For my homework assignment, I decided to design a cell phone of the 22nd century for the business professionals. My goal was to create a cell phone that was incorporated into a commonly used object that was unnoticeable when not in use. I wanted people to move away from a large, oddly shaped blackberry.

Design: Sleek pen styled cell phone that blends in with the person’s attire.
Features List:
Removable ear piece that serves as the pen’s push in / pop out button
Projection capabilities for PowerPoint and other presentations
Rotating Dial in the middle of the Pen for discrete dialing purposes
Interactive Projection that will allow users to project to a small screen for easy internet and email reading (projection will allow for hand motion as a pointer device).

Here is how I answered the following questions:

• Who is the audience for your particular phone?
  The Audience is business professionals who will use this device in everyday settings ranging from meetings, presentations, to more formal events.

• What is the motivation for your design?
  The Motivation was to create a cell phone in the form of an ordinary object that business people often carry around.

• How is the motivation rendered in the design of the phone?
  The Phone is designed in the shape of a sleek pen that unsuspecting parties will not notice on first glance. This is part of the wow factor that will show their preparedness especially for board room presentations.

• Does the design allow for completion of the intended task?
  Yes, the tasks completed by a business person on a day to day basis is covered by the design

Selected Scenarios:
In Presentation Mode, the user will use the projection feature to use the pen to project a presentation to their clients. The Pen, which has internet capabilities, is able to load presentations via the WWW.
Interactive Mode: This mode allows for the use of the pen cell phone like a regular blackberry and beyond. When put in interactive mode and placed on the bridge of the person’s ear, this pen becomes a projected smart phone. Users can project this image onto any open surface thus allowing it to be used in almost all places. Their fingers will serve as a pointer device that allows for web browsing and email reading /reply. A holographic keyboard is also projected for ease in typing.
Discrete Mode: When business professionals are attending more formal events, it’s always a good idea to keep your mobile device as discrete as possible. This image of sincerity and professionalism is necessary in many settings. The pen cell phone will allow for that by being able to remove the push/pop end of the pen as a discrete ear piece and leaving the pen in your suit pocket as a microphone. A simple tap on the suit pocket can quickly enable and disable a phone conversation which is convenient when clients are on hand.