Objective
To demonstrate my ability to analyze and communicate ideas about design.

● Description of a product easy to use
The product that I chose for design analysis is, the Waiter’s Friend corkscrew. I will describe how easy it is to use compared to other corkscrews.

● Why is it easy to use?
The Waiter’s Friend corkscrew is easy to use because it small and lightweight. There are other corkscrews that are too large and too heavy or too small and too fragile. It also has a very simple design, while others have fancy unusable features added that make it difficult to use. This is ergonomically designed to reduce the effort needed to remove corks. The serrated edge is conveniently and unobtrusively located at the head of the corkscrew and can cut through all types of foil. Also, the corkscrew is designed to have a stainless steel five-spiral worm that contains a head that can penetrate any cork. To use this corkscrew, all the user needs to do is open it up, pull the serrated edge (knife), cut the foil, insert the worm into the cork while ‘screwing’ it as far in as possible and place the locking lever on the mouth of the bottle, pull the cork and adjust the lever until the cork is completely out. Mission complete!

● Who might have difficulty in using this product?
People that suffer from arthritis or a handicap of the hand(s) will have difficulty in using this product.

● Why would they have difficulty?
Opening a bottle of wine requires a lot of support of the hands to hold the bottle and screw the worm into the cork. People that suffer from arthritis experience a lot of pain in the joints and opening the bottle would aggravate their condition.

● What could resolve the difficulty?
To resolve the difficulty of using this type of product would mean that any arthritis sufferer or a handicap person would need to purchase an automatic corkscrew to accomplish this task.
• Description of a product difficult to use
The product that I chose for design analysis is Starbucks’s Barista, an espresso and cappuccino maker.

• Why is it difficult to use
The Barista is difficult to use because there are many steps involved in prepping the machine and getting it ready to make simple shot of espresso. As a user, I would like to hit one button once and immediately get my serving. Currently, the coffee cup button needs to be pressed so that the Ready light may eventually turn on. The green light lets the user know that he/she may begin. Once the green light comes on a shot of water is to be released and then thrown away, the espresso pod is added to the pod holder, then the coffee cup button is pressed again to release water for the shot and once a shot is added to the cup then ready button must be pressed to terminate its function. It is my opinion that it’s just not worth the shot.

• Is there anyone who might find this easy to use? Why would they find it easy to use?
I have discovered that coffee connoisseurs enjoy the involved steps and the process of making coffee and other coffee drinks. It is a level of expertise that a coffee connoisseur must master and the challenge is exciting for them.

• How do you compensate for difficulty using the product? (extensive training, written notes or other documentation, etc.)
Initially, when I tried making cappuccino, I thought that the Barista would be intuitive, but quickly discovered that this was not the case. I had to read the instructions and online documentation to compensate for its difficulty.

• What could resolve the difficulty that you have with the product?
It would be nice if the machine could calibrate the amount of water needed to make a shot or two. Also, adding more descriptions on the interface and making the buttons smaller would add value to its use. I don’t see a benefit in this product having large buttons without some verbiage about how they should be used or what their functions are.
Conclusion
Both products are similar in that they need extensive manual use and interaction from the user. However, they differ by how well and effectively the designers were able to minimize the number of steps needed to complete a given task. The Waiter's Friend has a simple design and requires very few steps to complete the task of opening a bottle of wine allowing the user to have complete control. While Starbucks Barista struggles in reducing the number of steps to complete the task of making a shot of espresso. It doesn't allow the user to have more control of the product. There is a dependency of the Ready light before proceeding to make that tasty shot or two of espresso.