

Striking Gold in Design



Team Sublight Members & Lecture:

Joshua Koh, Tan Ying Qi, Ng Yeow Chuan, Phoebe Tan, Agnes Chua & Ms Foong Pin Sym



In the first-ever international student design competition conducted by the Usability Professionals' Association (UPA) on 10 June, Team Sublight from NM 2216 Introduction to Interactive Media Design clinched the top spot. They beat two other teams from the Universities of Washington and Toronto, both known for their strong programmes in human-computer interaction.

The class had embarked on the projects in teams to create sustainable transportation solutions. The winning team devised a method of managing passenger capacity in individual MRT carriages by capturing the information at the previous station, and displaying the information to potential passengers in the next station. This helps passengers align themselves at the right gate to increase chances of boarding a crowded train. Another NM2216 team, iSave, also made it into the finals of the UPA competition.

Both teams were meant to present their projects during the UPA 2009 International Conference in Portland, Oregon but due to uncertainties from the H1N1 outbreak, the organisers kindly cooperated with Instructor Ms. Foong Pin Sym's request to permit remote participation this one time.

Despite early morning conference calls, Team Sublight members Joshua Koh, Tan Ying Qi, Ng Yeow Chuan, Phoebe Tan and Agnes Chua convincingly defended their proposal to walk away with the top prize of US\$1250 in cash.