team.

What you’ll need

- a rental truck (Hengehold, Monarch)
- decals/signage (Room 36)
- pushbutton (Sparkfun)
- foamcore back (d.school)

CAINE'S ARCADE



How they did it

Caine built an entire arcade out of cardboard and tape in the front of his dad's shop. He made tickets and scoreboards from paper and calculators.

How you might do it

If a 9 year old can do this, so can you. Cardboard or foamcore is readily available at the d.school or in recycling bins, and everything else is just up to your imagination. In this example, quantity was key. Cardboard/foamcore construction tips were handed out in class and are available on the class site.

Special tools

- cardboard/foamcore (d.school, recycling bins)
- tape and signage (d.school)
- calculators and prizes (dollar stores, toys r us)

JETBLUE YOU ABOVE ALL



How they did it

JetBlue set up a couple of unexpectedly frustrating scenarios for consumers in New York and took hidden camera footage of their reactions.

How you might do it

In these examples, realism is key. You could find another common campus vendor or experience, then hack it unexpectedly. Hiding cameras carefully is key here - the d.school has a bunch you can borrow, but iPhones work great as well when camouflaged. Check out [this car-based project](#) from last year's class.

Special tools

- cameras (d.school)
- rentable vending/car experience (Zipcar, party rentals, Axe&Palm)