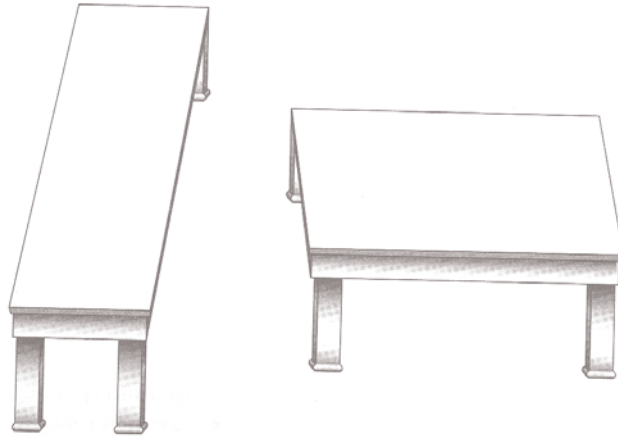
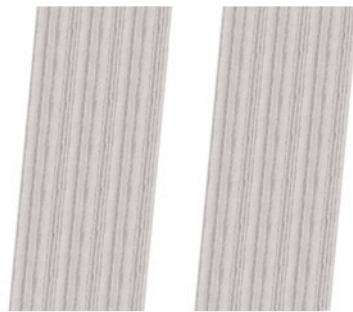


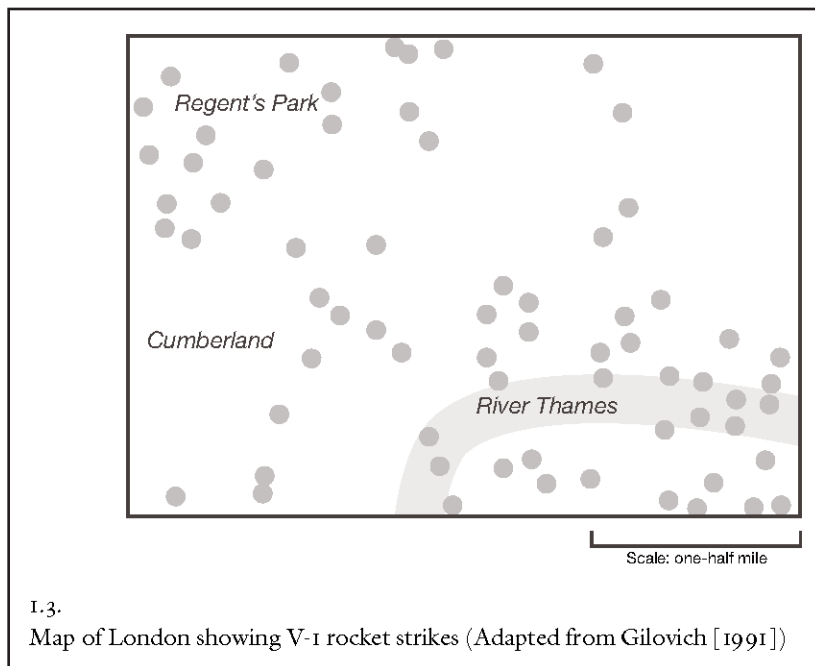
Have a look, if you will, at these two tables:



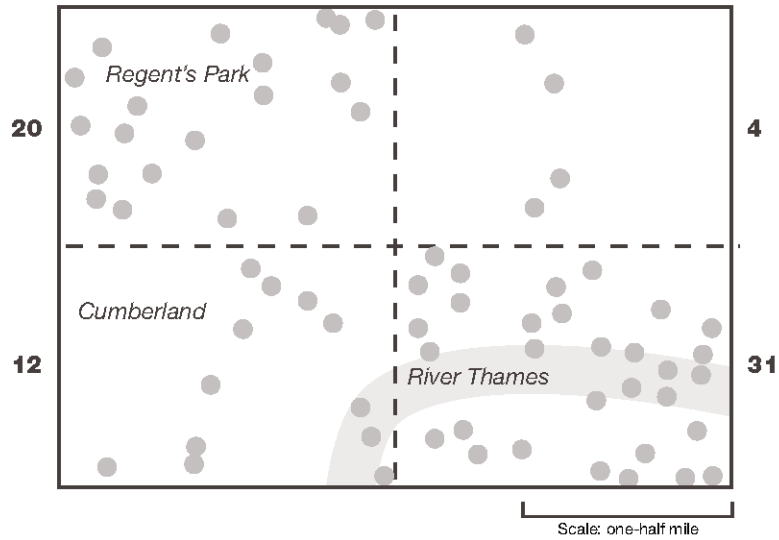
I. I.
Two tables (Adapted from Shepard [1990])



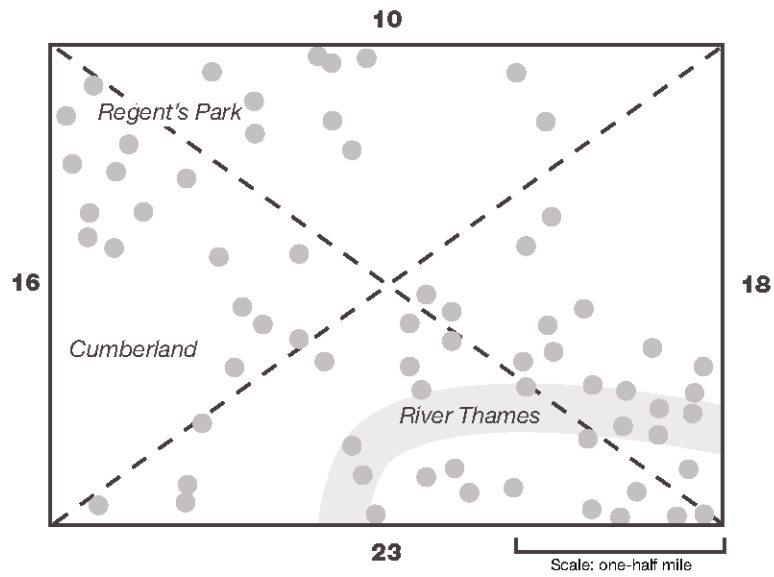
I. 2.
Tabletops (Adapted from Shepard [1990])



1.3.
Map of London showing V-1 rocket strikes (Adapted from Gilovich [1991])



a



b

I.4.

Map of London showing V-1 rocket strikes, with vertical-horizontal grid (a) and diagonal grid (b). The figures outside the grid refer to the number of dots in the quadrant. (Adapted from Gilovich [1991])



1.5.
Lake Shore Drive, Chicago (Courtesy of the city of Chicago)

clocky™



PRODUCT

Clocky® (patent pending) is an alarm clock that runs away and hides if you don't get out of bed on time. The alarm sounds, you press the snooze, and Clocky will roll off of the bedside table, jump to the floor, and wheel away, bumping mindlessly into objects until he finds a spot to rest. When the alarm sounds again, you must awaken to search for him. Clocky will find new spots everyday, kind of like a hide-and-seek game.

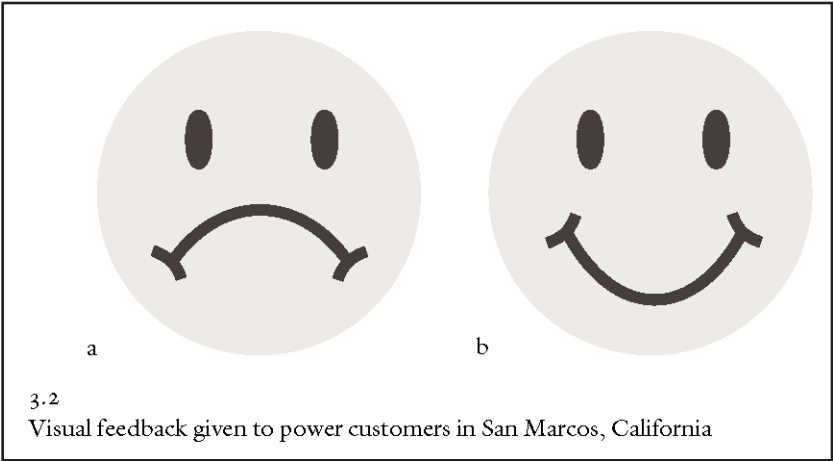
Clocky alarm clocks were designed to reinterpret the common alarm clock into something that is not stressful and obnoxious but amusing and a better fit between humans and technology.

2.1.

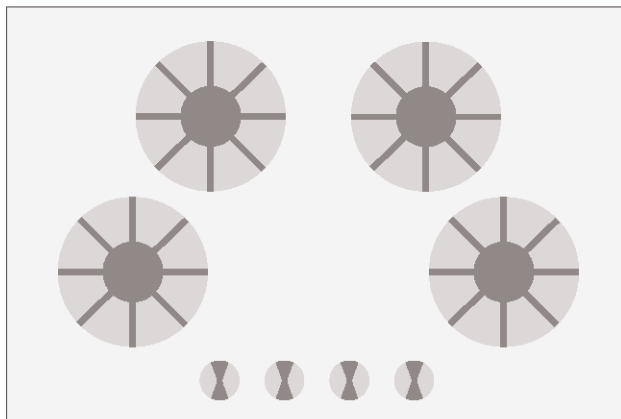
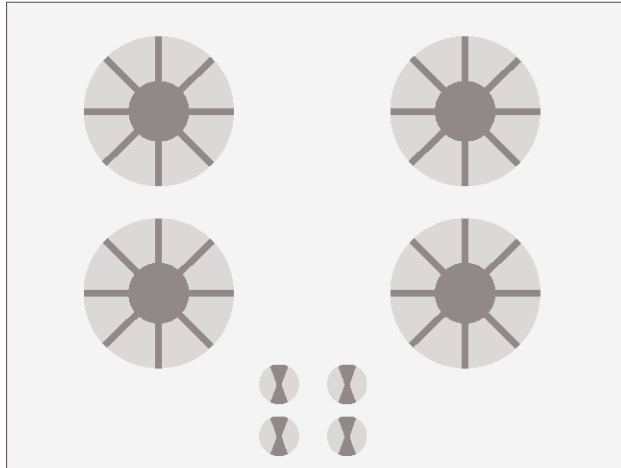
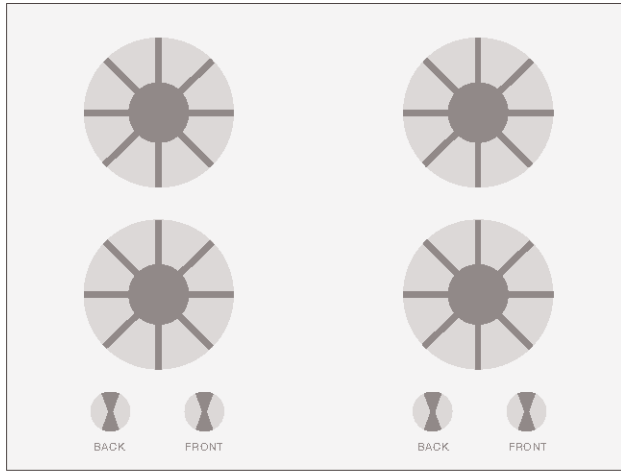
Clocky advertisement (Used by permission of nanda llc.)



3.1
Don't Mess with Texas logo (Used with permission of Don't Mess with Texas, Texas Department of Transportation)



3.2
Visual feedback given to power customers in San Marcos, California



5.1
Three designs of four-burner stovetops