v/h The product standard

Useful through an ordinary week.

What an everyday utility has to prove.



v/h A reason to keep using it

The need comes back.

The job should recur often enough
to justify another object in someone's life.

We need evidence of repeat use
and a benefit people can recognize.

v/h Dependable performance

The ordinary conditions count.

People use products with different habits and different levels of attention.

The device needs to handle that variation within a clearly defined job.

A prepared demonstration is a starting point.

vh.do

v/h Feedback people can understand

Make the outcome clear.

Show when the task is complete.

Explain when something needs attention.

Make any limits understandable.

The owner should be able to understand
what happened without diagnosing
the agent's internal decisions.

v/h Good to own

The whole experience has to work.

Price and upkeep belong in the design.

The core job should work locally.

Each utility should stand on its own.

Our first product is still in development.

These are requirements we need to establish.

vh.do